



## “Managing & Securing the Mobile Enterprise”

### **Mobile Computing Summit**

**Session: Tutorial T3A**

**Date: Thursday, June 30**

**Time: 8:30 to 10:50 am**

# Enterprise Adopts “BYOD”; Tablets SkyRocket

## InformationWeek

“Top 11 Mobile Predictions for 2011”

### #7: Enterprise Adopts BYOD Model

IT managers don't have it easy when it comes to provisioning and deploying smartphones...

## The New York Times

Expect the World®

February 20, 2011

### After iPad's Head Start, Rival Tablets Poised to Flood Offices

Ted Schadler, a VP and principal analyst with Forrester Research, expected that **tens of millions of tablets** would be in use in America's workplaces by 2015.

**“It will be the fastest uptake of any device in the enterprise ever.** Faster than PCs, faster than laptops and faster than smartphones.”

Morgan Stanley

Morgan Stanley predicts **51% of companies will be buying their employees tablet devices** in 2011—while a further 16% will allow employees to use their tablet devices on their company networks

# Implications of Device Trends on Enterprise IT

Lack of Standardization Drives Up:

- Administration Costs
- Support Costs
- Security Risks
- Compliance Risks

## Financial Risk of Lost Devices

**Aberdeen Insights — The Russian Roulette of Lost Devices**

**Table 4: Lost Data Risk Profile**

Statute or Regulation	Relevance	Mean Risk per Lapse
Payment Card Industry Data Security Standard (PCI DSS) <sup>1</sup>	25%	\$ 491,684
Health Insurance Portability and Accountability Act (HIPAA) <sup>2</sup>	24%	\$ 147,485
Gramm-Leach Bliley Act (GLBA) <sup>3</sup>	13%	\$ 141,434
Securities and Exchange Commission (SEC) regulations <sup>4</sup>	23%	\$ 139,210
United States Patriot Act <sup>5</sup>	12%	\$ 136,163
Sarbanes-Oxley (SOX, JSOX) <sup>6</sup>	38%	\$ 132,505
Basel II <sup>7</sup>	10%	\$ 115,680
Government-defined classified information	18%	\$ 103,125
FINRA (Financial Industry Regulatory Authority) <sup>8</sup>	15%	\$ 93,762
United States Federal Rules of Civil Procedure (E-Discovery) <sup>9</sup>	20%	\$ 60,990
Global privacy regulations	37%	\$ 35,500
Green and Sustainability Compliance Standards	20%	\$ 27,188
COBIT Operational Standards <sup>10</sup>	18%	\$ 24,380
Tax implications of employee reimbursement	39%	\$ 13,429
Tax implications of mobile devices as listed property	33%	\$ 10,599

Source: Aberdeen Group, February 2011  
continued

# Solution Challenge: Balancing Needs of Enterprise IT and Mobile Users

## Enterprise IT Needs:

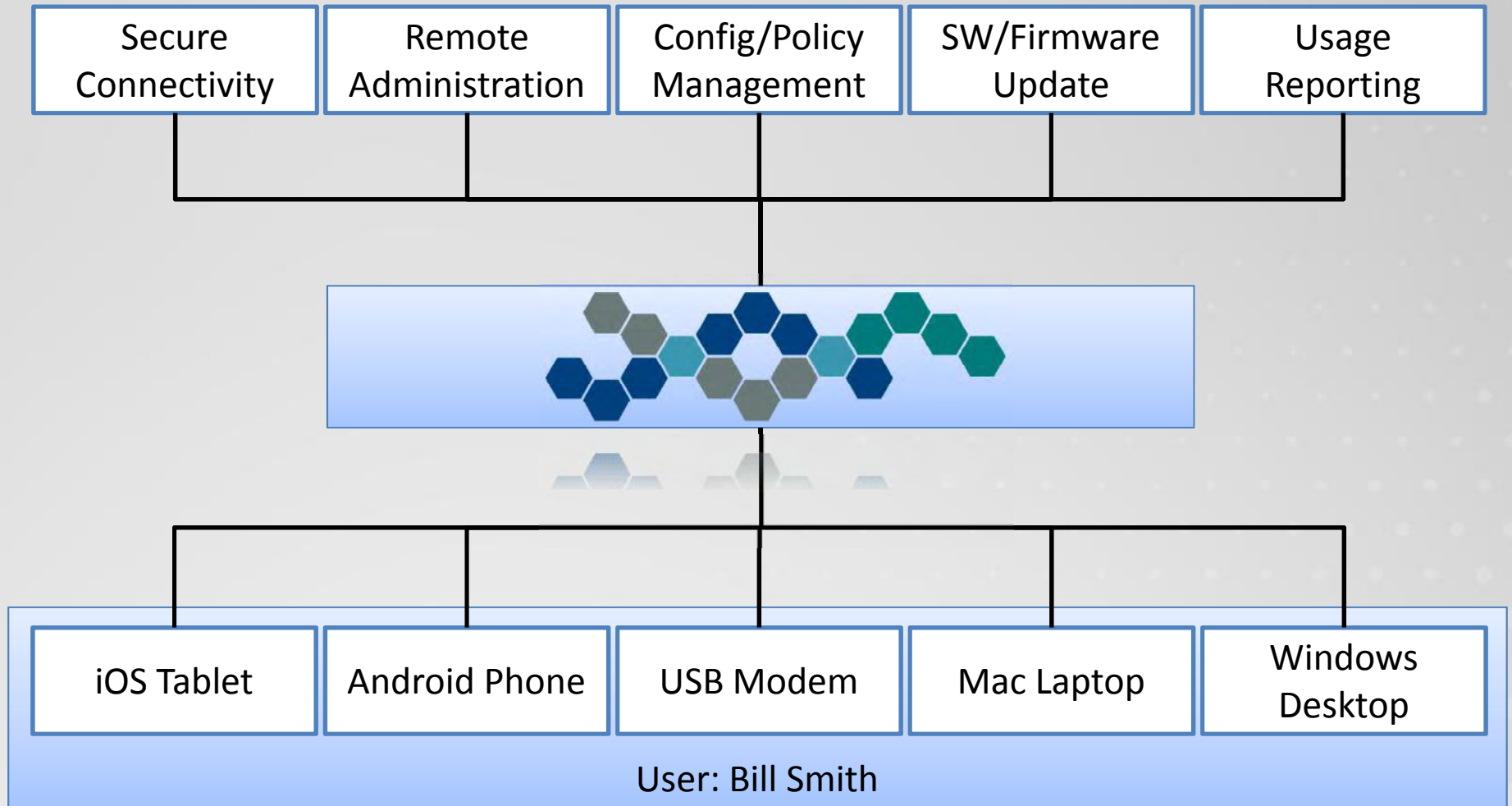
- Visibility
- Policy Enforcement
- Security
- Compliance
- Cost control



## Mobile User Needs:

- Productivity
- Flexibility
- Ease of Use

# Consistent Management Across Multiple Devices



# User-Centric Approach

Install application for Bill Smith

iOS

Application + Config. Profile



Android

Application + Config. Profile



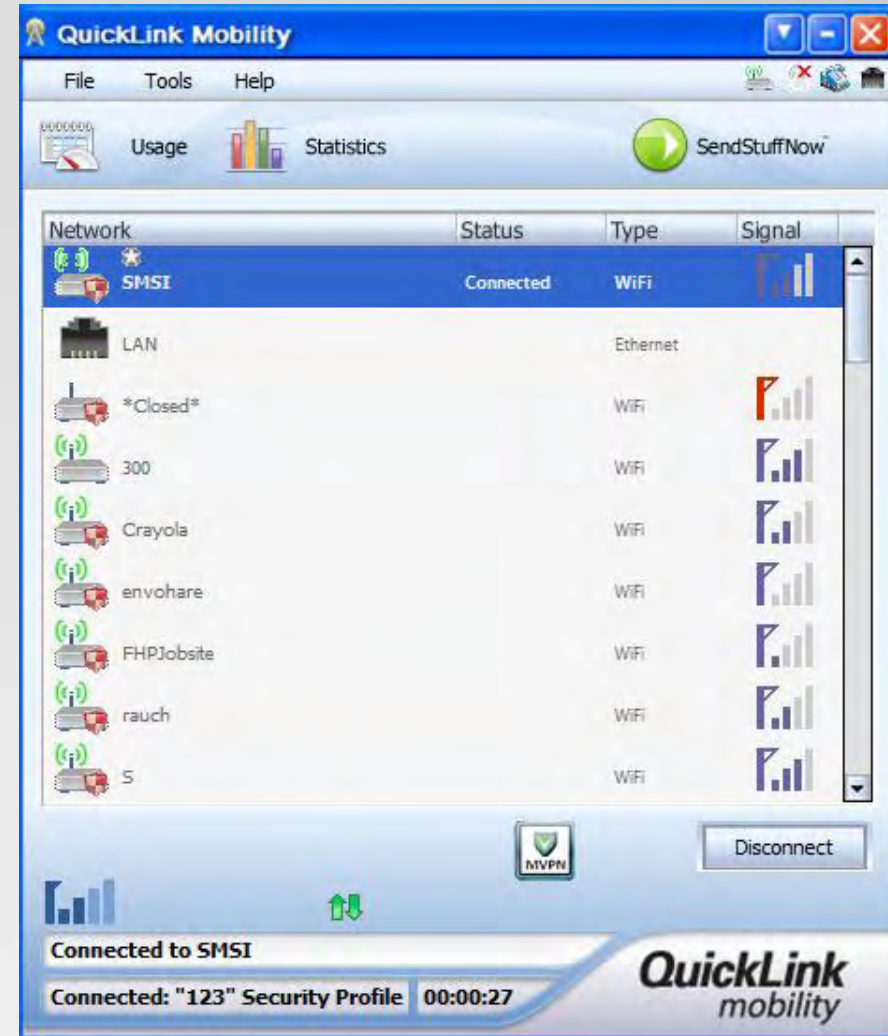
Windows

Application + Config. Profile



# Secure Connectivity Requirements

- User-friendly UI (SSO, Network selection, Usage)
- Cross-technology roaming support (WWAN, WLAN, Ethernet, dial-up)
- Session persistence
- Highly secure VPN (IPSec , SSL, Active Directory, Radius)
- Access control and remediation
- Remote software and device management
- Integrated diagnostics and reporting



# Managing HotSpots and Data Plans

- Proactive Alerts
  - Access/User Controls
  - Roaming
  - Battery
  - Coverage
  - Data Usage
  - Service Plan
  - Diagnostics
- Tethering Controls
  - Jailbreak prevention
  - Application black-list



# Self Service Reduces Support Costs

- GPS Locate
- Lock/Wipe
- Backup
- Configure
- View History
- Personalize
- SMS Access

The screenshot displays the Smith Micro Software mobile management interface. At the top, the logo "SMITHMICRO SOFTWARE" is visible. Below it, there are navigation tabs for "Welcome", "Mobile Platform", and "Administration". The main content area is divided into several sections:

- Selected Device:** Shows a Nokia E71 with its phone number (+1234567890).
- Available Publications:** Lists various applications available for installation, including YouTube, WorldMate 2009, Shazam, Playlis: DJ, Virtual Zippo Lighter, Animated Theme, SMS Spam Manager for S60 Business, RaceChrono Sports, Phone Wallet Business, and BlackList Mobile Utilities.
- Installed Publications:** Lists applications already installed on the device.
- Features:** A grid of self-service options, each with an icon and a description:
  - Personalize My Phone (available):** Personalize your phone from your desktop. Push out new wallpapers and set other features.
  - Security (available):** Want to remotely lock or erase your phone?
  - Backup My Phone (not installed):** Remotely backup your phone using this feature.
  - Call History (not installed):** Want to see your call history? Access it remotely.
  - Locate My Phone (available):** Lost your phone? Use this feature to locate it!
  - Wi-Fi Configuration (not installed):** Have some Wi-Fi settings you want to push to your phone?
  - SMS Access (available):** Want to review your SMS's on your phone? Access them here.

At the bottom of the interface, there is a copyright notice: "Copyright © 2010 Smith Micro Software. All rights reserved. NCTICF: We collect personal information on this site. To learn more about how we use your information, see our Privacy Policy."

# Smith Micro's Mobile Device Software Experience

## Strong portfolio of device software

- From basic connection managers to full-featured, policy-based management platforms
- OMA-DM compliant MDM client and server solutions
- Device analytics and diagnostics

## Robust device and OS support

- 35+ device types
- 12+ operating systems

## 15+ years of wireless experience

- 100+ million software clients deployed worldwide
- Software provider to the leading mobile operators, device manufacturers
- Enterprise Deployments include: Utilities, Manufacturing, Insurance, Consulting, Municipalities and more

\* 2010 revenue estimate – not reported