



# Empowering your Increasingly Mobile Workforce

Mike Temple  
Product Manager  
LANDesk Software

Burlingame, CA USA  
June 2011

1

- We'll Answer 5 Questions:
  - What is mobility?
  - What's driving the need to manage mobility?
  - What are the three keys to managing the mobile enterprise
  - How can I see mobile devices on my network and who they belong to?
  - How can I manage and secure the corporate data on these my user's devices?



## > What is Mobility?



## > What is Mobility?

# Consider:

- Mobile Users
  - By 2015, there will be nearly one mobile device for every person alive. Projections indicate there will be over 7.1 billion mobile-connected devices—approximately equal to the world's population in 2015 (7.2 billion).<sup>1</sup>



## > What is Mobility?

# Consider:

- Mobile Users

- By 2015, there will be nearly one mobile device for every person alive. Projections indicate there will be over 7.1 billion mobile-connected devices—approximately equal to the world's population in 2015 (7.2 billion). <sup>1</sup>
- By 2013, more than a third of the world's workforce will consist of mobile workers, potentially 1.2 billion people. <sup>2</sup>

- Mobile Devices



## > What is Mobility?

# Consider:

### ■ Mobile Users

- By 2015, there will be nearly one mobile device for every person alive. Projections indicate there will be over 7.1 billion mobile-connected devices—approximately equal to the world's population in 2015 (7.2 billion). <sup>1</sup>
- By 2013, more than a third of the world's workforce will consist of mobile workers, potentially 1.2 billion people. <sup>2</sup>

### ■ Mobile Devices

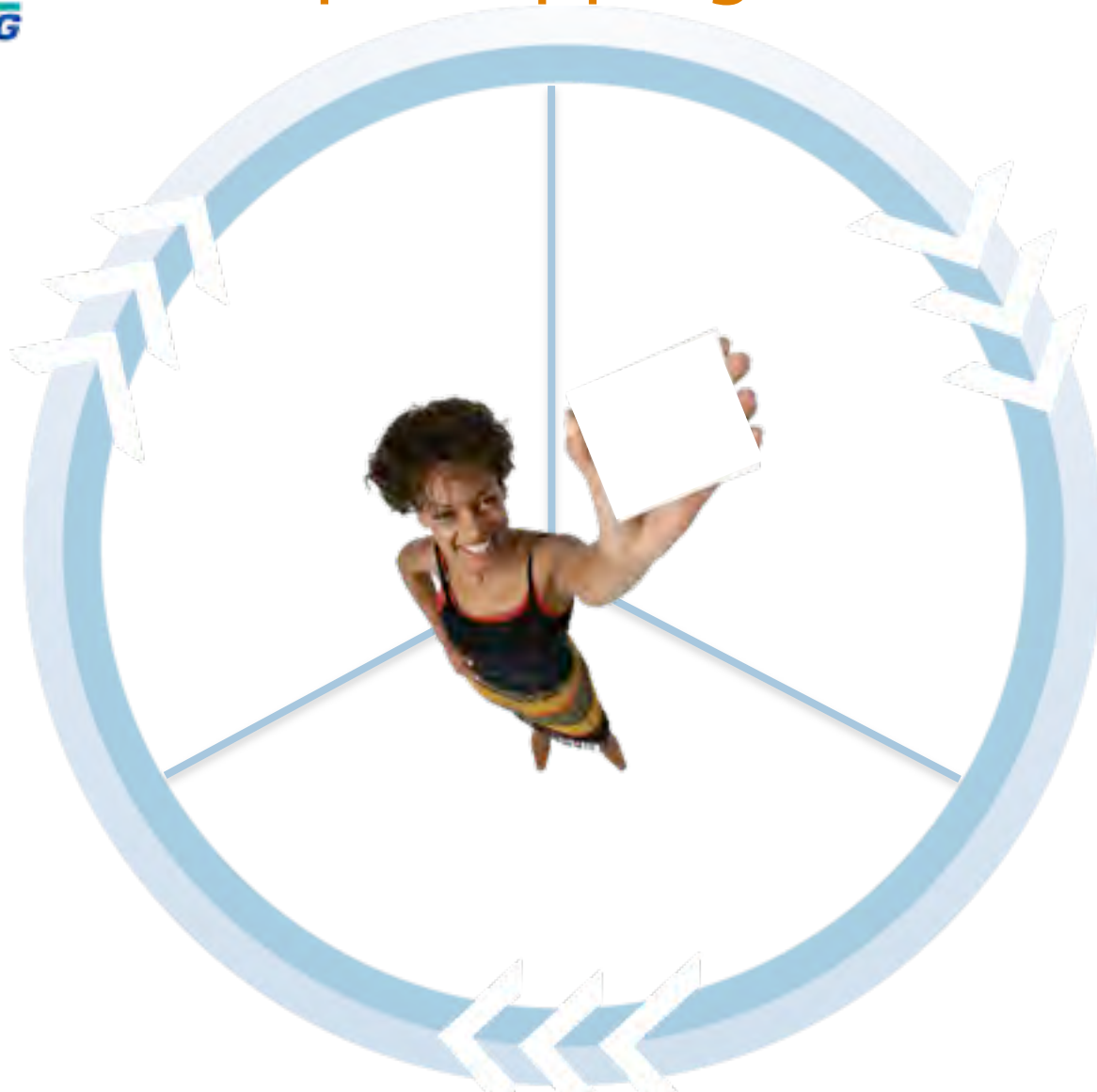
- In the fourth quarter of 2010, 100 million smartphone units shipped compared to 92 million PC units. For the first time, smartphones outshipped PCs. <sup>3</sup>
- Apple will ship 43.7 million iPads in 2011 and 63.3 million in 2012, up from an estimated 14 million in 2010. <sup>4</sup>



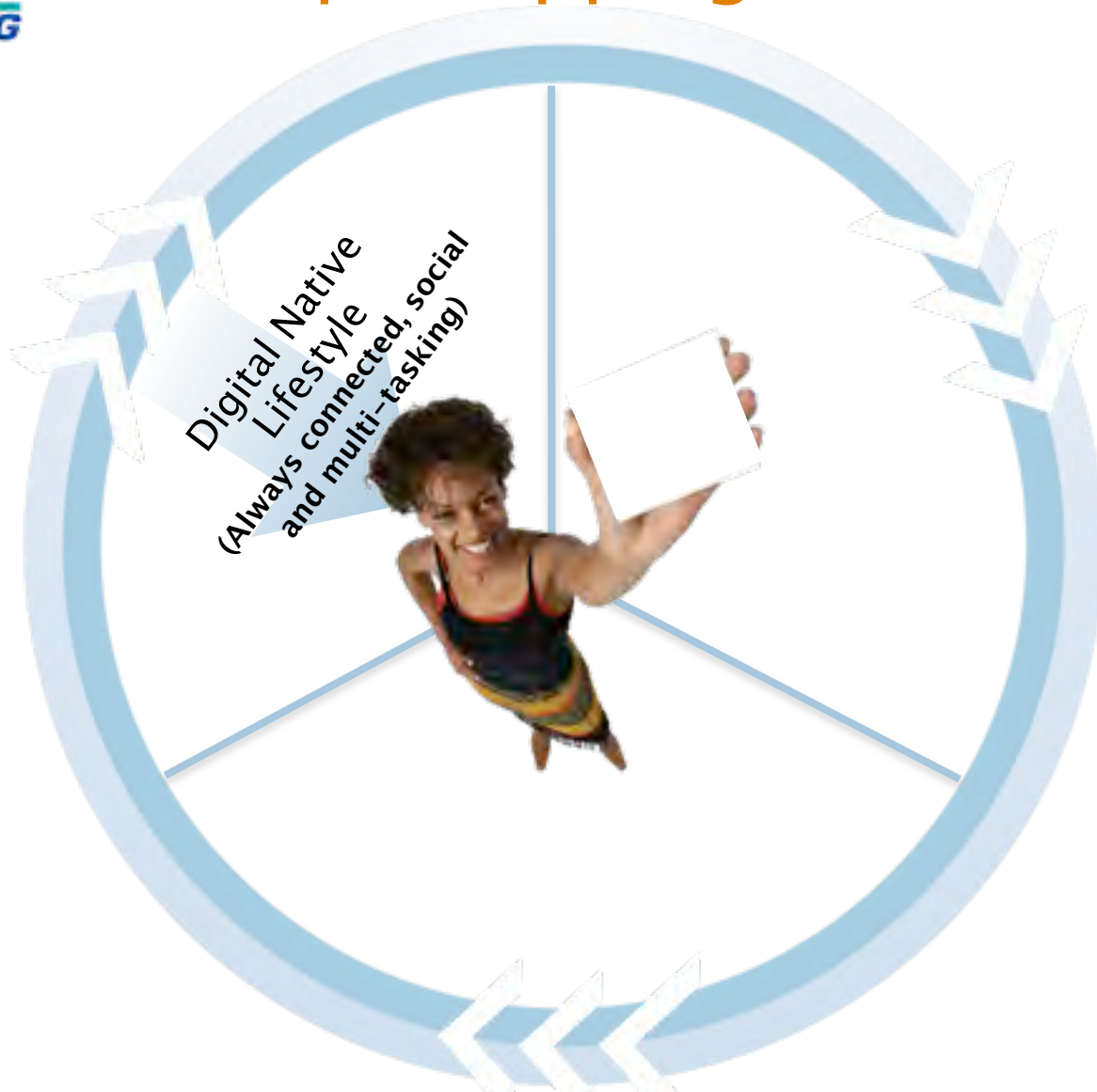


# Multiple Tipping Points

# Multiple Tipping Points



# Multiple Tipping Points



# Multiple Tipping Points



# Multiple Tipping Points



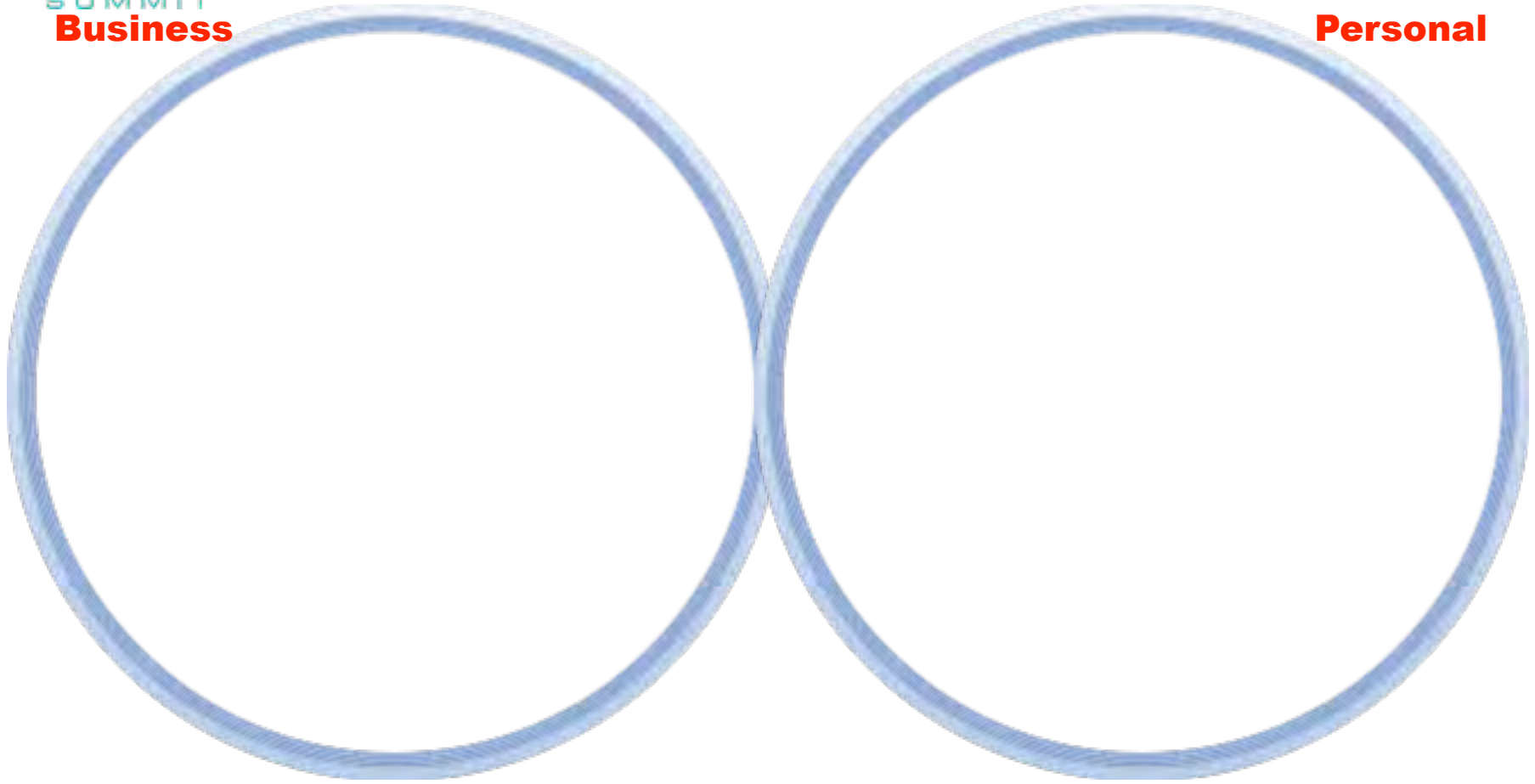
# Multiple Tipping Points



# Separation of Work and Personal



5-7 Years Ago



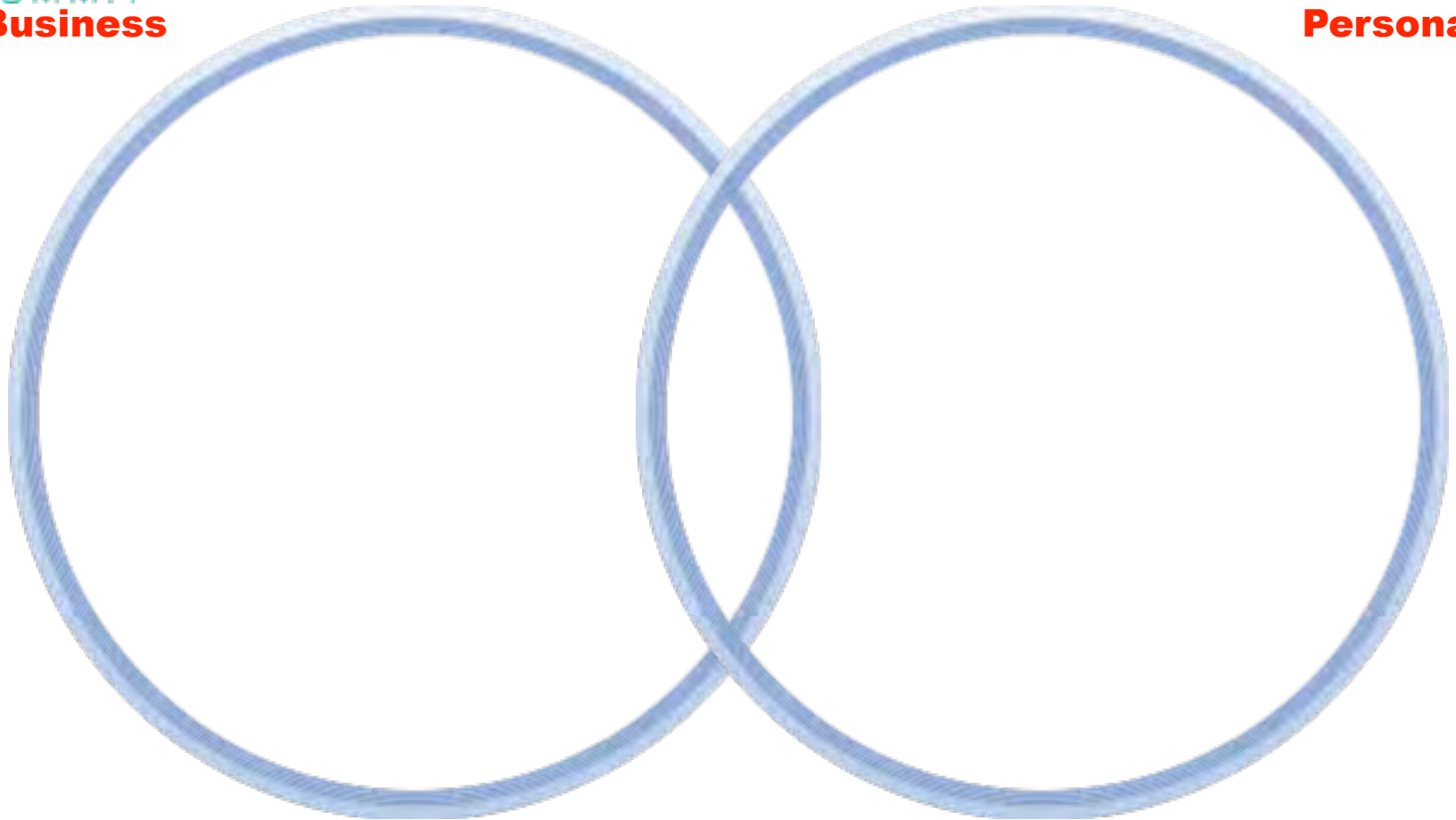
Personal

# Separation of Work and Personal



5-7 Years Ago

Personal



# Separation of Work and Personal



5-7 Years Ago

Personal



**Work  
Desktop**



**Personal  
Computer**

# Separation of Work and Personal



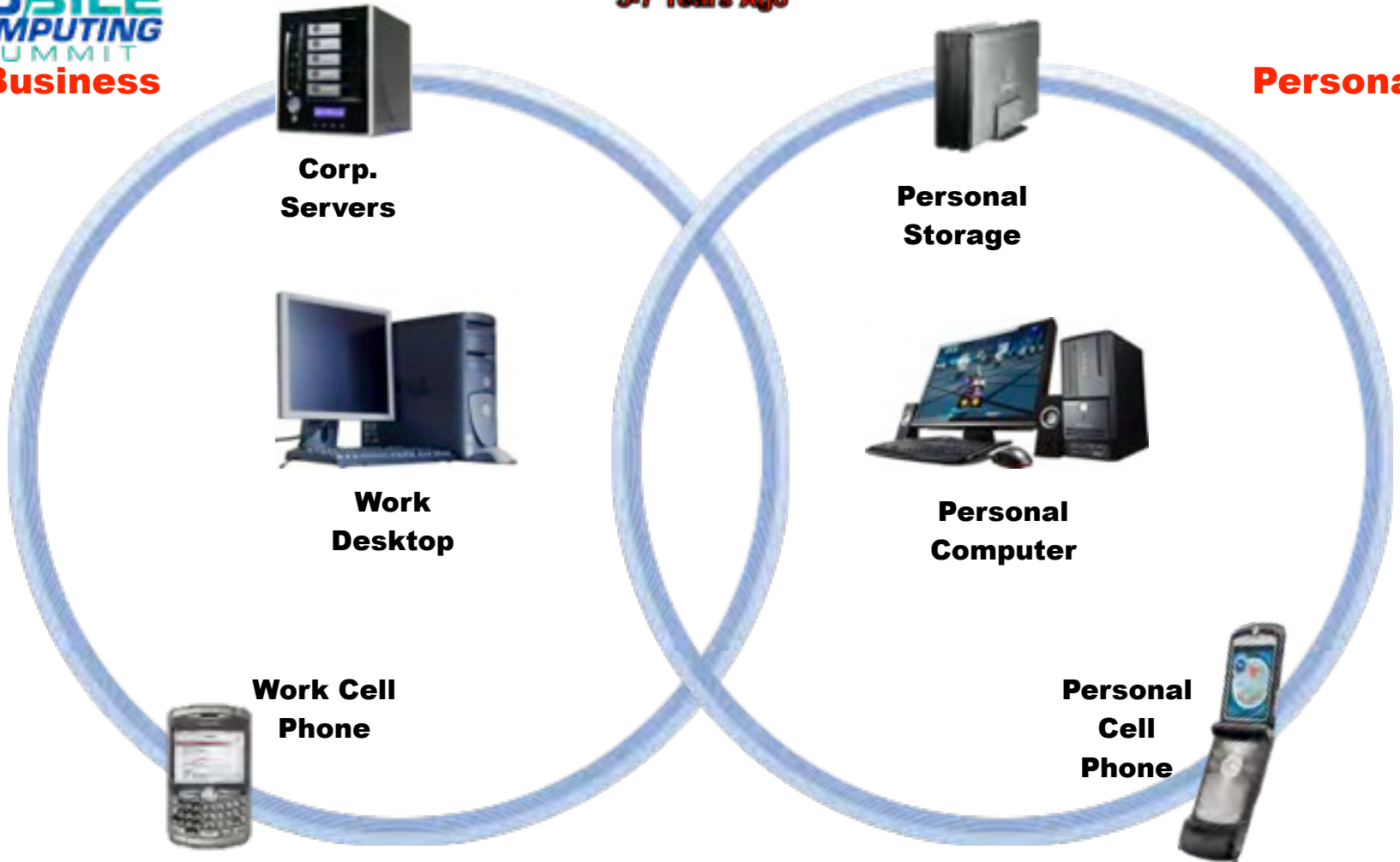
5-7 Years Ago



# Separation of Work and Personal



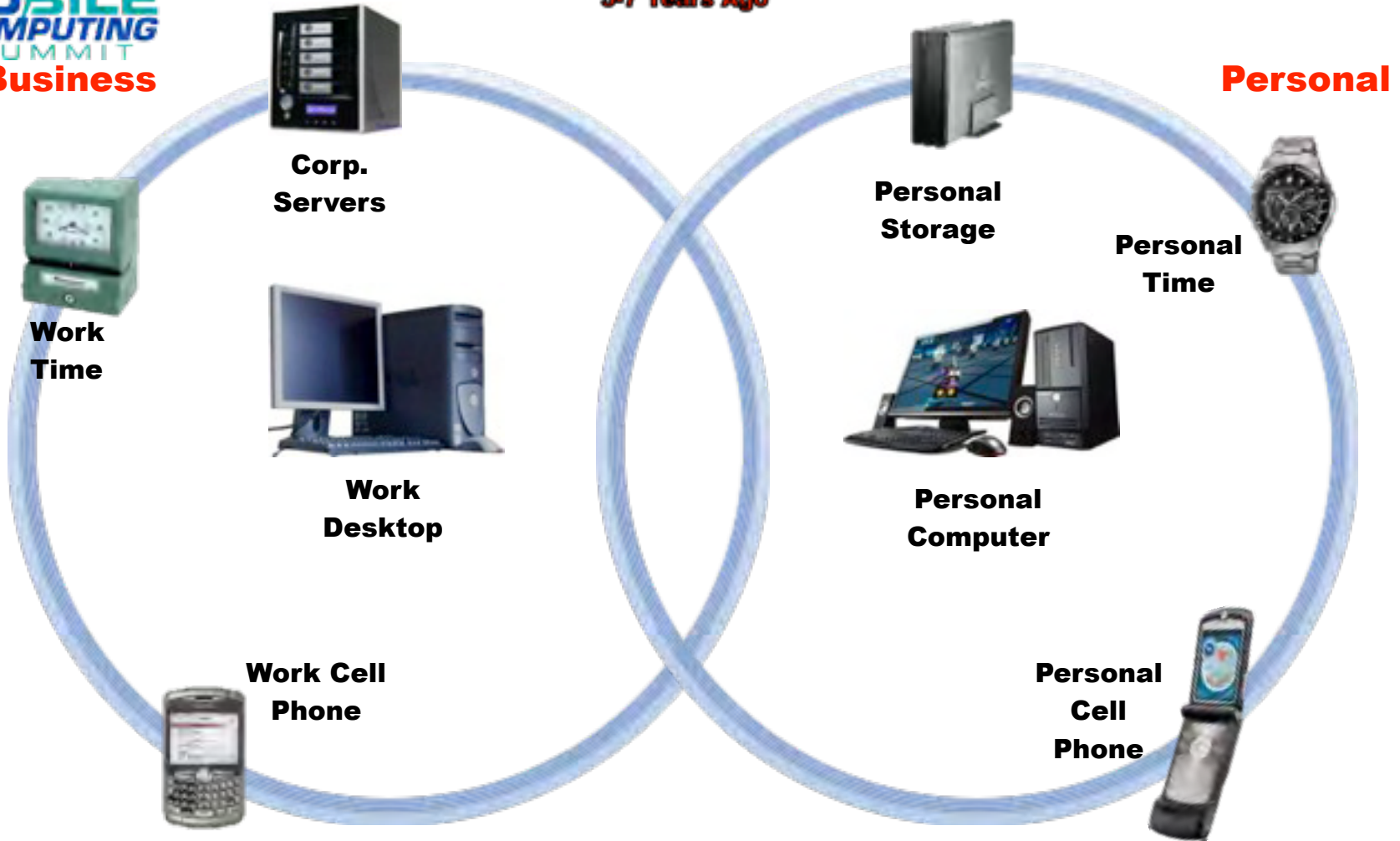
5-7 Years Ago



# Separation of Work and Personal



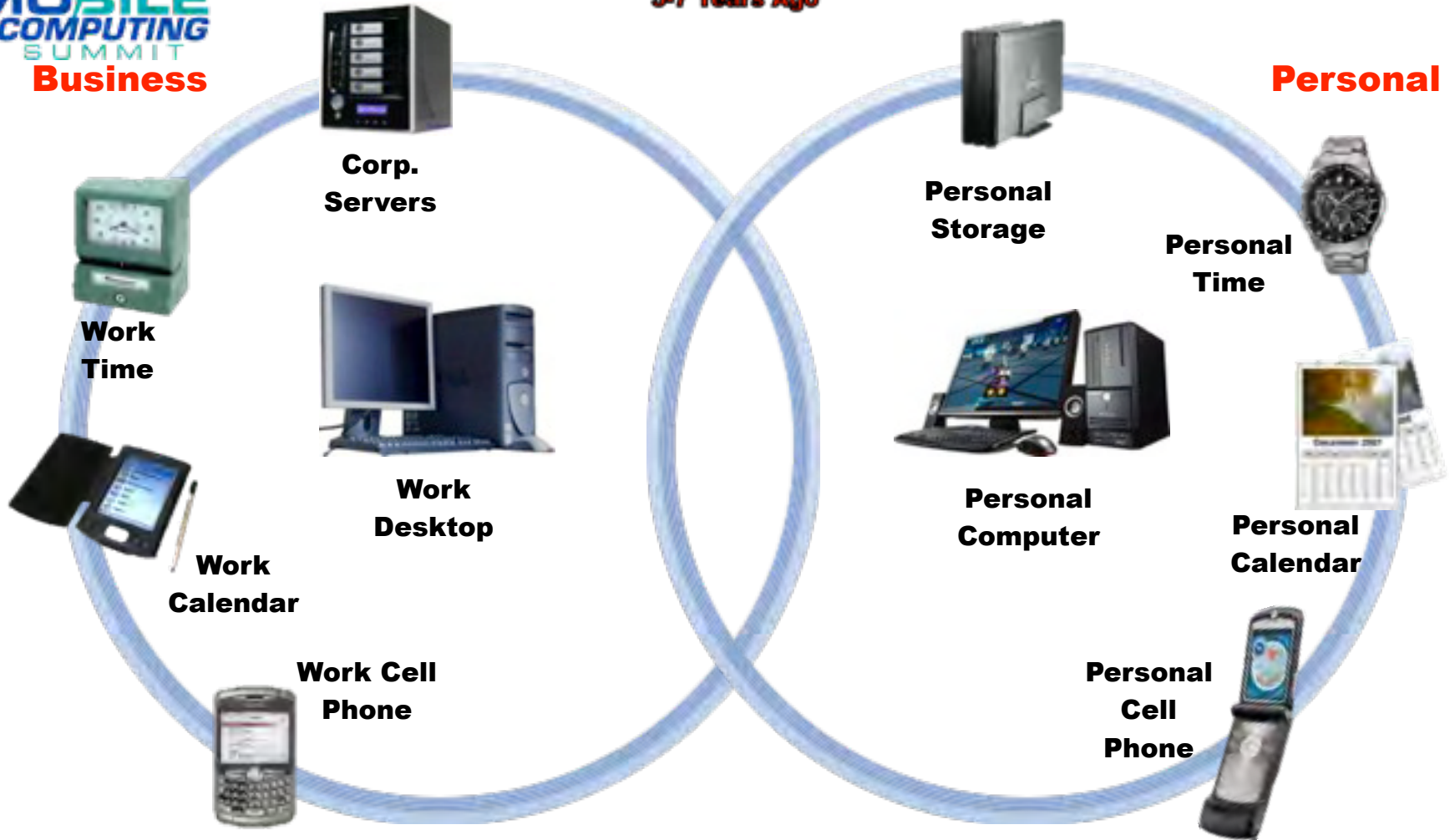
5-7 Years Ago



# Separation of Work and Personal



5-7 Years Ago



# Separation of Work and Personal



5-7 Years Ago



# Separation of Work and Personal



5-7 Years Ago



**Personal**

**Corp.  
Servers**

**Personal  
Storage**

**Personal  
Time**

**Work  
Time**

**Work  
Desktop**

**Personal  
Computer**

**Personal  
Calendar**

**Work  
Calendar**

**Work Cell  
Phone**

**Work  
Contacts**

**Personal  
Contacts**

**Personal  
Cell  
Phone**

# Separation of Work and Personal



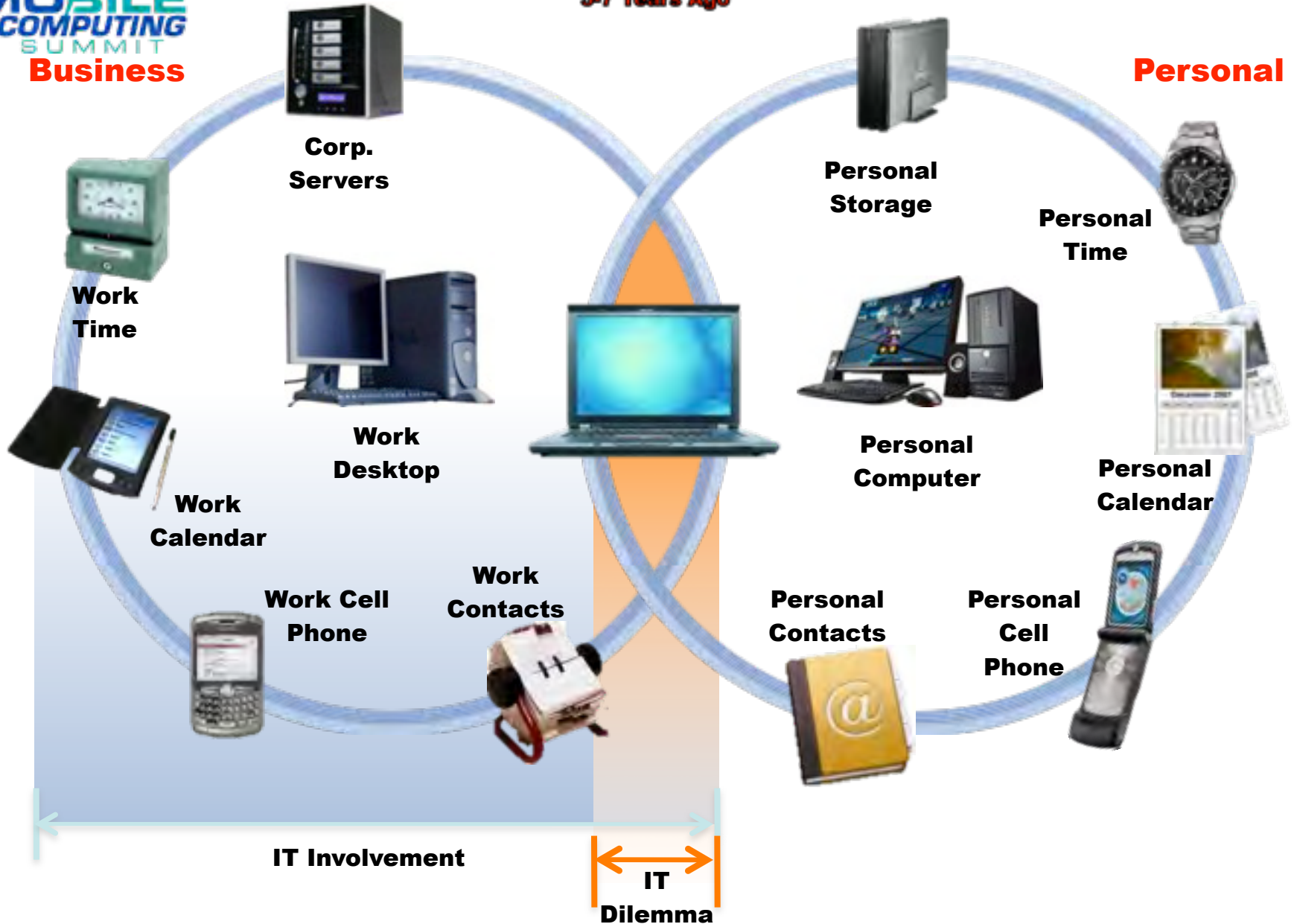
5-7 Years Ago



# Separation of Work and Personal



5-7 Years Ago



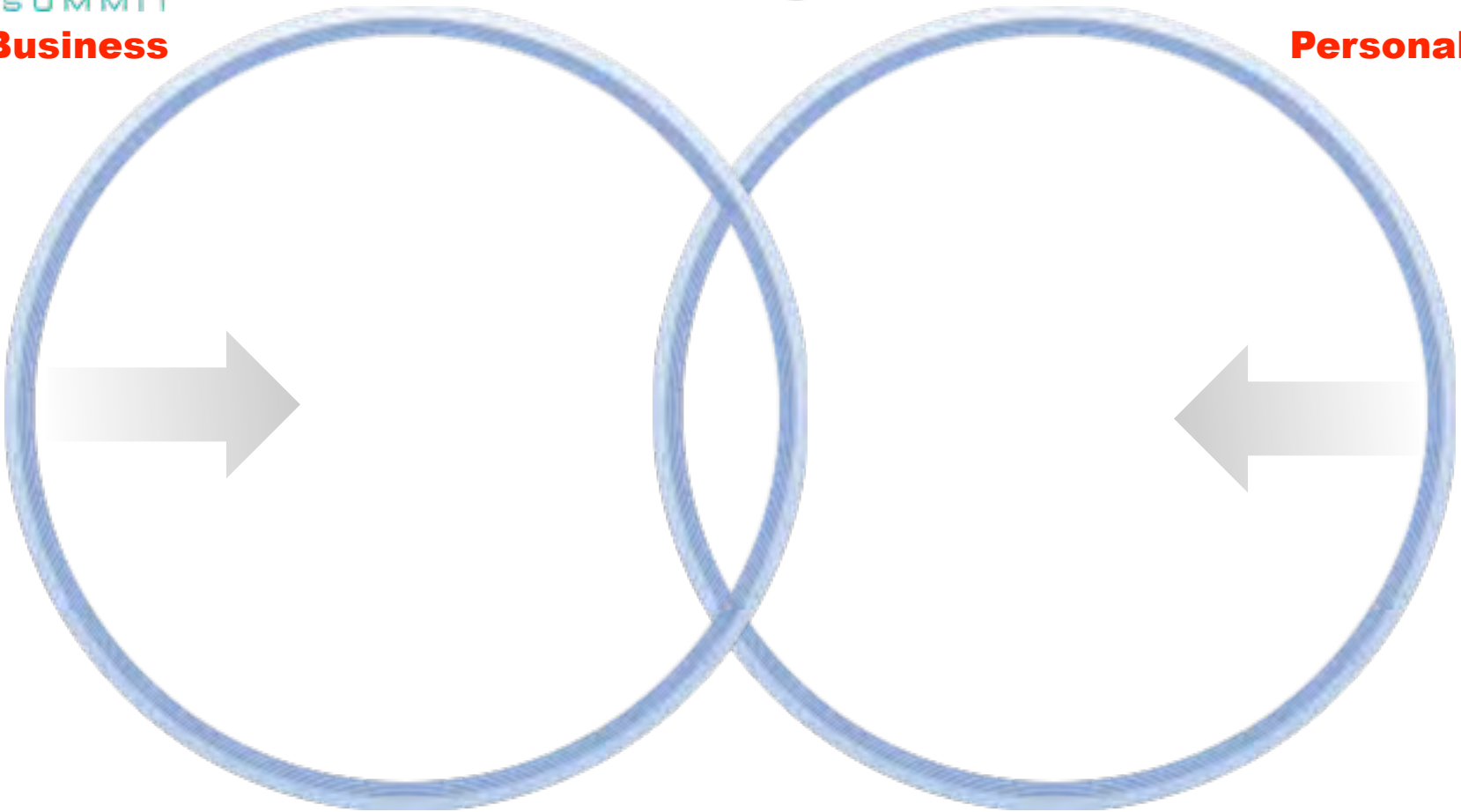
# Digital Lifestyle



**Today**

**Business**

**Personal**



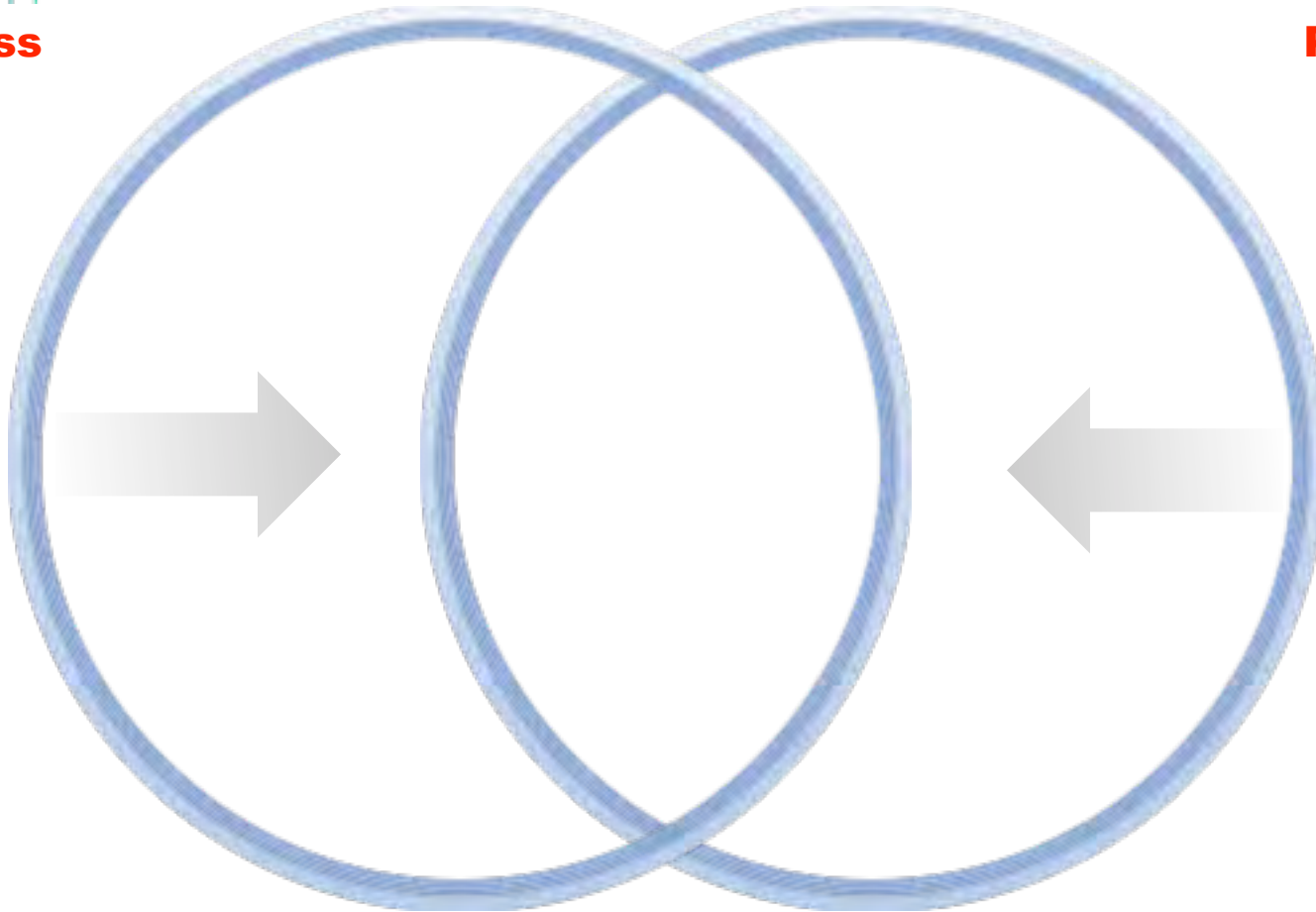
# Digital Lifestyle



**Today**

**Business**

**Personal**



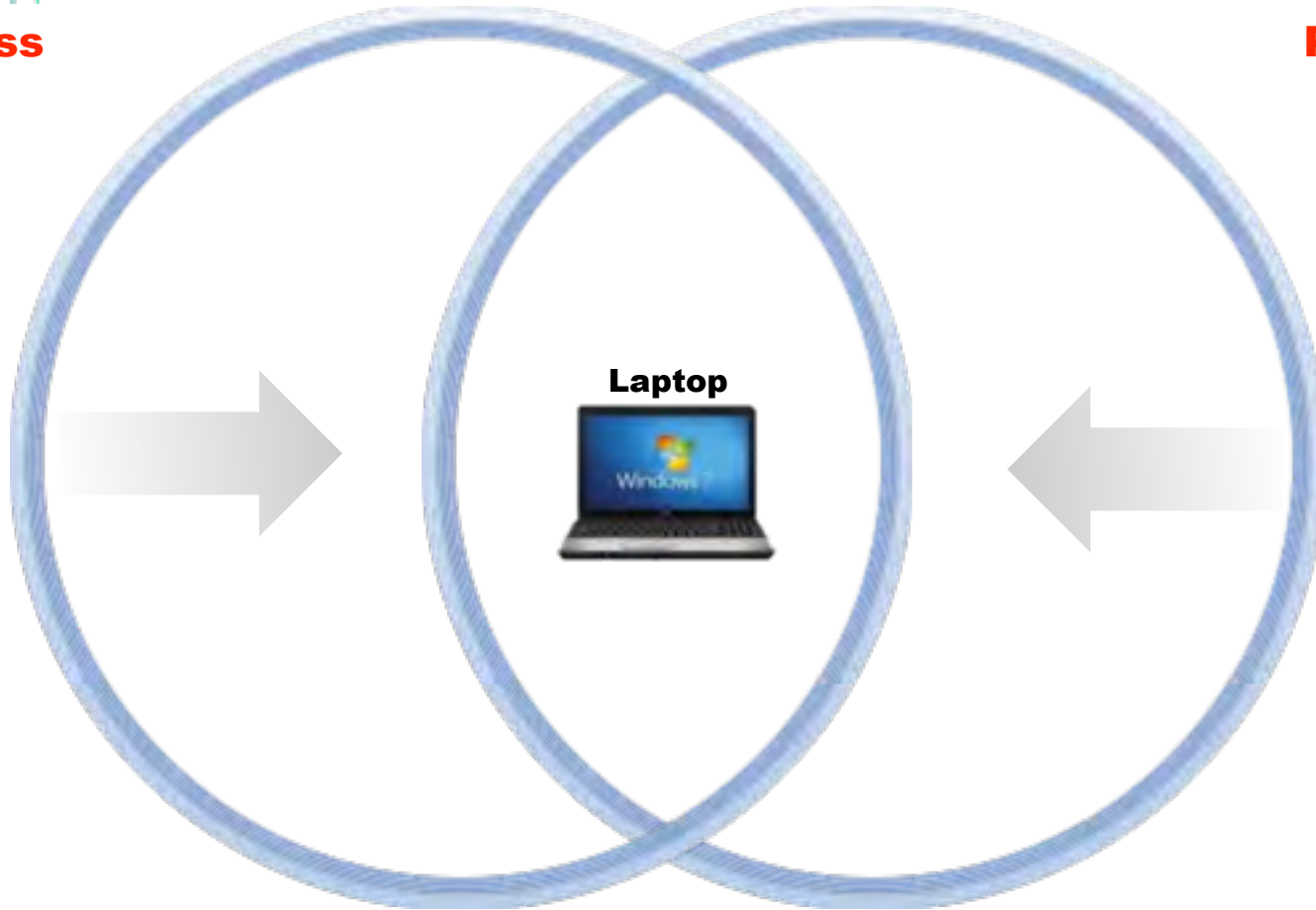
# Digital Lifestyle



**Today**

**Business**

**Personal**



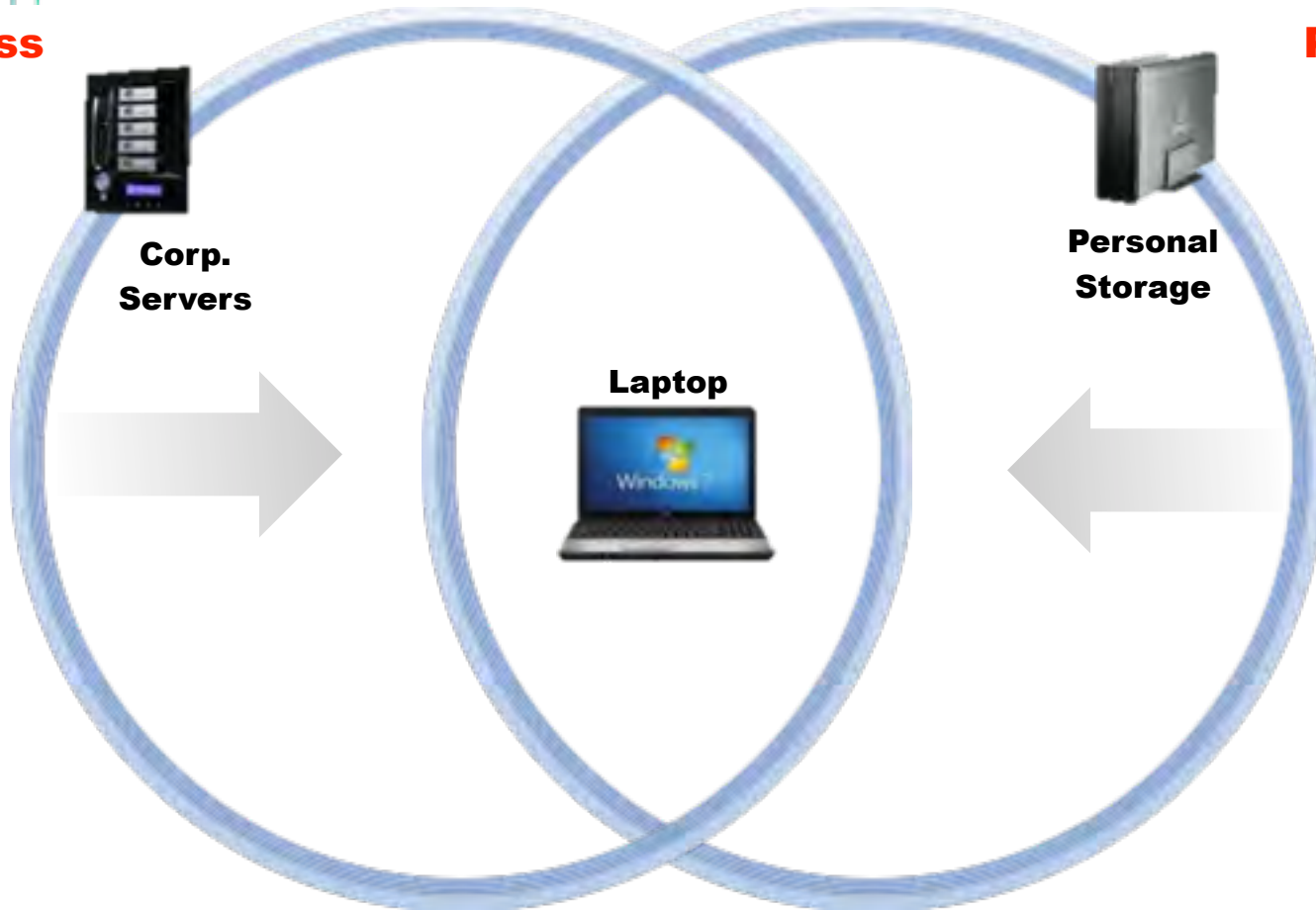
# Digital Lifestyle



**Business**

**Today**

**Personal**



**Corp.  
Servers**

**Personal  
Storage**

**Laptop**



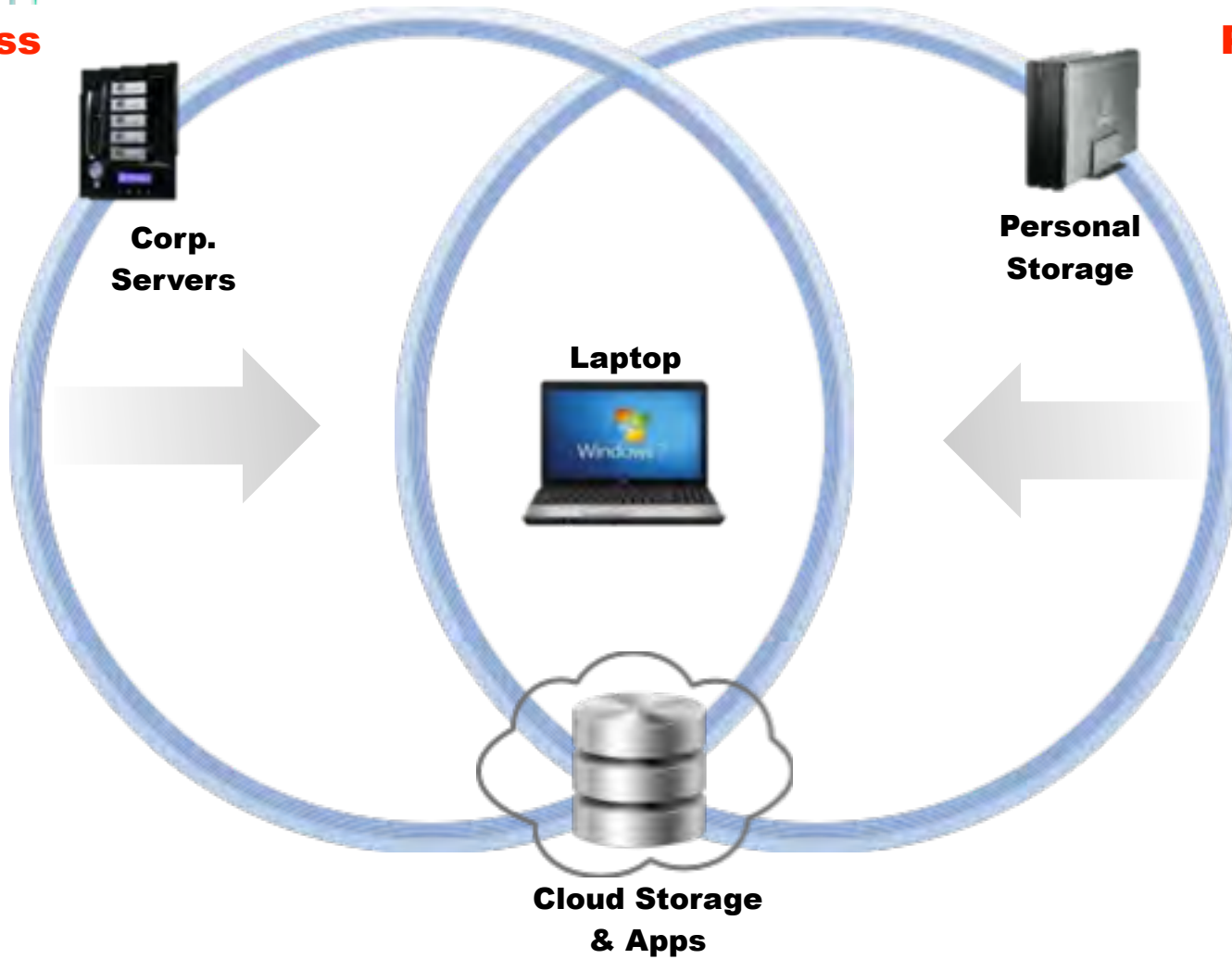
# Digital Lifestyle



**Business**

**Today**

**Personal**



# Digital Lifestyle



**Business**

**Today**

**Personal**



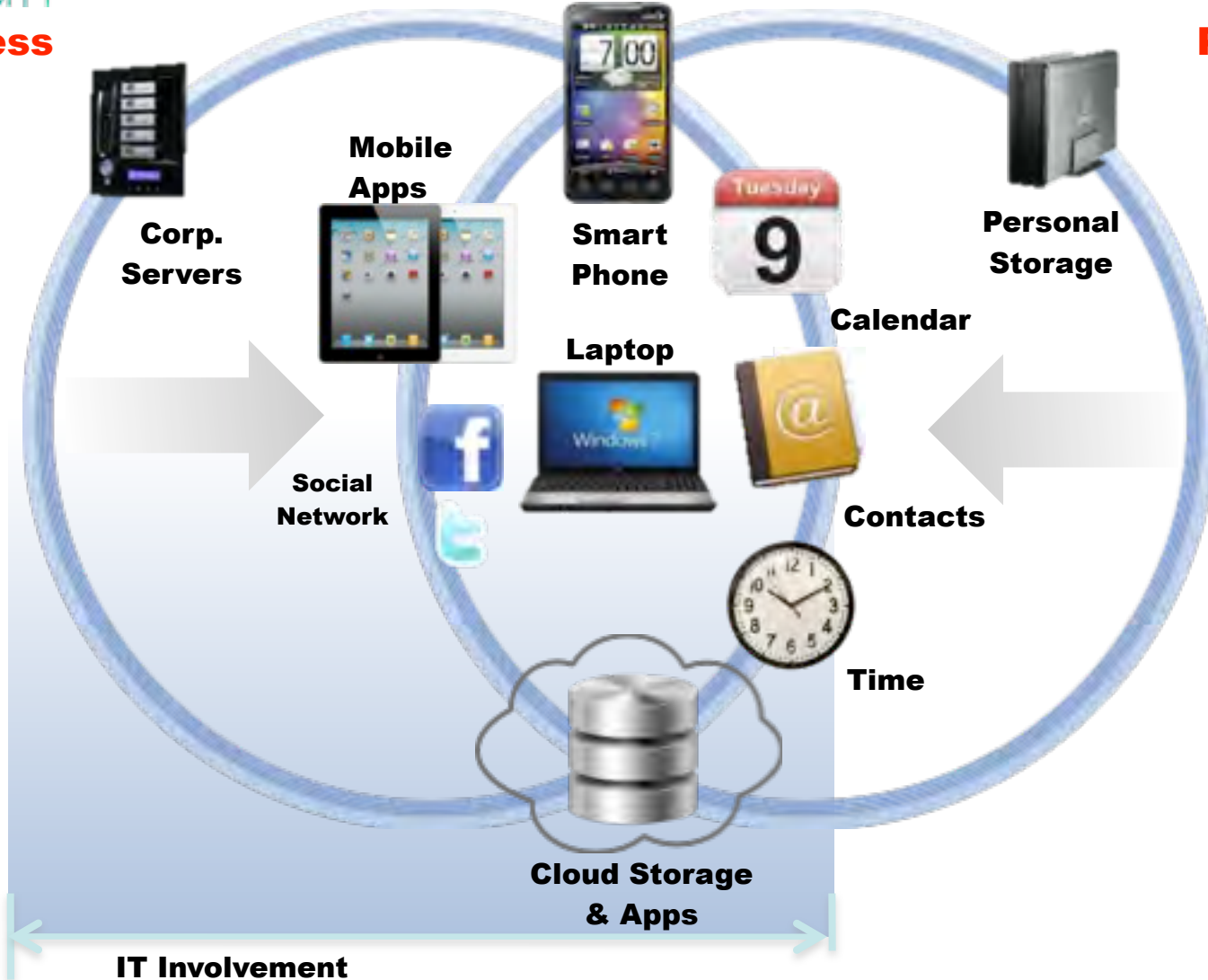
# Digital Lifestyle



## Today

**Business**

**Personal**



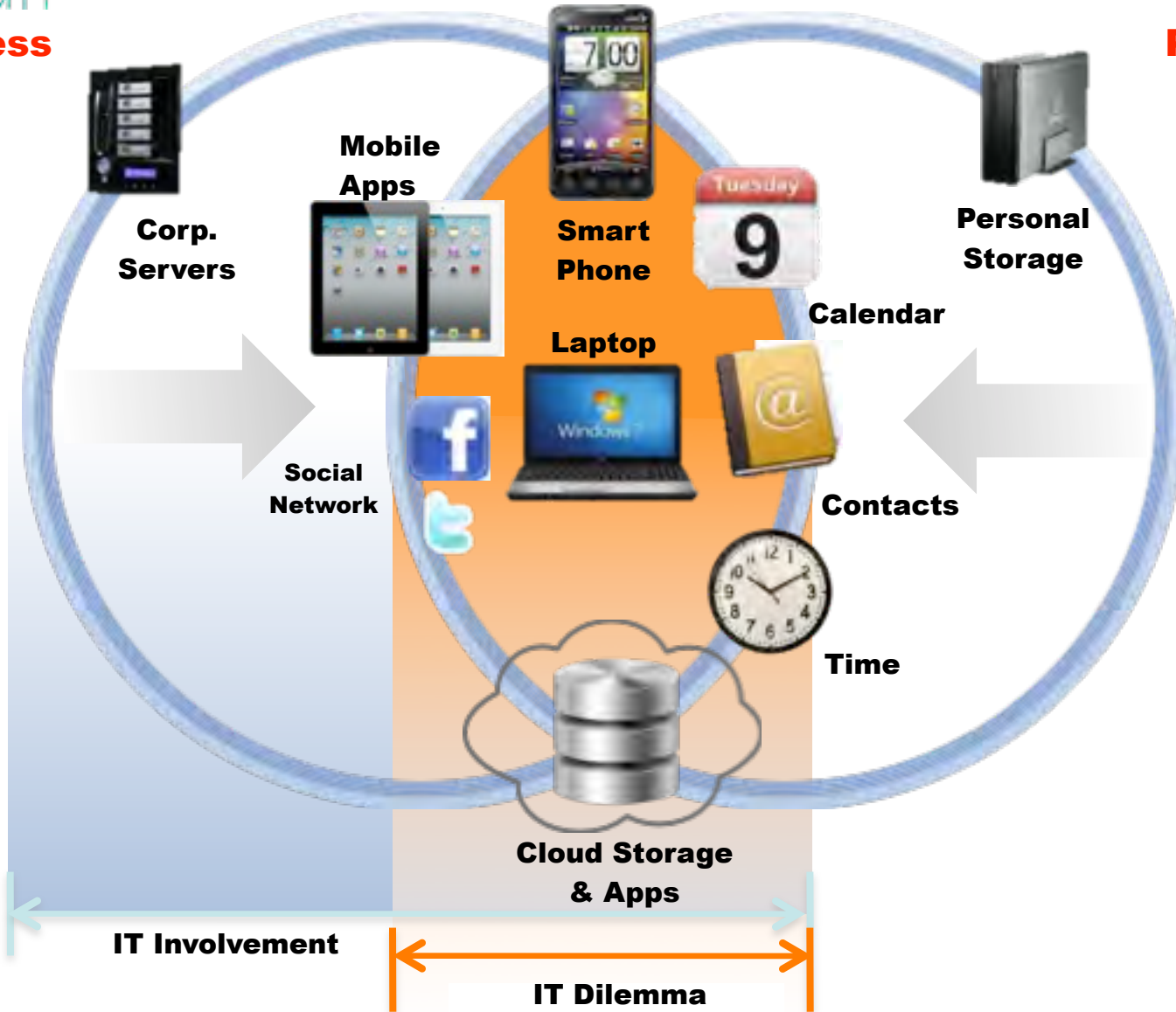
# Digital Lifestyle



## Today

**Business**

**Personal**



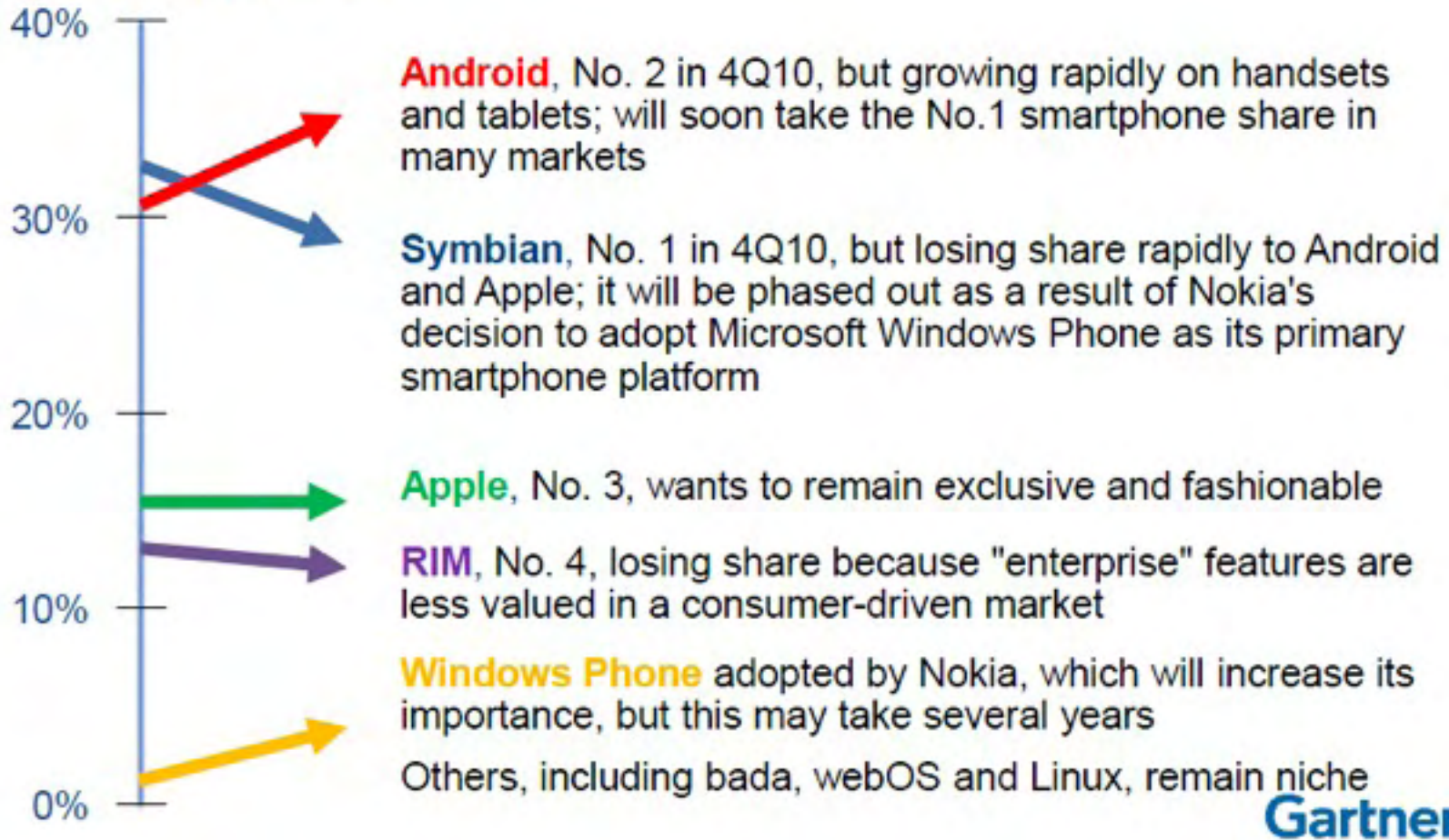
**IT Involvement**

**IT Dilemma**



# Rapid Shift to Heterogeneity

Smartphone Platform Market  
Share Trends, 4Q10



Source: Nick Jones Gartner April, '11





<http://www.thestreet.com/story/10970787/2/15-tech-trends-to-emerge-by-2014.html>

# Why Should You Care?

“By 2013, those corporate IT departments that have not enabled a diverse population of devices and end-user choices through emphasis on manageability, policy enforcement and security evaluations will become hopelessly outmoded and struggle to function.

This will cause chaos and substantially raise the total cost of ownership of the organization.”

<http://www.thestreet.com/story/10970787/15-tech-trends-to-emerge-by-2014.html>







# Managing the Mobile Enterprise

> **What Are The 3 Keys To Succeed?**



# Managing the Mobile Enterprise

## > What Are The 3 Keys To Succeed?

1. See and know what you have



# Managing the Mobile Enterprise

## > What Are The 3 Keys To Succeed?

1. See and know what you have
2. Set and enforce effective IT policy



# Managing the Mobile Enterprise

## > What Are The 3 Keys To Succeed?

1. See and know what you have
2. Set and enforce effective IT policy
3. Manage and secure anywhere, anytime



# Know What You Have - Greater Visibility

> **How Can I See Mobile Devices?**



# Know What You Have - Greater Visibility

- > **How Can I See Mobile Devices?**  
Discovery and Inventory
  - Know what you have and what's connecting to your network



# Know What You Have - Greater Visibility

- > **How Can I See Mobile Devices?**  
**Discovery and Inventory**
  - Know what you have and what's connecting to your network
  - Discover any device accessing your corporate data



# Know What You Have - Greater Visibility

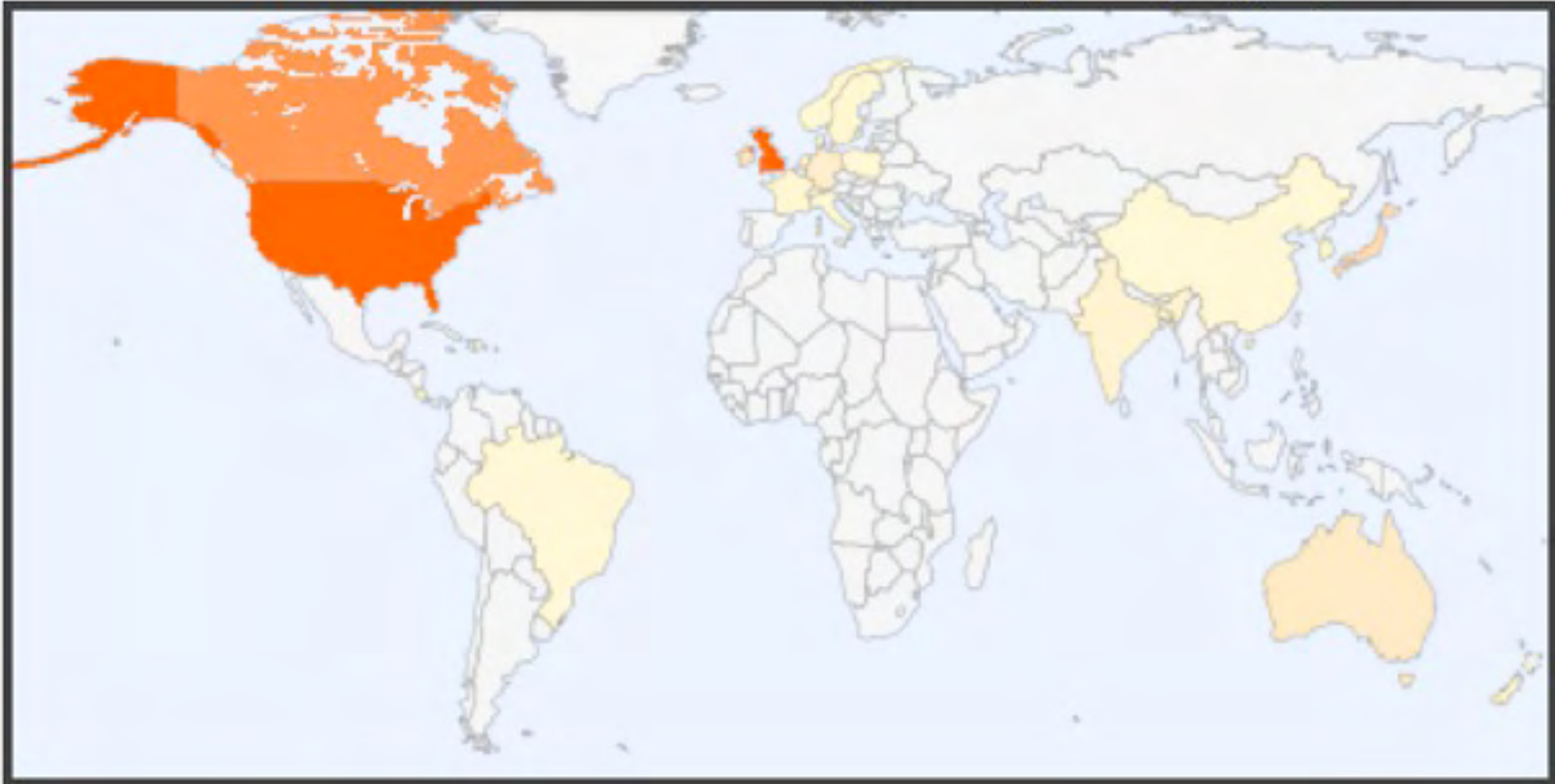
## > How Can I See Mobile Devices? Discovery and Inventory

- Know what you have and what's connecting to your network
- Discover any device accessing your corporate data
- Company owned vs. Employee owned devices





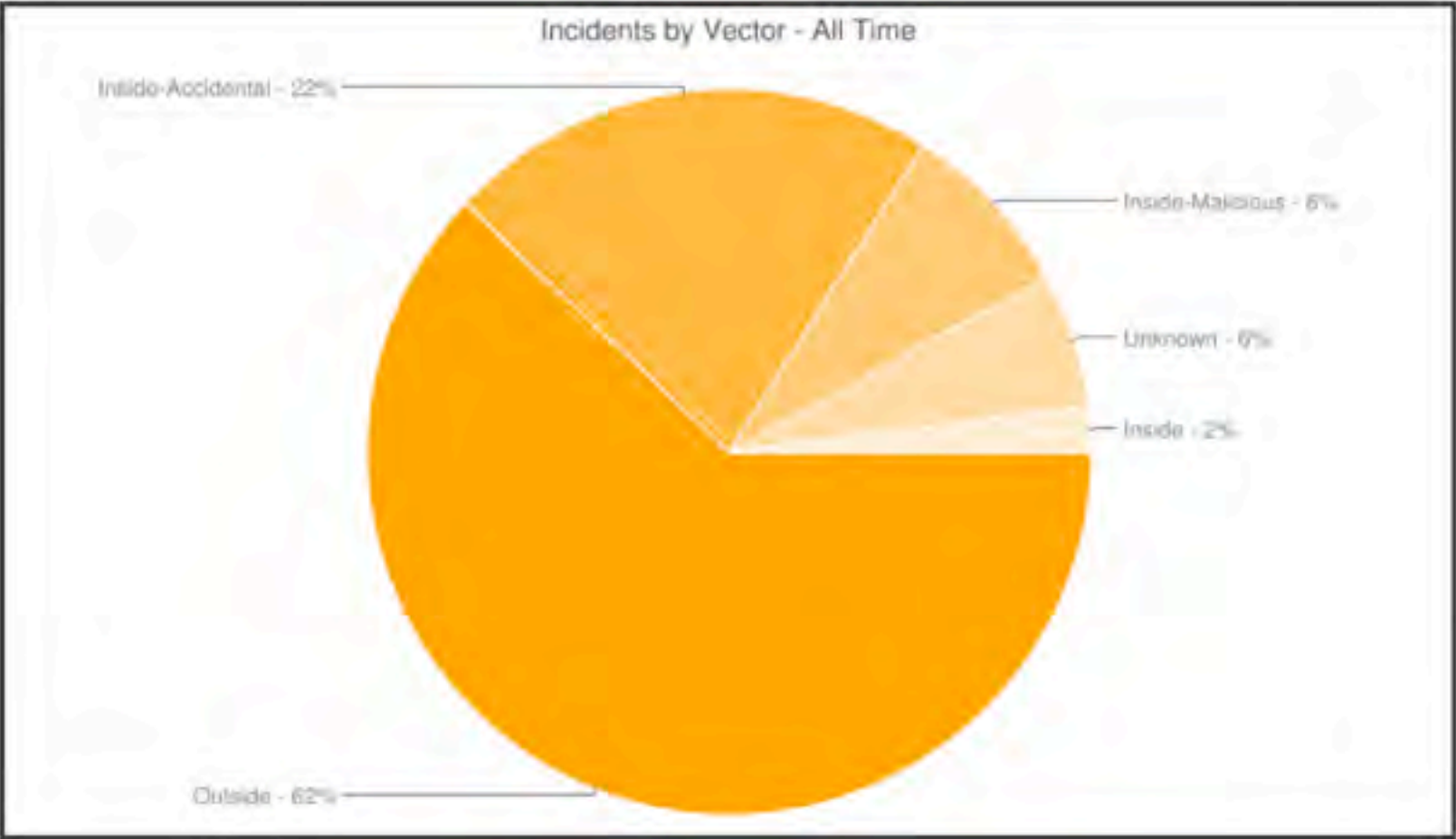
# Security Stats – Where and How



# Security Stats – Where and How



Incidents by Vector - All Time

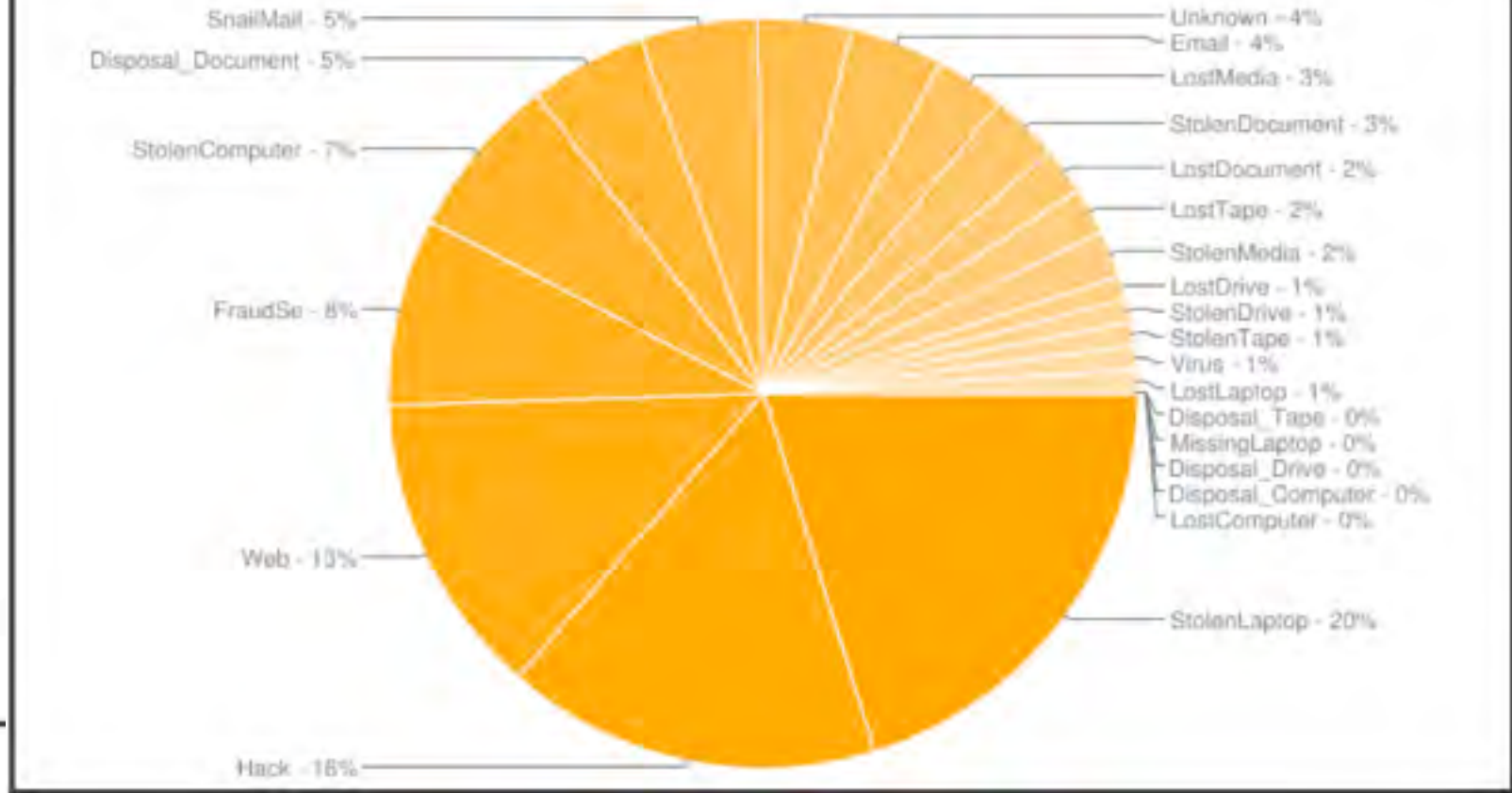




# Security Stats – Where and How

Incidents by Vector - All Time

Incidents by Breach Type - All Time

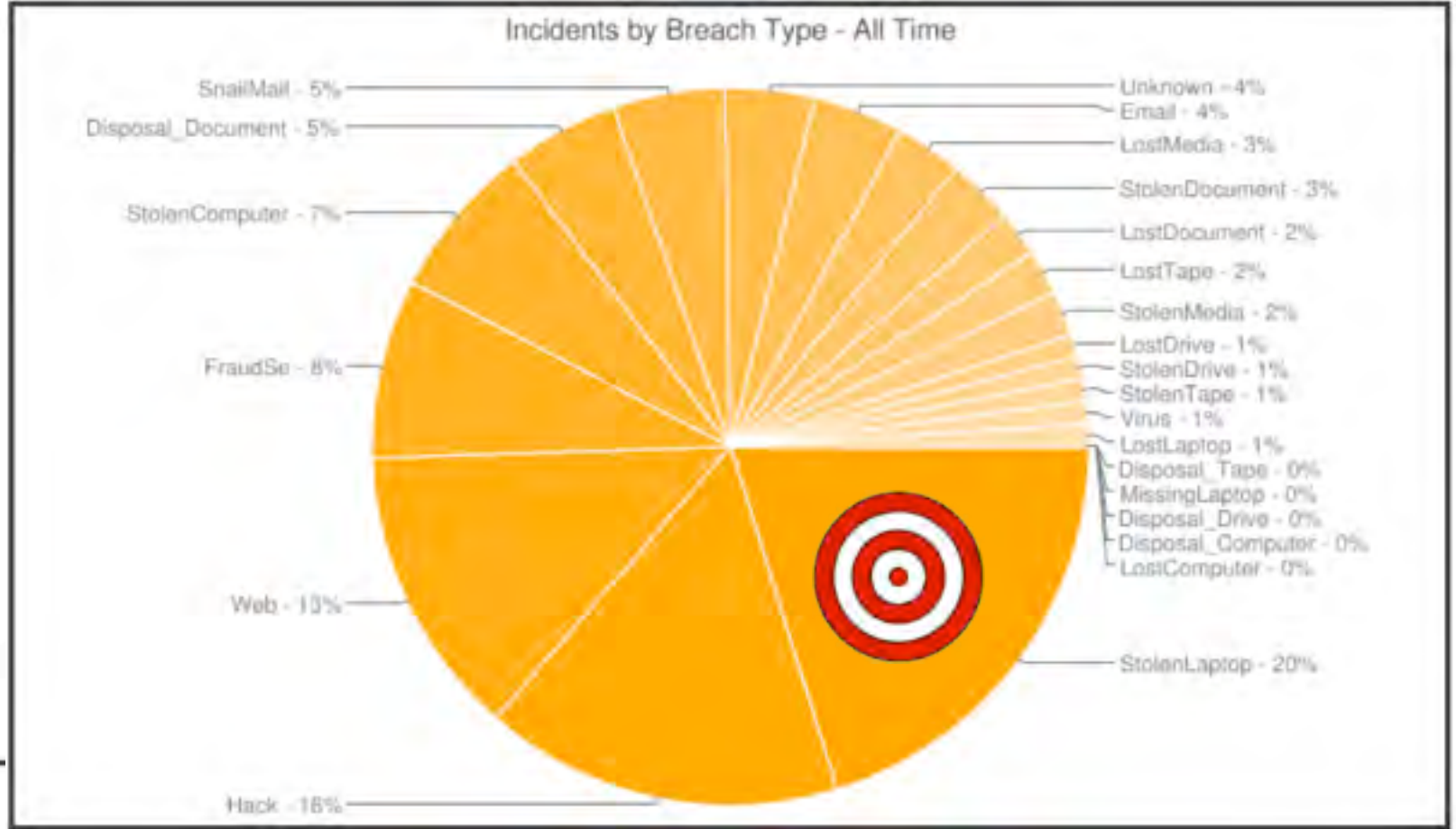


Security breach information is taken from [datalosdb.com](http://datalosdb.com) – an online database of reported worldwide security breaches

# Security Stats – Where and How

Incidents by Vector - All Time

Incidents by Breach Type - All Time



Security breach information is taken from [datalosdb.com](http://datalosdb.com) – an online database of reported worldwide security breaches





# A Layered Security Solution is Key



# A Layered Security Solution is Key

---

## Discovery

- Distributed Discovery
- Discover firewalled devices
- Real-time Discovery
- WAP Discovery



# A Layered Security Solution is Key

## Protection

### Data

- Data Encryption Policies
- Extended Media Encryption
- Shadow Copy



### Malware

- HIPS/Whitelisting
- Antivirus/anti-spyware
- Buffer Overflow
- Application Control



### Discovery

- Distributed Discovery
- Discover firewalled devices
- Real-time Discovery
- WAP Discovery



# A Layered Security Solution is Key

## Patch

### Patch

- OS Patching
- App Patching (Beyond MS)
- Cross Platform Patching



## Protection

### Data

- Data Encryption Policies
- Extended Media Encryption
- Shadow Copy



### Malware

- HIPS/Whitelisting
- Antivirus/anti-spyware
- Buffer Overflow
- Application Control









### Discovery

- Distributed Discovery
- Discover firewalled devices
- Real-time Discovery
- WAP Discovery



# A Layered Security Solution is Key

<b>Policy</b>	<b>Mobile Management</b>	<ul style="list-style-type: none"> <li>• Cloud Services Appliance</li> <li>• Location Based Policies</li> </ul>	<ul style="list-style-type: none"> <li>• Anti-bridging Tech.</li> <li>• Mobile Devices</li> </ul>	
	<b>Configuration</b>	<ul style="list-style-type: none"> <li>• Security Configuration</li> <li>• Device Control Policies</li> </ul>	<ul style="list-style-type: none"> <li>• Agent Persistence</li> <li>• Firewall</li> </ul>	
<b>Patch</b>	<b>Patch</b>	<ul style="list-style-type: none"> <li>• OS Patching</li> <li>• App Patching (Beyond MS)</li> </ul>	<ul style="list-style-type: none"> <li>• Cross Platform Patching</li> </ul>	
	<b>Data</b>	<ul style="list-style-type: none"> <li>• Data Encryption Policies</li> <li>• Extended Media Encryption</li> </ul>	<ul style="list-style-type: none"> <li>• Shadow Copy</li> </ul>	
<b>Protection</b>	<b>Malware</b>	<ul style="list-style-type: none"> <li>• HIPS/Whitelisting</li> <li>• Antivirus/anti-spyware</li> </ul>	<ul style="list-style-type: none"> <li>• Buffer Overflow</li> <li>• Application Control</li> </ul>	
	<b>Discovery</b>	<ul style="list-style-type: none"> <li>• Distributed Discovery</li> <li>• Discover firewalled devices</li> </ul>	<ul style="list-style-type: none"> <li>• Real-time Discovery</li> <li>• WAP Discovery</li> </ul>	

# A Layered Security Solution is Key

## Proof

### Knowledge & Verification

- Executive Dashboard
- Reporting
- Alerting
- Compliance



## Policy

### Mobile Management

- Cloud Services Appliance
- Location Based Policies
- Anti-bridging Tech.
- Mobile Devices



### Configuration

- Security Configuration
- Device Control Policies
- Agent Persistence
- Firewall



## Patch

### Patch

- OS Patching
- App Patching (Beyond MS)
- Cross Platform Patching



## Protection

### Data

- Data Encryption Policies
- Extended Media Encryption
- Shadow Copy



### Malware

- HIPS/Whitelisting
- Antivirus/anti-spyware
- Buffer Overflow
- Application Control











### Discovery

- Distributed Discovery
- Discover firewalled devices
- Real-time Discovery
- WAP Discovery



# A Layered Security Solution is Key

<b>Proof</b>	<b>Process Automation</b>	<ul style="list-style-type: none"> <li>• Process Diagrams</li> <li>• IT Workflows</li> </ul>	<ul style="list-style-type: none"> <li>• Business Process</li> </ul>	
	<b>Knowledge &amp; Verification</b>	<ul style="list-style-type: none"> <li>• Executive Dashboard</li> <li>• Reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Alerting</li> <li>• Compliance</li> </ul>	
<b>Policy</b>	<b>Mobile Management</b>	<ul style="list-style-type: none"> <li>• Cloud Services Appliance</li> <li>• Location Based Policies</li> </ul>	<ul style="list-style-type: none"> <li>• Anti-bridging Tech.</li> <li>• <del>Mobile Devices</del></li> </ul>	
	<b>Configuration</b>	<ul style="list-style-type: none"> <li>• Security Configuration</li> <li>• Device Control Policies</li> </ul>	<ul style="list-style-type: none"> <li>• Agent Persistence</li> <li>• Firewall</li> </ul>	
<b>Patch</b>	<b>Patch</b>	<ul style="list-style-type: none"> <li>• OS Patching</li> <li>• App Patching (Beyond MS)</li> </ul>	<ul style="list-style-type: none"> <li>• Cross Platform Patching</li> </ul>	
	<b>Data</b>	<ul style="list-style-type: none"> <li>• Data Encryption Policies</li> <li>• Extended Media Encryption</li> </ul>	<ul style="list-style-type: none"> <li>• Shadow Copy</li> </ul>	
<b>Protection</b>	<b>Malware</b>	<ul style="list-style-type: none"> <li>• HIPS/Whitelisting</li> <li>• Antivirus/anti-spyware</li> </ul>	<ul style="list-style-type: none"> <li>• Buffer Overflow</li> <li>• Application Control</li> </ul>	
	<b>Discovery</b>	<ul style="list-style-type: none"> <li>• Distributed Discovery</li> <li>• Discover firewalled devices</li> </ul>	<ul style="list-style-type: none"> <li>• Real-time Discovery</li> <li>• WAP Discovery</li> </ul>	



# Vendor Market Segmentation

**Platform vendors** such as Android phone makers, Apple, HP Palm, Motorola, Nokia and Research In Motion (RIM) provide MDM tools but only their own OS and platforms.

**Wireless e-mail vendors** such as RIM, Sybase, Good Technology, Excitor, Notify, Synchronica and CommonTime provide excellent secure wireless enterprise e-mail but typically sell MDM functions integrated with the e-mail function.

**E-mail server vendors** such as Microsoft and IBM provide MDM functions combined with the e-mail function and the e-mail service is often the communication conduit upon which many third-party MDM solutions rely.

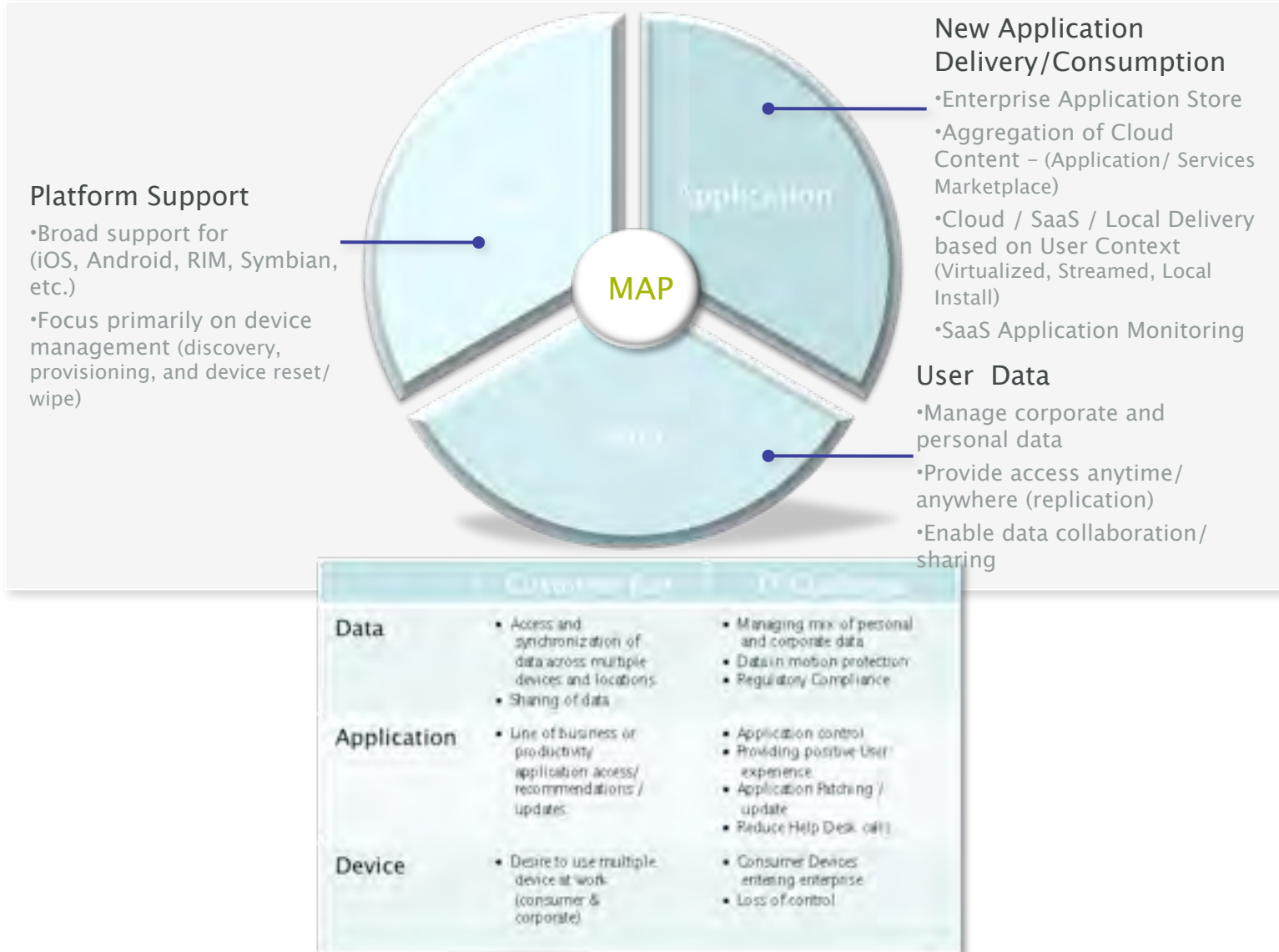
**Endpoint security vendors** such as McAfee and Symantec focus on managing encryption, access control and data governance but may also support the full suite of capabilities for all five phases of MDM.

**Wireless network management vendors** such as AirWatch, Motorola and Juniper have strong network-based management capabilities and have added device management to their portfolio to manage the end-to-end quality of service.

**Communication service providers** such as AT&T, Verizon and Vodafone are increasingly providing MDM functions as a managed service, often using "white box" versions of the tools to AirWatch, BoxTone, MobileIron, FancyFon, Tangoe and Zenprise.

**PC configuration and life cycle management vendors** such as Microsoft System Centre Configuration Manager, LANDesk Management Suite and HP Client Automation today offer limited or no MDM capabilities.

# Mobile Management – Innovating beyond Traditional MDM







# The Sum of All Fears:



## The Sum of All Fears:

- Nomadic



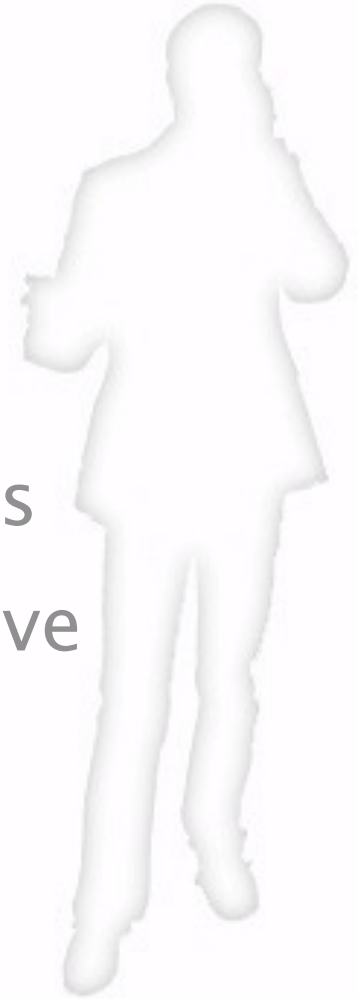
## The Sum of All Fears:

- Nomadic
- Early Adopter w/ Multiple Devices



## The Sum of All Fears:

- Nomadic
- Early Adopter w/ Multiple Devices
- Want access to be more productive



## The Sum of All Fears:

- Nomadic
- Early Adopter w/ Multiple Devices
- Want access to be more productive
- Policy 'Skirter' / Ignores policy



## The Sum of All Fears:

# 'Oh That Guy'

- Nomadic
- Early Adopter w/ Multiple Devices
- Want access to be more productive
- Policy 'Skirter' / Ignores policy





# Summary

- Be Prepared! (That's why you're here, right?)
- Understand the market drivers
- Know what you have
- Set Effective IT Policy
- Manage it everywhere