So, you need a mobility strategy…
Five things you must do.

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Mobile is a major driver in the evolution of computing

Employees

34% employees in 2012 are mobile
(Source: IDC*)

Host/Mainframe

Client/Server

Web/Desktop

Mobile/Wireless/Cloud

Mobile Applications

85 billion mobile applications will be downloaded in 2012
(Source: IDC)

Security

8X increase in security risk driven by proliferation of mobile data and devices
(Source: IDC)

Unified Communications (UC)

78% of multinational corporations plan to adopt mobile UC by 2015, including mobile video streaming and conferencing

“Consumerisation of IT”

62% individual–liable (BYOD*) devices used for business, compared to 38% corporate–liable in 2012
(Source: IDC*)
Opportunities for the enterprise

Business to Enterprise

• Increase worker productivity
• Improved decision making for mobile workers
• Increase revenue through sales efficiency
• Extend existing applications to mobile workers and partners
• Deploy industry specific solutions to streamline business processes and reduce costs
• Increase employee satisfaction through flexible BYOD programs
• Reduce personnel cost (utilizing personal owned instead of corporate issued devices)

Business to Consumer

• Drive increased sales through personalised offers
• Handle retail sales transactions and opportunities more efficiently
• Offer accurate and usable data to customers in realtime and at anytime they choose
• Maintain contact with clients, on 24/7 basis for access to mobile online apps
• Deeper insight into customer buying behavior for up sell and cross sell
• Improve conversion rate for high value clients by providing enhanced choices
But it also brings business and IT challenges

Mobility Driving Business and IT Change
- “Consumerisation of IT” forcing CIOs to have BYOD policy and plan; provide employee device choice
- Anytime, anywhere, any device access now standard
- Heightened importance of social business interactions
- Need to factor in considerations across the business not just IT-HR, Legal, Security, Finance, Telco Plans.

Mobile Security and Management
- Protection of privacy and confidential information
- Policies for client-owned smartphones and tablets
- Visibility, security & management of mobile platform requirements

Mobile Lifecycle Complexity
- Infrastructure complexity from multiple device platforms
- Unique mobile requirements for employees/workers
- Integrating across wireline/wireless LAN platforms

Top Mobile Adoption Concerns:
1. Security/privacy/compliance (71%)
2. Cost management (18%)
3. Loss of IT control (17%)

66% of CIOs ranked mobility as a top investment priority in 2012

Many businesses today are overwhelmed with the mobility choices and the changes mobility brings across their organization and they need help addressing their mobility strategy

Source: IBM New Workplace CIO Study, October 2011, n=544 CIOs)
Having a mobility strategy in place helps you make the right choices

1. Understand current state and strategic direction
2. Understand user profiles and their security requirements
3. Analyse gaps
4. Define recommendations and solution outline
5. Build road map
Key areas you need to address

- **Devices**: Which device types and form factors should be supported and do I have a need for special types of devices?
- **Governance**: What are the policies, guidelines and programs for mobile users and bring-your-own devices? (BYOD)
- **Support**: What is the best way to support my users?
- **Mobile Applications**: What mobile applications do I have today and what is the best way to roll out additional applications in the future?
- **IT Infrastructure**: What tools do I need in place to allow me to effectively manage my mobile devices?
- **Network**: What type of network access will my users require? Cellular Carrier? Corporate WiFi?
- **Security**: What security policies should be in place to ensure the safety of my corporate assets?
Bring Your Own Device – Policy

- What are you trying to achieve?
- Define, document and publish your "Bring Your Own Device" (BYOD) Policy
- You need input from a number of departmental functions:
  - IT
  - HR
  - Legal
  - Security
  - Finance
  - Your network carrier(s)

- Entitlement
  - Which employees are eligible for business devices (Corporate liable)?
  - Which employees bring their own?

- What data, functions, applications will be accessed?
- Which devices will you support?
For the ability to manage devices and compliance, MDM solutions help enforce corporate security policy and monitor compliance.

80% of organizations with BYOD policies will see botnet compromises double inside their networks by 2013.

What applications will my users use? Do they meet my security requirements? Do I need to create custom applications? How do I deploy and manage application? Do I need an enterprise application store to manage and distribute applications?

Regardless of whether you are just now implementing a BYOD policy or you have one fully in place, IBM can help you meet the IT challenges of multiplatform, multivendor, employee-owned mobile devices.
Mobile device management

Advanced **mobile device management** (MDM) functions are designed to enhance security and usability of mobile devices

- Software that secures, monitors, manages and supports mobile devices
- Over-the-air distribution of applications, data and configuration settings
- Supports company-owned and employee-owned devices
- Addresses the limitations of Microsoft ActiveSync
Mobile Security

Getting started with Enterprise Mobile Security – the four questions to ask

- eMail
- Contacts
- Calendar
- Intranet Access
- Sensitive Personal Information
- Other?

- Security Policy
- Password
- Device Timeout
- Disk Encryption
- Malware Protection
- Other?

What mobile apps and data are required?

What are associated required security controls?

Data

What platforms are desired?

What additional mobile controls?

- Data Wipe
- Device Kill
- Other?

Blackberry
Windows Mobile
Symbian
iOS
Android

- $40 REWARD!
- LOST PHONE!
- Contact:
- "1-800-123-456"
Moving Beyond email to support applications

The stages of enterprise mobility starts with e-mail messaging, followed by “mobilising” business applications and eventually leads to unified workforce collaboration.

**Remote Access of Business Applications to the Workforce**
- remote and wireless access to business data via mobilized applications
- device agnostic – any device
- auto-sensing of devices & network
- real-time and multi-tasking
- synchronized calendars – over all end user computing devices
- synchronized documents and databases: edit here, updates everywhere
- multimedia: text (MIM), voice, & video
- internet “web” enabled
- location aware
- voice active solutions: hands-free

**Unified Workforce Collaboration**
- real-time information, data & screen sharing
- device agnostic – any device
- location aware and intelligent
- dynamic “impromptu” conference calls
- unified messaging: voice, video, e-mail & text
- combined inbox: e-mail, voice mail
- rich multimedia computing devices
- auto-sensing of devices & network
- network and device aware
- multi-tasking solutions & devices
- Internet “web enabled”
- voice active solutions: hands-free

**E-mail Messaging to the Workforce**
- remote access business email
- device agnostic – any device
- synchronized inboxes with business workstations
- synchronized calendars
- able to view / edit attached corporate documents
- instant messaging
- shared mail boxes
- one mailbox multiple “inboxes”
End to End Capabilities

Proving end to end capabilities will require re-alignment in the business and IT infrastructure: business workflows; networks; security; data, device & network management and applications.
Case study with IBM

- 95% of IBM employees are issued laptops
- Over 100,000 smartphones and tablets with access to the IBM corporate network and growing rapidly!
- Personally owned devices can be used for business purposes
- Strong dependency on collaboration and social media tools to conduct IBM business and stay connected

IBM's BYOD program "really is about supporting employees in the way they want to work. They will find the most appropriate tool to get their job done. I want to make sure I can enable them to do that, but in a way that safeguards the integrity of our business."
— IBM CIO Jeanette Horan

How did IBM become a mobile business?

- Established policies for mobile employees
- Established policies for personally-owned devices
- Sold expensive office space and created world-wide mobility centers
- Launched small, focused “opt-in” BYOD pilots. Resisted the urge to “boil the ocean”
- Embraced collaboration and social media tools to allow mobile devices to stay connected

A highly diverse workforce:

- 425,000 employees worldwide
- 50% workforce has less than 5 years of service
- 50% of employees work remotely – not from a traditional IBM office
- 71% of employees are outside the US
Why IBM?

IBM brings together a range of capabilities that help make us the best choice to assist you in developing a Mobility Strategy.

IBM brings:

- **Experience** delivering mobility solutions – both externally, with over 150 clients and over 250,000 devices managed worldwide, -- and internally, with over 100,000 IBM employees currently using Smartphones and tablets.
- **Asset-based methodologies** that leverage technical, financial and business lenses in order to build a mobility strategy that uniquely meets the needs of both your end users and business.
- **Teams of practitioners** with technical expertise and years of relevant experience who can harvest lessons from past engagements to design feasible solutions for you.
- **Wide range of services** that cover the entire lifecycle of the Mobility environment.
- **Global breadth of resources** and infrastructure to keep pace with the dynamics of your business.
- **Innovative solutions** for both near and long objectives with a roadmap that helps ensure successful implementation.
Read my thoughts

- Follow me at the Institute of Advanced Security - Mobile Security - expert blog
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Thank You