

Pulse Comes to You 2012

Business without **LIMITS**

21 August | Thailand



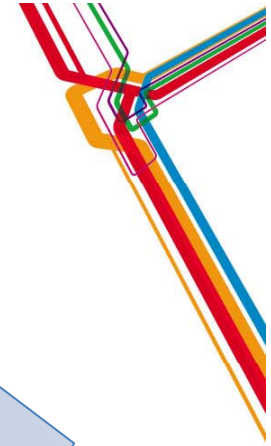
Six Things to Think About Before Officially Supporting a BYOD Policy

Steven Scheurmann

Sales Leader, Tivoli Endpoint Management
Products, Built on BigFix, IBM Software
Group, Asia Pacific and Japan



Mobile is a significant component of the evolution of computing



Consumer experience and “bring your own device” are driving much new enterprise use.

Trends in Enterprise Mobility ...



The need for business agility along with changing employee behaviors will require enterprises to mitigate operational risk associated with mobility

Number and Types of Devices are Evolving

- 1 Billion smart phones and 1.2 Billion Mobile workers by 2014
- Large enterprises expect to triple their smartphone user base by 2015

Mobility is Driving the “Consumerization” of IT

- 46% of large enterprises supporting personally-owned devices
- Billions of downloads from App Stores; longer term trend for app deployment

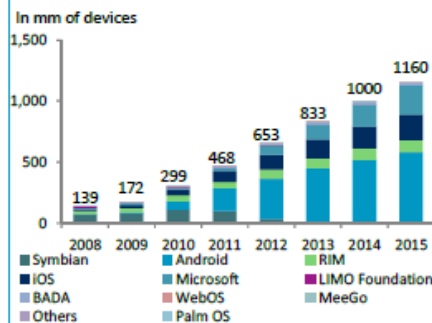
Increasing Demand for Enterprise Applications

- 20% of mobile workers are getting business apps from app stores today
- 50% of organizations plan to deploy mobile apps within 12 months

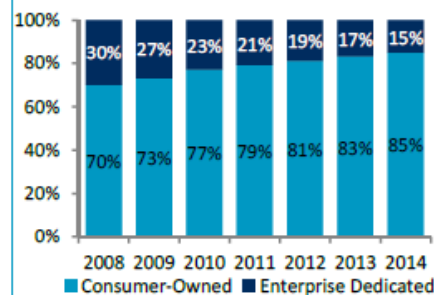
Security Requirements Becoming More Complex

- Threats from rogue applications and social engineering expected to double by 2013
- 50% of all apps send device info or personal details

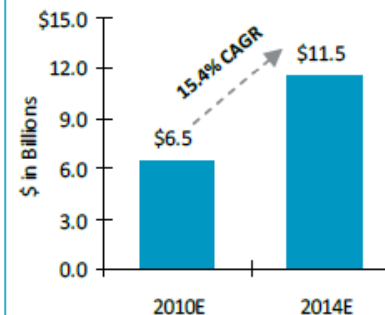
Smartphone Proliferation



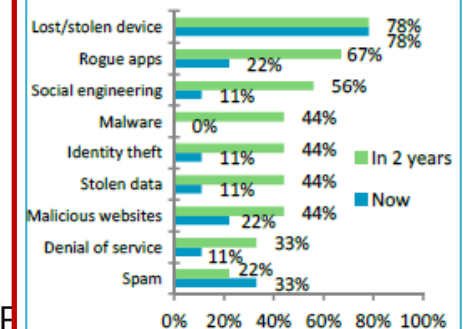
% of Consumer v. Enterprise Devices



Enterprise Application Market



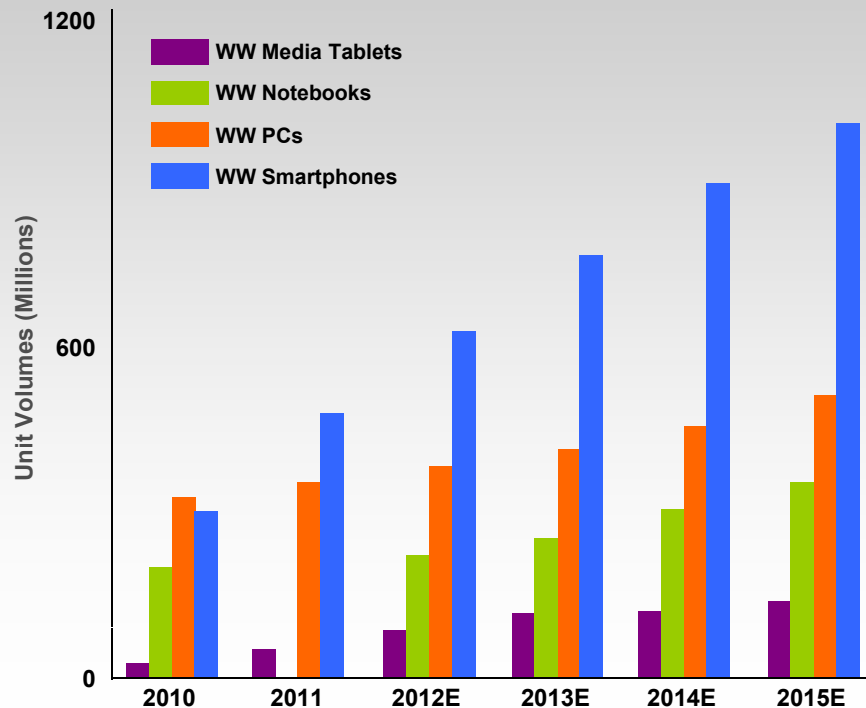
Assessment of Security Threats



Mobile is an enterprise priority

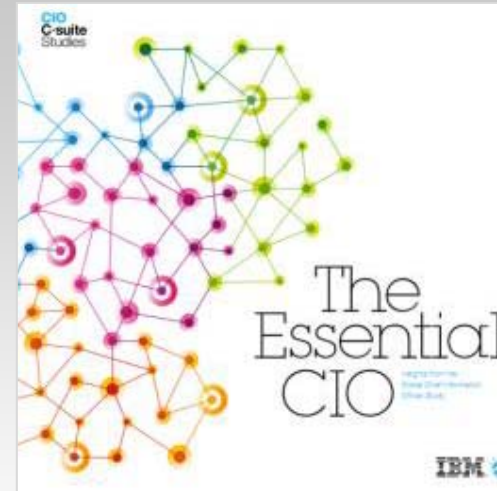


Growth in Internet Connected Devices



Source: Wells Fargo Securities, January 23, 2012
"Fostering the People: The Shift to Engagement Apps"

Mobile and Cloud are top spending priorities for CIOs¹



Dramatic Growth in Mobile Devices

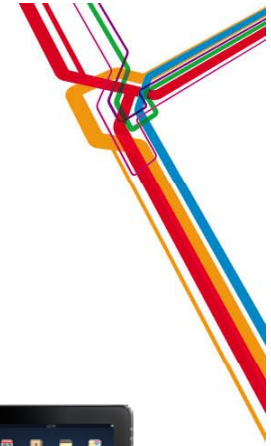
- Mobile data traffic exceeded voice in 2010²
- Shipments of Smartphones exceeded total PC shipments for the first time in 2011³
- 10 Billion mobile connected devices are expected to be in use by 2020³

¹ 2011 IBM Global CIO Study
² Wireless Industry News, August 26, 2010
³ 2011 Economist

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Challenges of Enterprise Mobility



 **Security and Privacy cited as the number one mobile adoption concern**
- 2011 IBM Tech Trends Report

- Adapting to the Bring Your Own Device (BYOD) to Work Trend
 - Device Management & Security
 - Application management
- Achieving Data Separation
 - Privacy
 - Corporate Data protection
- Providing secure access to enterprise applications & data
 - Secure connectivity
 - Identity, Access & Authorization
- Developing Secure Mobile Apps
 - Vulnerability testing
- Designing an Adaptive Security Posture
 - Policy Management
 - Security Intelligence



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The mobile lifecycle

- Strong demand by LoB
- Higher expectations of user experience with mobile apps
- Lack of best practices guidance on how to deliver mobile applications
- More direct involvement from users/stakeholders in design
- Native programming models are not portable across devices.
- Highly fragmented set of mobile devices and platforms
- Very large number of configurations of devices, platforms, carriers, etc. to test
- Mobile landscape evolves at a much faster pace
- More frequent releases and updates for apps with more urgent time-to-market demands

not



Mobile presents an enormous set of opportunities...



Business to Enterprise



- Increase worker productivity
- Improved claims processing
- Increase revenue through sales engagements
- Extend existing applications to mobile workers and customers
- Reducing fuel, gas, or fleet maintenance costs that are relevant in particular industries
- Increase employee responsiveness and decision making speed
- Resolve internal IT issues faster
- Reduce personnel cost (utilizing personal owned instead of corporate issued devices)

Business to Consumer



- Improve customer satisfaction
- Deeper customer engagement and loyalty
- Drive increased sales through Personalized offers
- Customer service
- Competitive differentiator
- Improve brand perception
- Deeper insight into customer buying behavior for up sell and cross sell
- Improve in store experience with mobile concierge services

Mobile Devices: Unique Management & Security Challenges



Mobile devices are shared more often

- › Personal phones and tablets shared with family
- › Enterprise tablet shared with co-workers
- › Social norms of mobile apps vs. file systems



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Mobile devices have multiple personas

- › Work tool
- › Entertainment device
- › Personal organization
- › Security profile per persona?



Mobile devices are diverse

- › OS immaturity for enterprise mgmt
- › BYOD dictates multiple OSs
- › Vendor / carrier control dictates multiple OS versions



Mobile devices are used in more locations

- › A single location could offer public, private, and cell connections
- › Anywhere, anytime
- › Increasing reliance on enterprise WiFi



Mobile devices prioritize the user

- › Conflicts with user experience not tolerated
- › OS architecture puts the user in control
- › Difficult to enforce policy, app lists



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BYOD Questions to Ask

- Do you have the right policies in place?
- How are you going to manage and secure personal devices?
- Are employees aware of policies, security risks, enterprise capabilities?
- Do you have an enterprise app store?
- What services will you support beyond e-mail / calendar?
- Is your service desk ready?
- How will this impact your wireless networks?

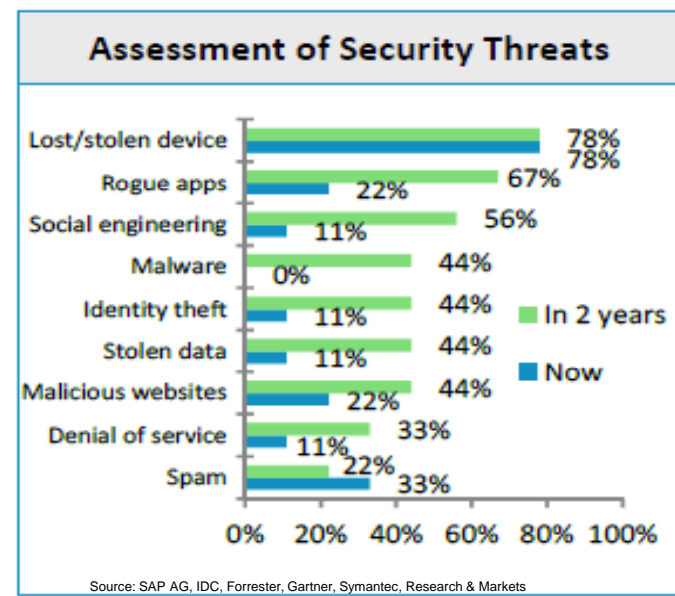
Client Functional Domain





1. How Will You SECURE Mobile Devices?

- Corporate culture?
- Platform support?
- Agents?
- Threats?
- Capabilities?



Mobile Device Security Management

- ✓ Device wipe & lockdown
- ✓ Password Management
- ✓ Configuration Policy
- ✓ Compliance

Mobile Threat Management

- ✓ Anti-malware
- ✓ Anti-spyware
- ✓ Anti-spam
- ✓ Firewall/IPS
- ✓ Web filtering
- ✓ Web Reputation

Mobile Information Protection

- ✓ Data encryption (device, file & app)
- ✓ Mobile data loss prevention

Mobile Network Protection

- ✓ Secure Communications (VPN)
- ✓ Edge Protection

Mobile Identity & Access Management

- ✓ Identity Management
- ✓ Authorize & Authenticate
- ✓ Certificate Management
- ✓ Multi-factor authentication

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2. Do You Have Written POLICIES In Place?

Policies should be:

Simple to understand

Enforceable

Enforced

Policies should include:

What platforms are supported ?

Will this extend to laptops?

Role-specific requirements?

What systems can be accessed?

Employee- vs. employer-owned devices?

Management actions, software allowed?

Privacy policy?



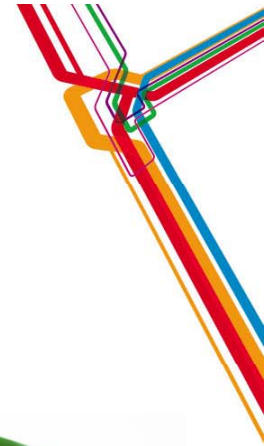
3. What About An AWARENESS Plan?

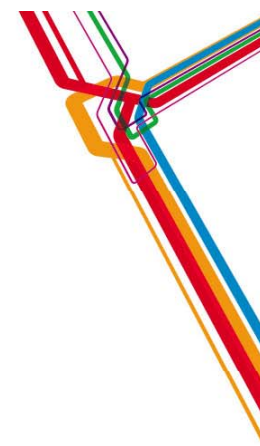
Do all your employees know they can use their own phones and tablets?

Do they know what the policies are?

Do they know what corporate software will be installed and how it will be used?

Do they know who to call when there's a problem?





4. Do You Have a PRIVATE APP STORE?

Necessary for software distribution and partial-wipe

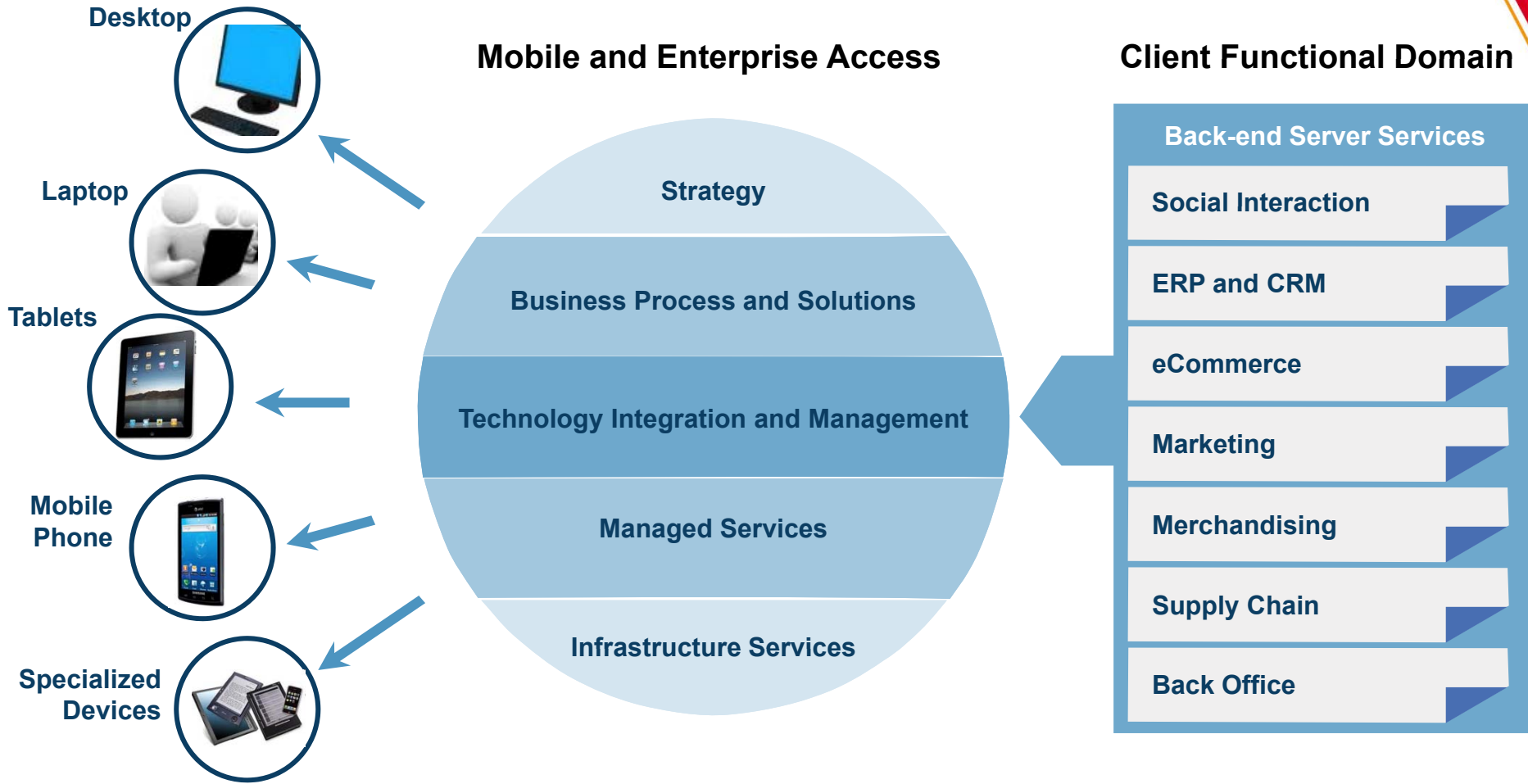
Vetted, non-corporate apps?

Self-service portal for non-mobile apps?

Usage analysis and license compliance



5. What SERVICES Will You Support?



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6. Is Your SERVICE DESK Ready?

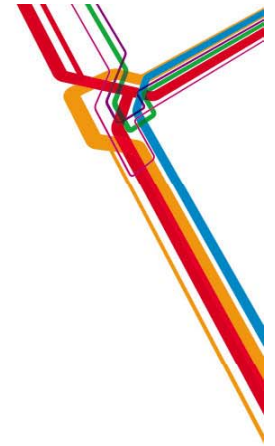
Requests *from* mobile devices

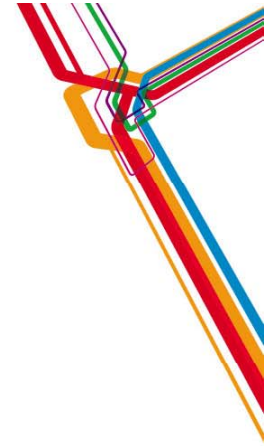
Requests *about* mobile devices

Remote control and other management capabilities

Staffing for volume – 3:1 device-to-employee ratio

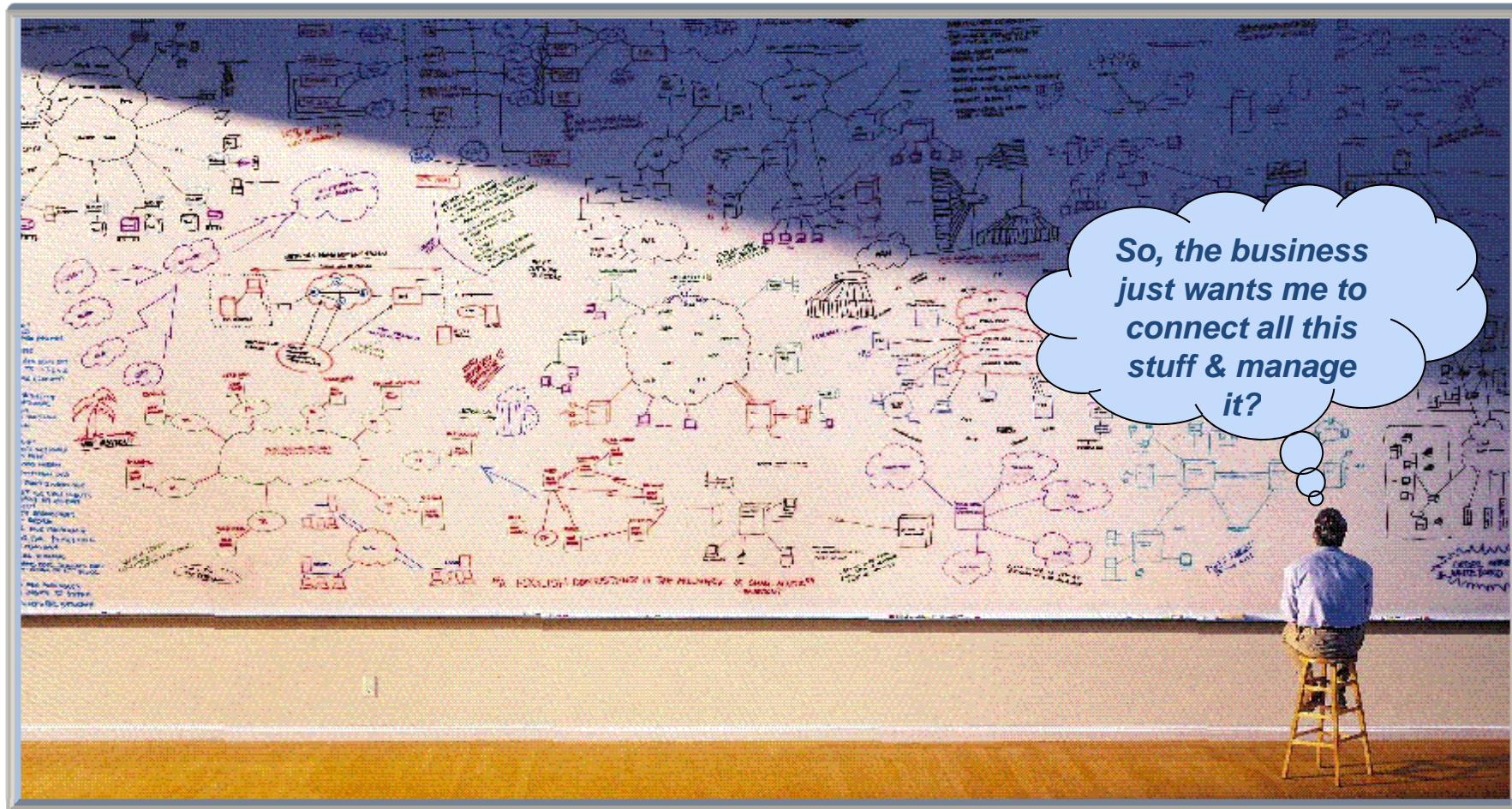
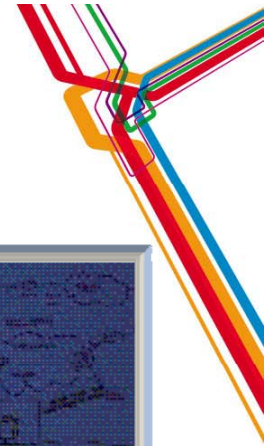
- Staffing for subject matter expertise
- Company vs. phone manufacturer vs. carrier
- Up-time for employees who only use mobile devices





7. What In The World Is This Going To Do To Your Network?

Change And Improvement Have Been Daunting



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Tivoli Endpoint Manager, built on BigFix technology



Tivoli Endpoint Manager IT Operations Solutions



Tivoli Endpoint Manager for Lifecycle Management



Tivoli Endpoint Manager for Mobile Device Management



Tivoli Endpoint Manager for Patch Management

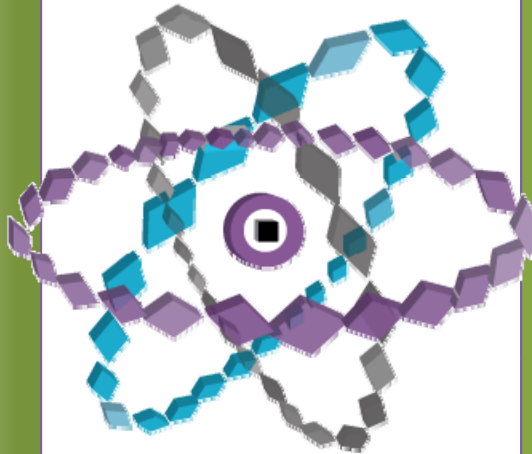


Tivoli Endpoint Manager for Power Management



Tivoli Endpoint Manager for Software Use Analysis

Unifying IT operations and security



Tivoli Endpoint Manager IT Security Solutions



Tivoli Endpoint Manager for Security and Compliance



Tivoli Endpoint Manager for Core Protection



Tivoli Endpoint Manager for Mobile Device Management



Tivoli Endpoint Manager for Patch Management

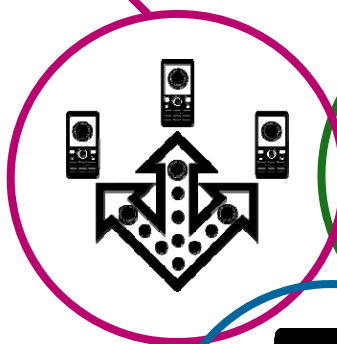
IBM: Addressing Strategic Client Initiatives



Extend & Transform

Extend existing business capabilities to mobile devices

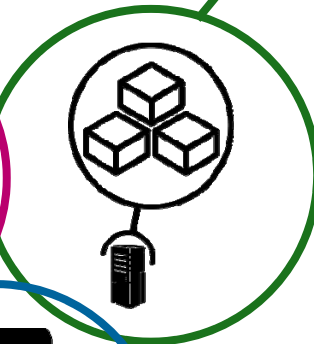
Transform the business by creating new opportunities



Build & Connect

Build mobile apps

Connect to, and *run* backend systems in support of mobile

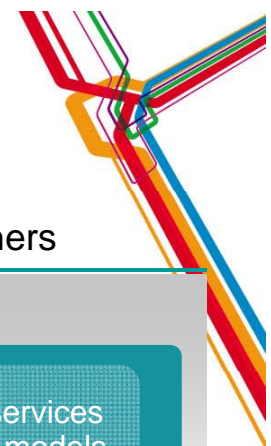


Manage & Secure

Manage mobile devices and apps

Secure my mobile business

And are looking for a mobile platform that solves their needs



Banking Insurance Healthcare Telecom Retail Government Others

IBM Enterprise Mobile Platform

Business Results

Extending business to mobile customers and workforce

Improve operational efficiencies and reduce costs

Differentiate the customer experience

Enable new services and business models



Workforce Optimization



Product and Service Innovation



Customer Care and Insights



3rd Party Mobility Services



Social Collaboration



User Notification



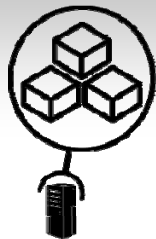
Location Services



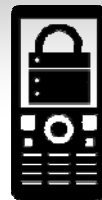
Mobile Payments



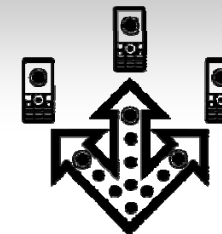
Social Mobile Commerce



Build mobile applications
Connect to, and **run** backend systems in support of mobile



Manage mobile devices and applications
Secure my mobile business

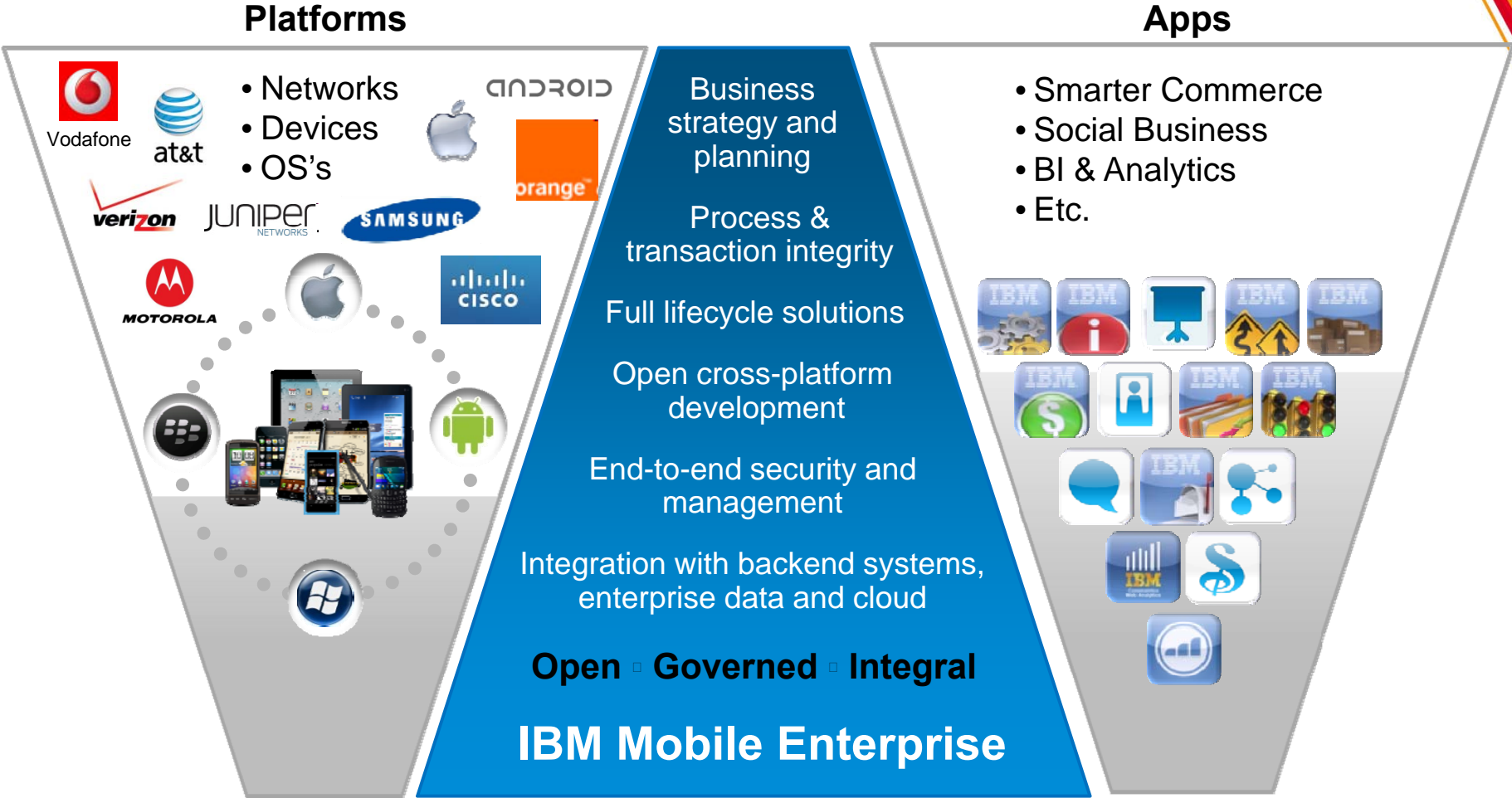


Extend existing business capabilities to mobile devices
Transform the business by creating new opportunities

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Thinking About Mobile Differently

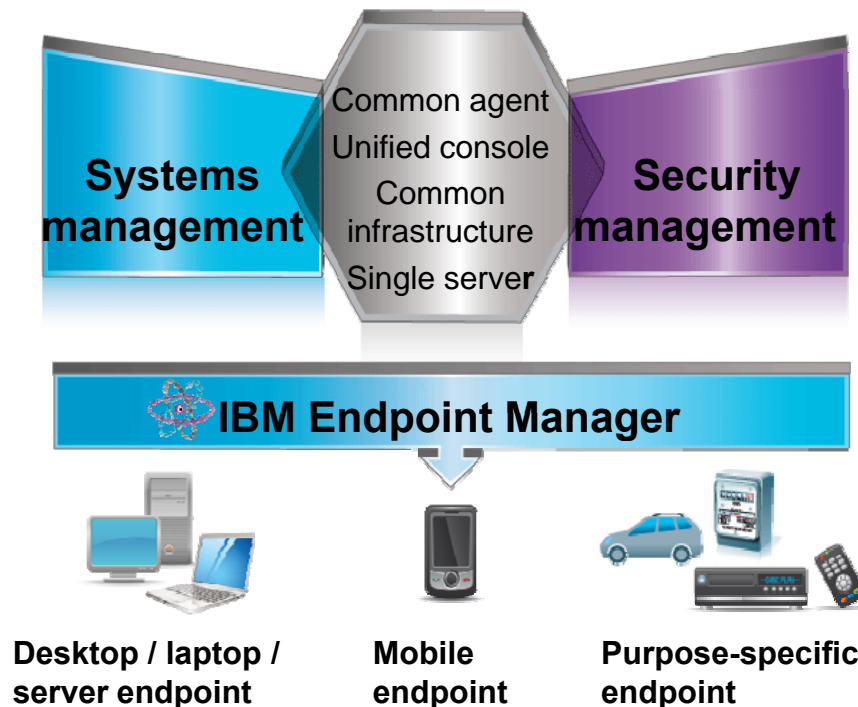


Device Management, Security

IBM Endpoint Manager for Mobile Devices: A highly-scalable, unified solution that delivers device management and security across device types and operating systems for superior visibility and control



Managed = Secure



Client Challenge

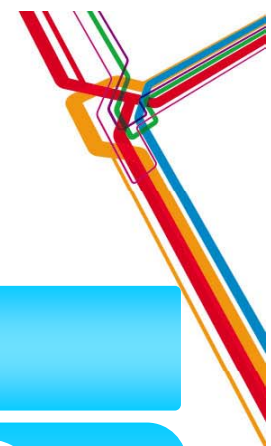
Key Capabilities

- A unified systems and security management solution for all enterprise devices
- Near-instant deployment of new features and reports to customer's environments
- Platform to extend integrations with Service Desk, CMDB, SIEM, and other information-gathering systems to mobile devices
- Advanced mobile device management capabilities for iOS, Android, Symbian, and Windows Mobile, Windows Phone
- Security threat detection and automated remediation

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A Holistic Approach To Managing & Securing the Mobile Environment



1 Develop and Communicate Formal Mobile Strategy, Policies

2 Efficiently acquire, deploy, secure, manage, and de-provision devices





3 Protect devices from malware, data theft

4 Actively manage corporate device purchases, service contracts, usage

PUBLIC WIFI

TELECOM PROVIDER



INTERNET



5 Test, deliver and manage security-rich apps

MOBILE APPS

WEB SITES





6 Manage users and access to enterprise apps and data

7 Manage and optimize enterprise wireless networks

SECURITY GATEWAY

PRIVATE WIFI



8 Deliver an Adaptive Security Posture

Benefits of a Unified Approach



- “Organizations...would prefer to **use the same tools across PCs, tablets and smartphones**, because it's increasingly the same people who support those device types”
– Gartner, *PCCLM Magic Quadrant, January 2011*
- Although at some level mobile is unique, **the devices are just another form of endpoints in your infrastructure**. This means whichever technologies you procure should have a road map for integration into your broader endpoint protection strategy.
– Forrester, *Market Overview: Mobile Security, Q4, 2011*

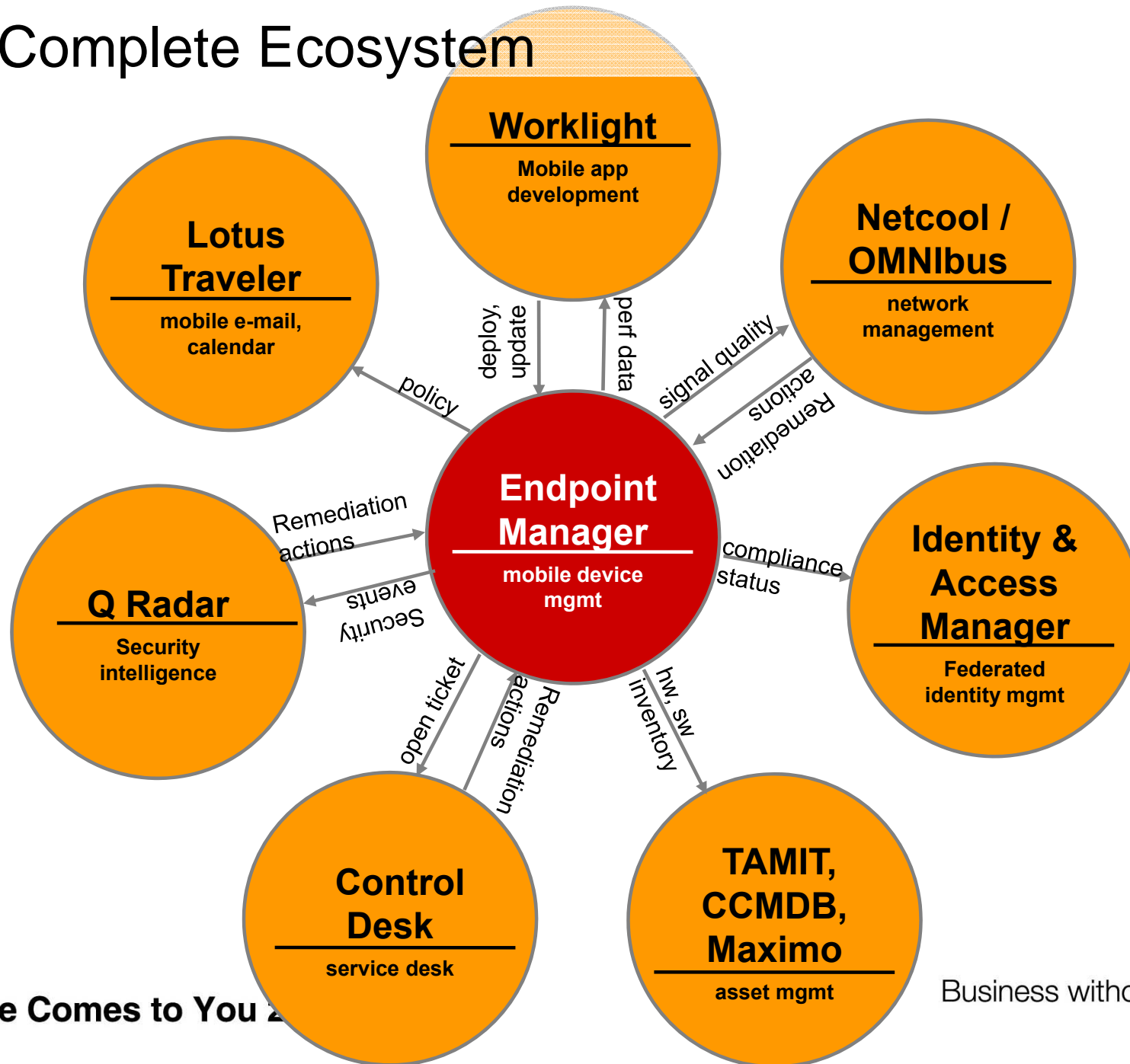
Reduces Hardware & Administration Costs

- “Single pane” for mobile devices, laptops, desktops, and servers
- Single Endpoint Manager Server scales to 250,000+ devices
- Unified infrastructure / administration model reduces FTE requirements

Fast Time-to-Value

- Enterprise-grade APIs enable integration with service desks, CMDBs, etc (Integrated Service Management)
- Cloud-based content delivery model allows for rapid updates with no software upgrade or installation required

The Complete Ecosystem



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Thank You

