



*Ceci n'est pas un téléphone*



**...on mobile**

Ulrik Van Schepdael uvs@mobco.be

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contact us at info@mobco.be



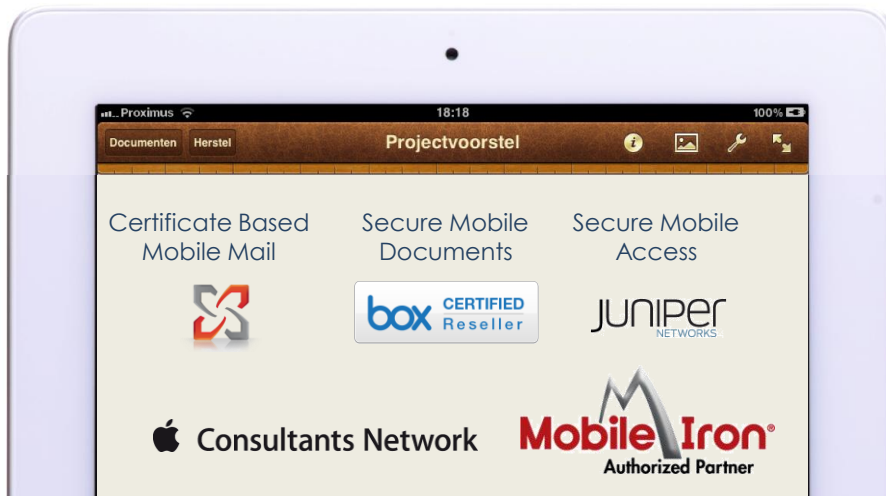
What is mobco about



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## What is mobco about



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## The Mobile Challenges



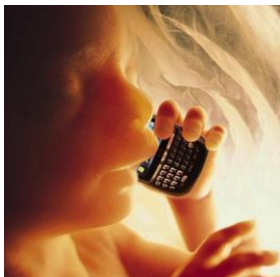
What rules ?

Place – Time - Device

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## The Mobile Revolution



(COMPUTERWEEKLY.COM '11) – “Young professional – also known as ‘digital natives’ – are entering the workforce as fully indoctrinated mobile device multitaskers. Do not expect them to work without a smartphone or similar **ComputerWeekly.com** device at hand.”

(FACEBOOK OCT '11) – “350 Million Facebook users are using mobile devices to access the service – total number of users is 800 Million.”

**facebook**

Your social life doesn't stop at 9 AM

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## The Mobile Revolution



(WIRED Feb 28 '11) – “From the earliest days of aviation, pilots have relied upon paper maps to help find their way. Even in an era of GPS and advanced avionics, you still see pilots lugging around 20 pounds or more of charts. But those days are numbered, because maps are giving way to iPads.

The Federal Aviation Administration is allowing charter company Executive Jet Management to use Apple's tablet as an approved alternative to paper charts. ”

(INTEL '11) – “60% use their smartphone for work”

You want to work with your tools

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# The Mobile Revolution



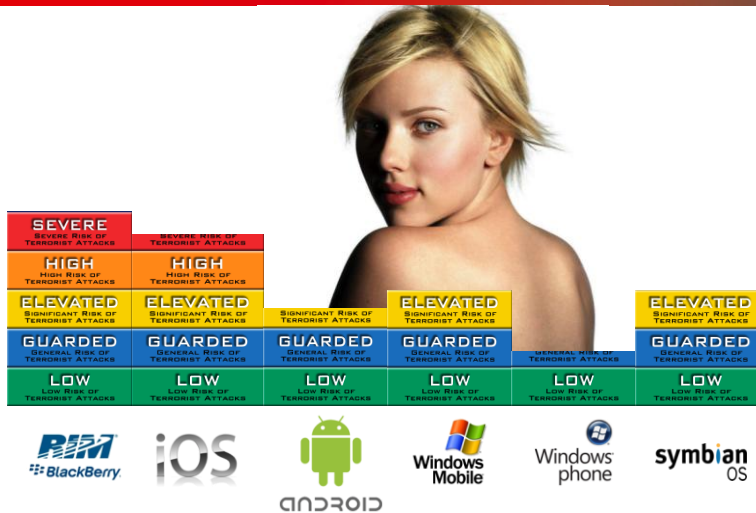
Flexible hours means:  
(iPASS Aug '11)

- 64% felt they were better able to balance their work load with personal commitments
- 51% were more relaxed as a result of this improved balance
- 54% felt their productivity was substantially improved

Employees gain flexibility when the enterprise supports the mobile community

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# The Mobile Challenges



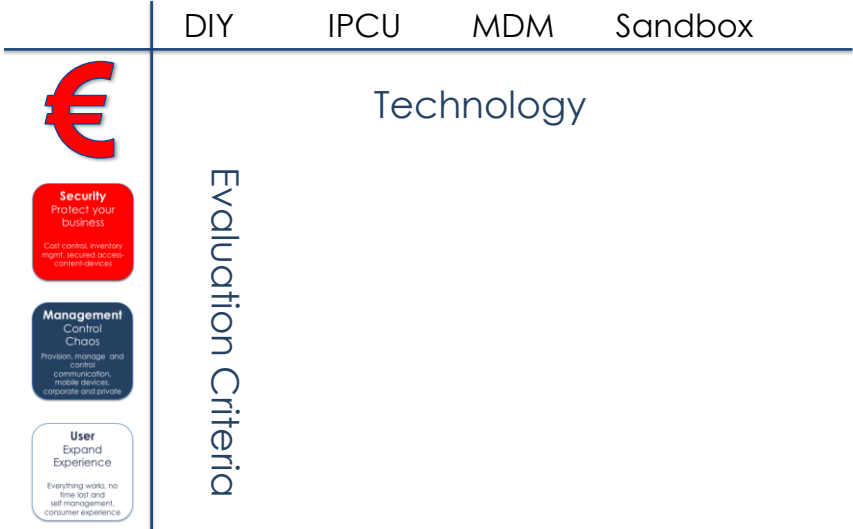
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# The Enterprise Challenges

All characters appearing in this presentation are fictitious.  
 Any resemblance  
 to real persons, living or dead,  
 companies, in business or bankrupt,  
 is purely coincidental.

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# Mobile Device Management



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# The Enterprise Challenges

“the more the CIO says “NO”,  
the less secure the network becomes”  
(US CIO 2010)

Users will use  
it for Work



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# The Mobile Opportunities

**User**  
Expand  
Experience  
  
Everything works, no  
time lost and  
self management,  
consumer experience

## Consumer!

From make it work to expanding  
possibilities:

Enterprise specific apps

Documents on the go


Mail, Calendar, Contacts



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# Types of Mobile Device Management

DIY  IPCU    MDM    Sandbox

- |  |  |     |
|--|--|-----|
| 1. Nothing or DIY                      |  <b>USER DRIVEN</b> |     |
| 2. Profile push aka IPCU               |  | 30% |
| 3. Light weight client or Platform MDM |  | 60% |
| 4. Sandbox client                      |  | 10% |

Gartner '11 = 4 types of 'MDM'

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## Implementation IPCU to enable the user



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# Implementation IPCU to restrict the device



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# IPCU for IT Security

**Security**  
Protect your business

Cost control, inventory mgmt, secured access-content-devices



From restricting devices to enabling mobile data:

Real-time view and manage

Device authentication

Device restrictions



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## ActiveSync controls the password settings

... and some more features

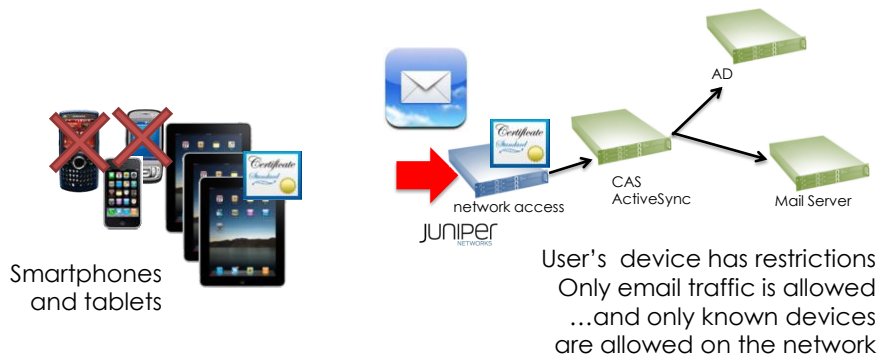


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## ActiveSync needs better protection

Certificate based network access

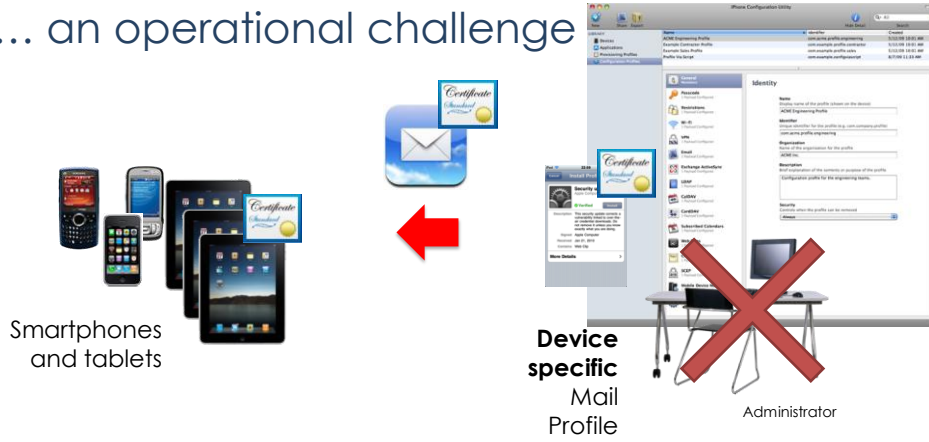


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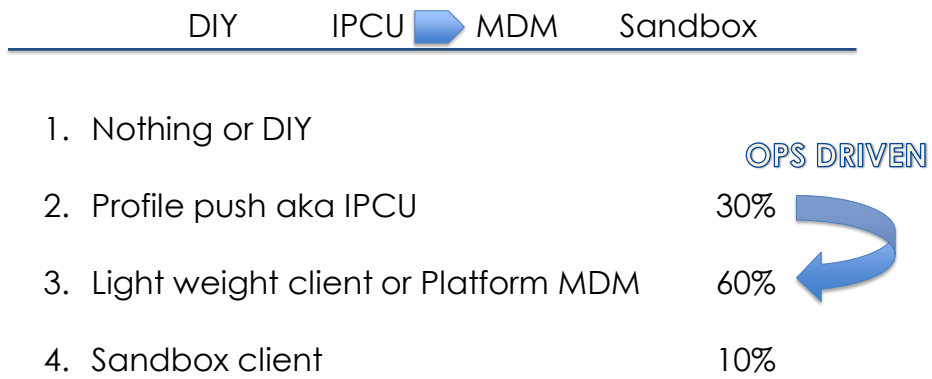
# Device/User specific configurations

... an operational challenge



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# Types of Mobile Device Management



Gartner '11 = 4 types of 'MDM'



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# MDM for IT operations

**Management**  
Control  
Chaos

Provision, manage  
and control  
communication,  
mobile devices,  
corporate and private

~~cahles~~

From make lowering workload to expanding possibilities:

Real-time view and manage

Roll out at scale

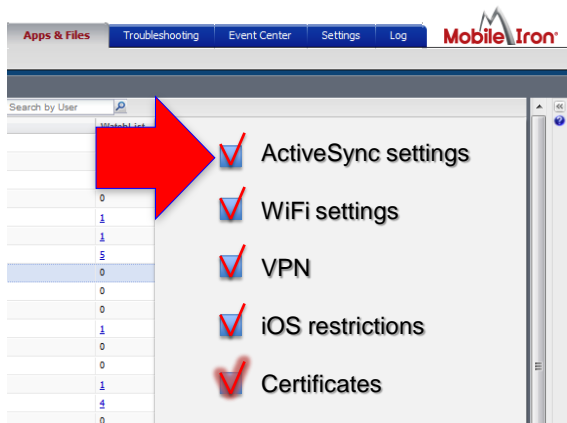
OS agnostic templates



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## configure all mobile devices



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# MDM for IT Security

**Security**  
Protect your business  
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Device authentication

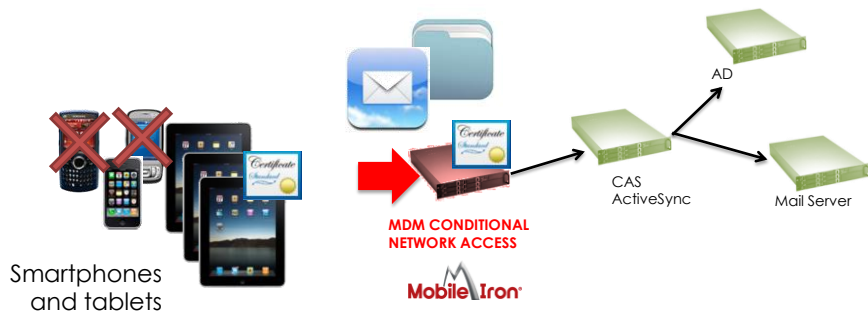
Device restrictions



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# Network access!



Posture Control allows only devices that are within the policy

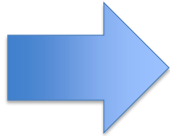
Jailbreak detection, application inventory, updated software, ...

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Van: ulrik van schepdael  
 Onderwerp: **PO 2011012547 Apple Sales - Your approval is required**  
 Datum: 14 november 2011 16:57:28 GMT+01:00  
 Aan: ulrik van schepdael  
 1 bijlage, 29,2 KB [Bewaar](#) [Geef snel weer](#)



Dear Ulrik,  
 Please click on the below link to approve the Purchase order with following details:  
 Supplier: Apple Inc  
 Date: 23 November 2011  
 Description: Demo equipment  
 Total: 1988,23 Eur Excl VAT  
 Requested by: Bjorn Kemps  
 Cost Center: MKT  
[CLICK HERE TO APPROVE PO 2011012547](#)  
 Do not reply to this message.

[www.mobco.be](http://www.mobco.be)



## MDM for the User

**User**  
 Expand  
 Experience  
 Everything works, no  
 time lost and  
 self management,  
 consumer experience



# Consumer!

From make it work to expanding possibilities:

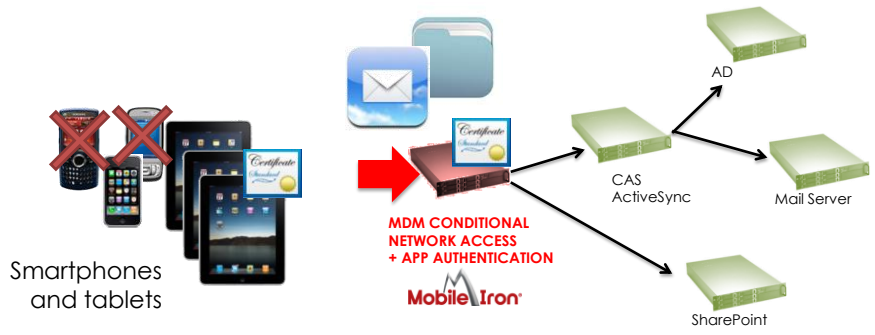
Enterprise specific apps

Documents on the go

Mail, Calendar, Contacts



# Network access!



User's device has restrictions  
email traffic and selected intranet  
resources are allowed

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Or Enterprise specific apps

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# So what to do now ?

**@WORK**

**Management**  
Control Chaos

Provision, manage and control communication, mobile devices, corporate and private


**Security**  
Protect your business

Cost control, inventory mgmt, secured access-content-devices


**User**  
Expand Experience

Everything works, no time lost and self management, consumer experience


How do I get these apps to the user ?



Where does enterprise data travel ?



What app should I use, where is it, who pays for IT ?

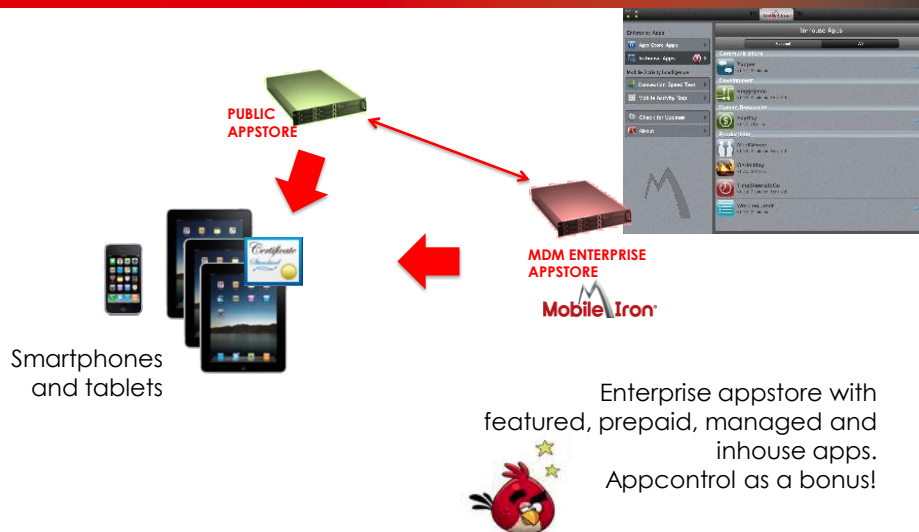


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## Enterprise AppStore



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## Enterprise AppStore

### Managed Apps

Get the benefits from in-house apps and commercial apps at the same time!

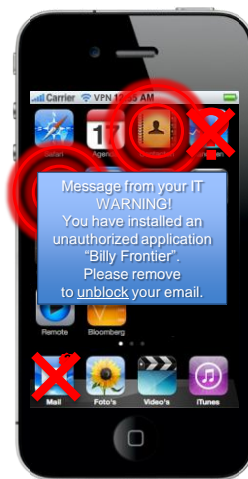
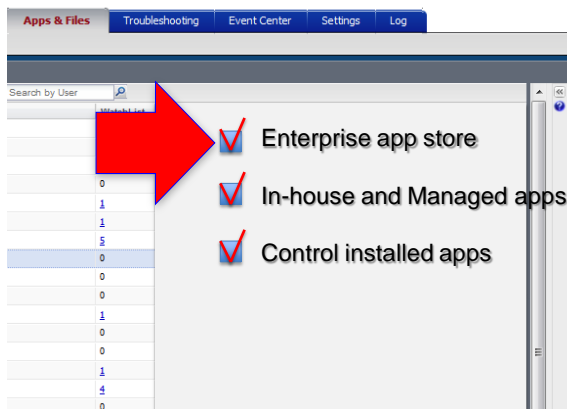
- Install from MDM
- Controlled by MDM
- Data secured
- Configured by MDM (server address, username, ...)
- Remote kill of App



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# control all apps and access



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# Confidential and DLP

An advertisement for "@WORK APPS FOR BUSINESS". The background is light blue with various business-related icons. In the center, there is a red rounded rectangle containing the text: "Security Protect your business". Below this, it says: "Cost control, inventory mgmt, secured access-content-devices". To the left of the red box is a silver safe. To the right is a green Android robot. Below the robot, the text asks: "Where does enterprise data travel?". The advertisement also features several app icons and logos, including Bloomberg, Barrons, and GoodData.

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## Types of Mobile Device Management

DIY      IPCU      MDM  Sandbox

1. Nothing or DIY
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3. Light weight client or Platform MDM      60%
4. Sandbox client      10%



**SECURITY DRIVEN**

Gartner '11 = 4 types of 'MDM'

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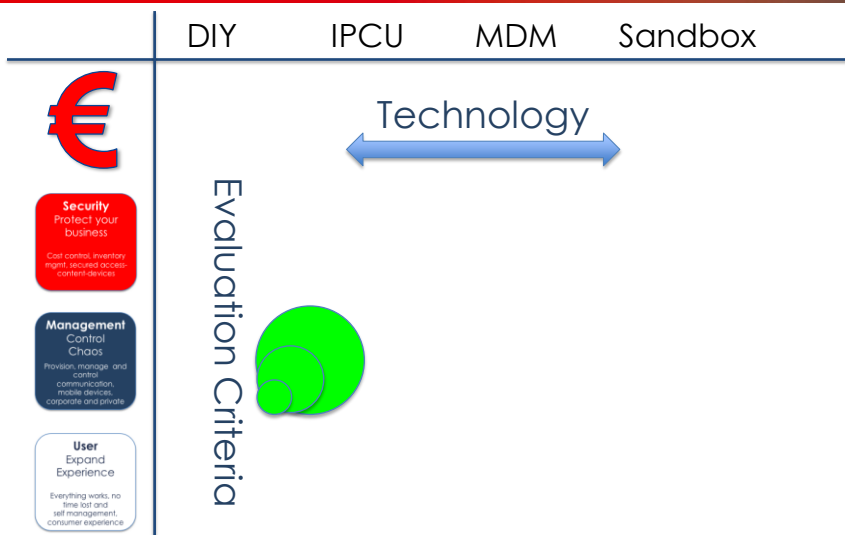
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Conclusions

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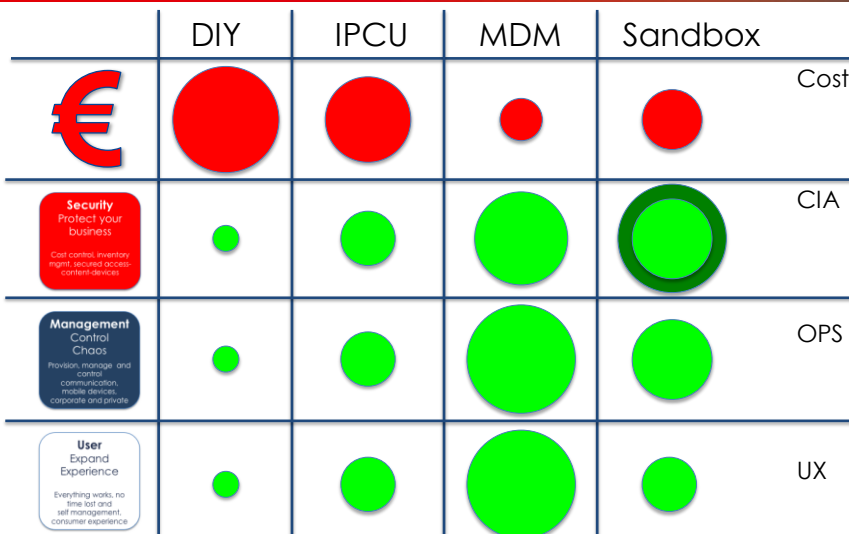
# What's your best fit ?



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# Mobile Device Management



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## Mobile Device Management



### Management

Control  
Chaos

Provision, manage  
and control  
communication,  
mobile devices,  
corporate and private

### Security

Protect your  
business

Cost control, inventory  
mgmt, secured access-  
content-devices

### User

Expand  
Experience

Everything works, no  
time lost and  
self management,  
consumer experience

Start from the business objective.  
Balance your policy.  
Integrate and 'mobilize' the existing IT infrastructure

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Thank you

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- *Build a mobile policy for your company!*
- *iOS 5 impact on the enterprise!*



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