



Making the Enterprise Mobile First

Riccardo Canetta
Regional Sales Director, Mediterranean

1960+

1980+

1995+

2010+



Mainframe
Era



PC
Era



Internet
Era



Mobile First
Era

Past technology transitions

Change the
way people work

Disrupt enterprise
architectures

Create opportunities
for innovation

Mobility in the Consumer Word

Communication Reimagined

New Mobile OSes
iOS and Android
Proliferation



2007-2010

Social Interaction & Basic Productivity

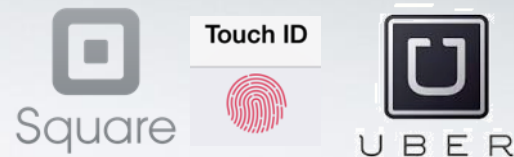
Consumer Apps
Media - Maps - Content
Syncing - Social



2011-2013

Living Reimagined Shopping, Travel...

Business-to-Consumer Apps



2014-2018

Mobility in the Enterprise Word

**Blackberry
Struggles**

EMM Consolidation

**Platform Shift
PC Economy Dies**

**Multi-OS MDM 1.0
Enterprise Email**

**MDM-to-EMM 1.0
Content + Tactical Apps**

**EMM 2.0 Business
Transformation via Apps**

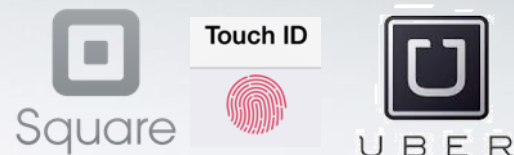
New Mobile OSes
iOS and Android
Proliferation



Consumer Apps
Media - Maps - Content
Syncing - Social



**Business-to-Consumer
Apps**



2007-2010

2011-2013

2014-2018

Why the PC Economy Vendors will Fail

• The PC Economy

- Built around Fixing the flaws of Windows
- Rev every 5 Years
- \$2000 a year TCO

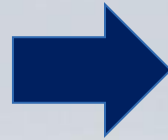
The Mobile Economy

- Built around End User Enablement
- Rev Every 2 Weeks
- \$200 a year TCO

An End User Centered Transformation



Centered on device



Centered on user

The Enterprise in 4 Years

Business Processes

1 - Every Revenue Generating Business Process is Mobile



Business People

2 - Revenue Generating Employees Carry Most of their work on Mobile Devices



Business Apps

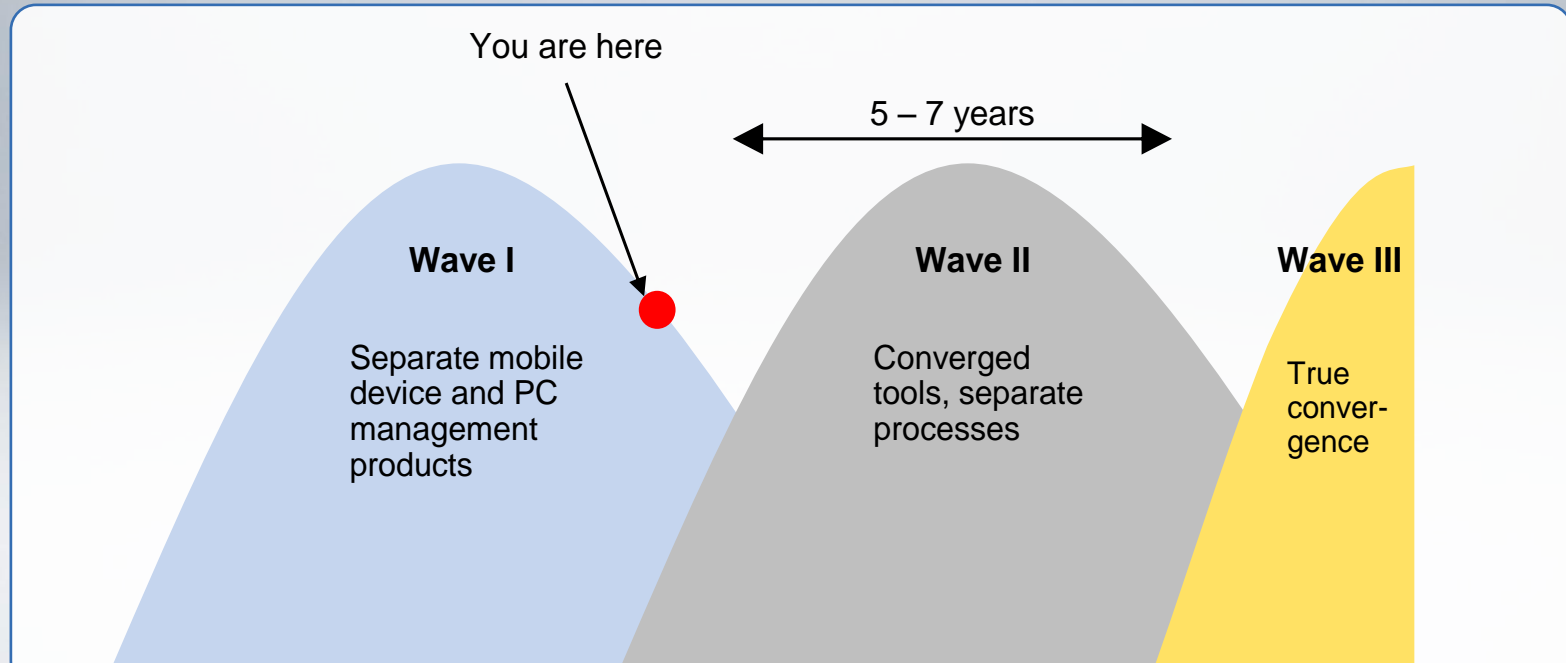
3 - Applications and Content Matter, the OS is Irrelevant



4 - **Every End Point** looks like Mobile Device and is Managed and Secured with EMM



"Within the next six years, the management approach developed for sandboxed operating systems will be **the primary approach** for all enterprise endpoint devices"

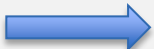


BYOD: Not IF or WHEN ... it is HOW?

Percentage of smartphones and tablets currently in organization that are personally owned:

Today

In 12 mos.

40%  49%

50% of these devices are allowed access to apps in addition to email

Source: Ponemon Institute, March 2014

Productivity drives BlackBerry migration

Primary motivation for migration
(6 = most important to 1 = least important)

Employee productivity **5.12**

Employee demands 4.21

Availability of apps 3.45

Improved interoperability 3.20

BB financial stability 2.68

Improved security 1.77

Source: Ponemon Institute, March 2014

Agility is the new security

End users measure IT on responsiveness

What factors would most contribute to your organization's ability to maintain an effective mobile strategy over time?

Most important factors for mobile success

(7 = most important to 1 = least important)

Agility and preparedness for change	6.58
Ample resources	6.01
Enabling technologies	5.60
Knowledgeable or expert staff	5.13
Collaboration among business units	4.24
Effective leadership	3.97
A strong mobile security posture	2.61

Source: Ponemon Institute, March 2014

Technology Trends

Evolution of Multi-OS



ALL Require EMM to work in the Enterprise

Evolution of multi-OS – iOS8



Most Advanced Mobile Enterprise OS

Highest Penetration in US

Sophisticated Separation Between Personal
and Enterprise via EMM

Privacy control and disclosure

Evolution of Multi-OS - Android



Highest Penetration in the World

Still highly fragmented

Skepticism in EMEA

Android L to fix fragmentation and
standardize Enterprise Features and
Security

Evolution of Multi-OS



Growing strong in EMEA and South America

Good Enterprise Security and Management
via EMM

Good Alternative to BlackBerry for Corporate
Owned Devices

Evolution of privacy – the trust gap

PERCEPTION



“I think my employer is tracking my personal information but I don’t REALLY know what.”

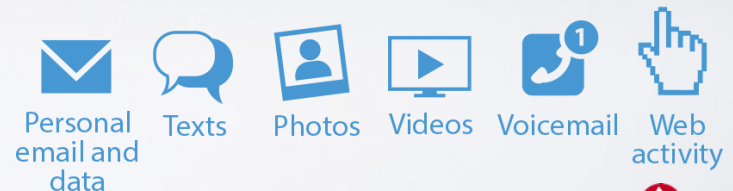


REALITY

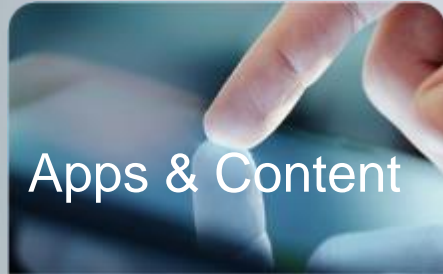
Employers can see*



Employers can't see*



MobileIron investments



1. Establish the reference architecture for enterprise mobility
2. Secure the personal cloud
3. Become the source-of-trust for the enterprise



MobileIron®

MobileIron Vision and Roadmap



In a **Mobile First enterprise**, users have access to **every business process** they need, on any device they want, with a **secure experience** they love.



Company Mission



To provide the core technology platform, ecosystem, and customer success team to help our customers become **Mobile First** organizations

Magic Quadrant for Enterprise Mobility Management Suites

Gartner

2014

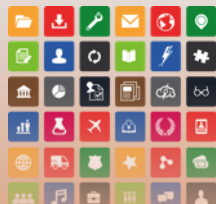
[Reprint](#) available from MobileIron

Gartner "Magic Quadrant for Enterprise Mobility Management Suites" by Terrence Cosgrove, Rob Smith, Chris Silva, Bryan Taylor, John Girard, Monica Basso, 3 June 2014
This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from [Enter Company Name]. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.





Device Choice



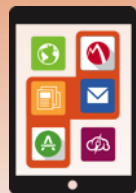
Apps Explosion



Content Ubiquity



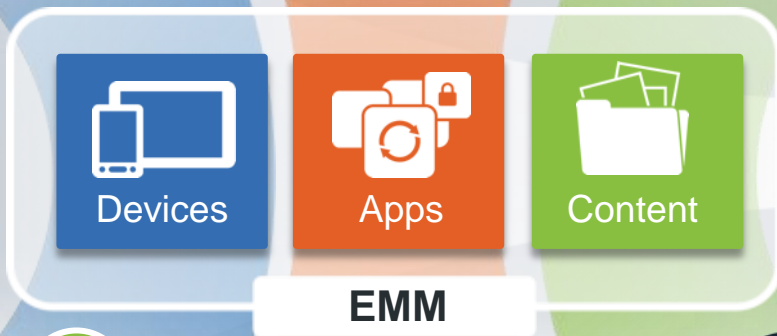
Multi-OS



App Management and Distribution



Security and Compliance



User-Led



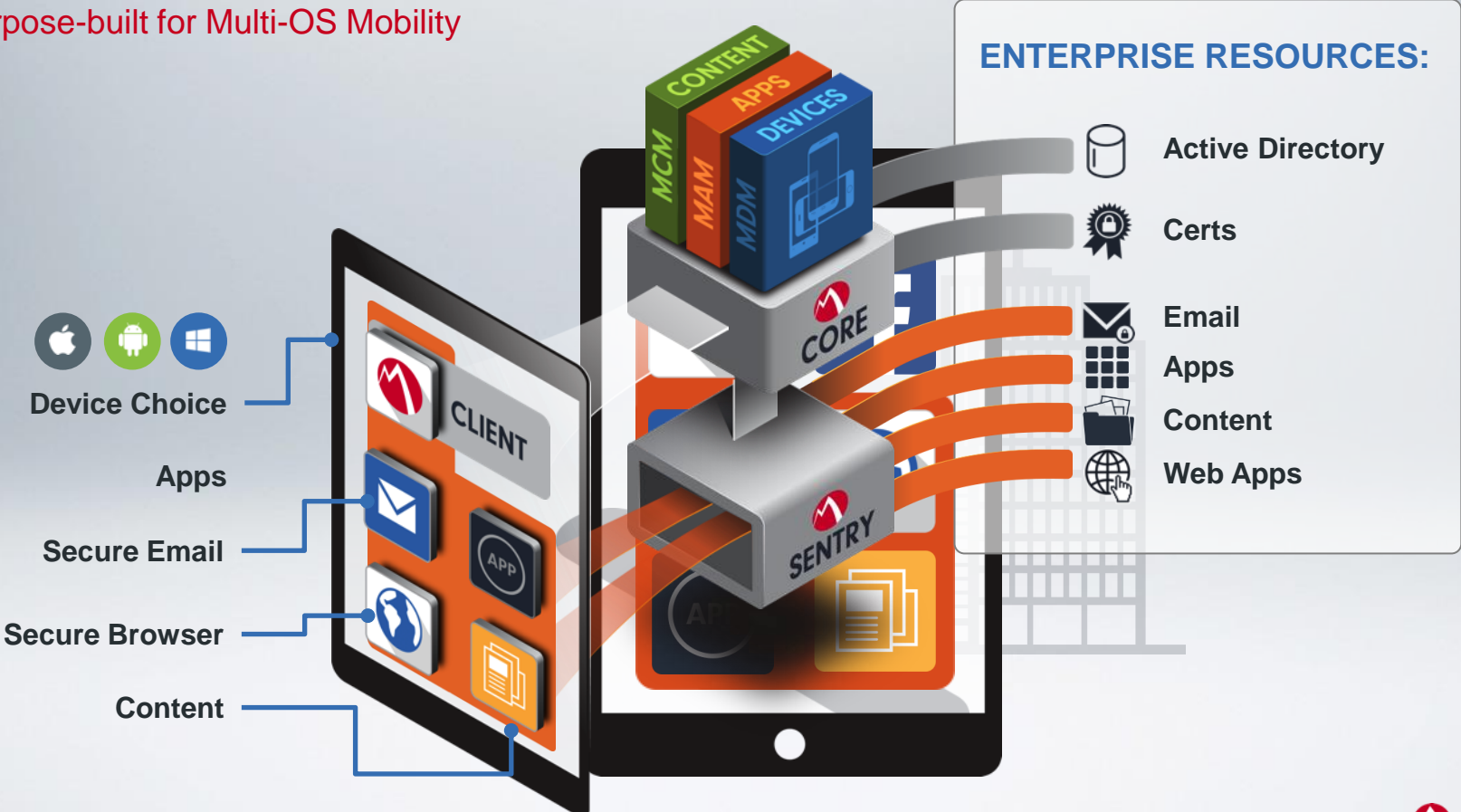
MOBILE FIRST



IT at Consumer Speed

The MobileIron Platform

Purpose-built for Multi-OS Mobility







MOBILE FIRST



Business Transformation

New user & business experiences



App & Content Enablement

- 1st gen of mobile apps
- Mobile documents
- Cloud protections



Device Security

- BYOD (user choice)
- Email access (secure ActiveSync)
- Multi-OS security (BlackBerry replacement)

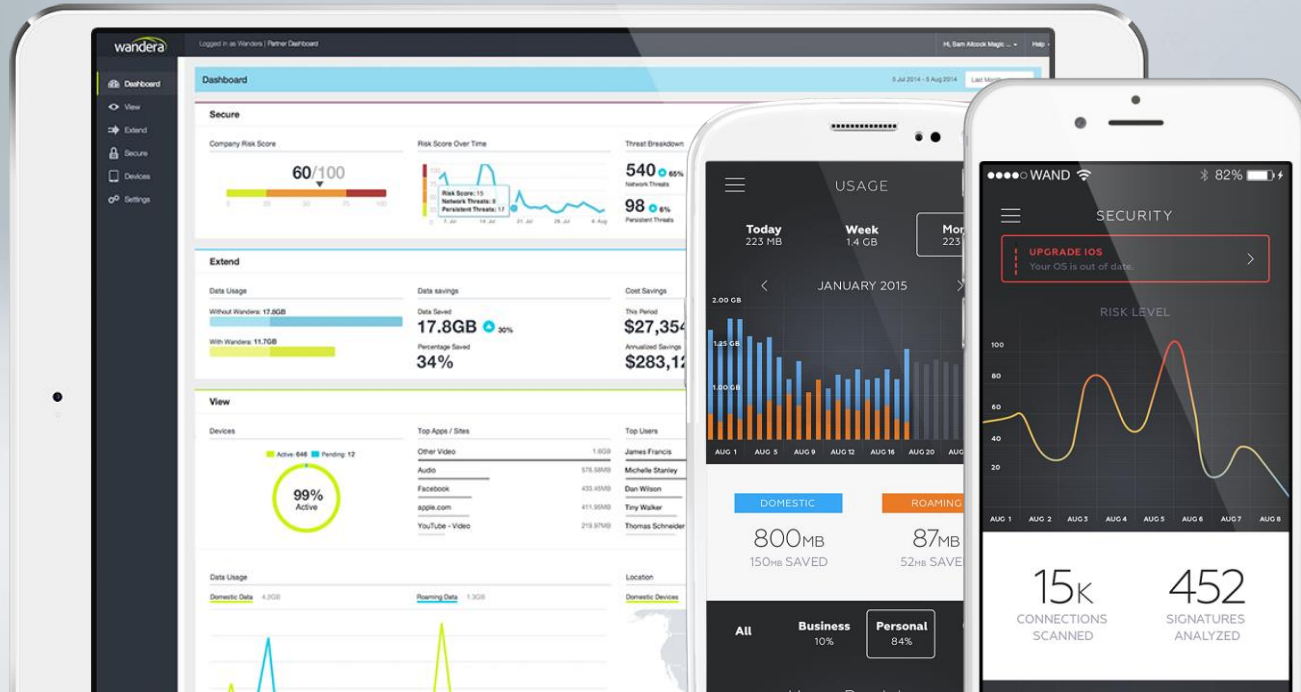




MobileIron®

SECURE MOBILE GATEWAY

PRESENTER – GARY MCCONNELL, PARTNER CLEVER CONSULTING



wandera

EMM IS often The first step

PICK A PLATFORM &
MOBILITY PROGRAM



MDM
MAM
MCM

MANAGE YOUR DEVICES
MANAGE YOUR APPS
MANAGE BUSINESS DATA



OVER 85% OF WANDERA CUSTOMERS ALREADY USE EMM

Evolving mobile threat landscape

MULTIPLE ATTACK VECTORS

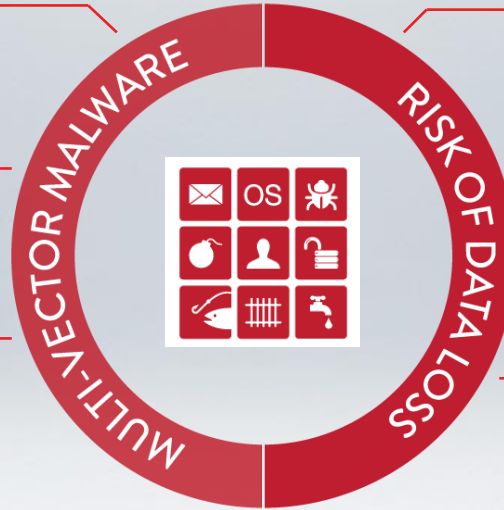
- ▶ OS, apps and network activity.

ACCESS TO ALL DEVICE DATA

- ▶ Jailbreaks, Profiles & Zero-day.

NETWORK & WEB THREATS

- ▶ Mobile devices always connected.
- ▶ MITM rogue hotspots & cell towers.
- ▶ Web Browser Exploits & Phishing.



APPS HAVE MANY PERMISSIONS

- ▶ Address books, location etc.

LEGITIMATE APPS LEAK DATA

- ▶ Poor coding, ad servers. Sensitive information sent unencrypted.

USER ACTIVITY IMPACTS RISK

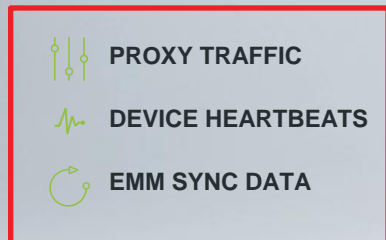
- ▶ Public cloud app usage, hotspot access, new URLs, OS updates.



RIISING THREAT OF COMPROMISE

Smartwire threat intelligence

MULTI-LEVEL DATA INPUTS



MULTIPLE CORRELATED DETECTION TECHNIQUES



COMPREHENSIVE THREAT DETECTION



480M
DAILY TRANSACTIONS

- MACHINE LEARNING
- CODE REPUTATION
- PHISHING DB
- MALWARE SCANNERS
- URL REPUTATION
- TRAFFIC REPUTATION

- ZERO-DAY THREATS
- MOBILE MALWARE
- RISK EXPOSURE



INDUSTRY LEADING DETECTION



Threat Breakdown

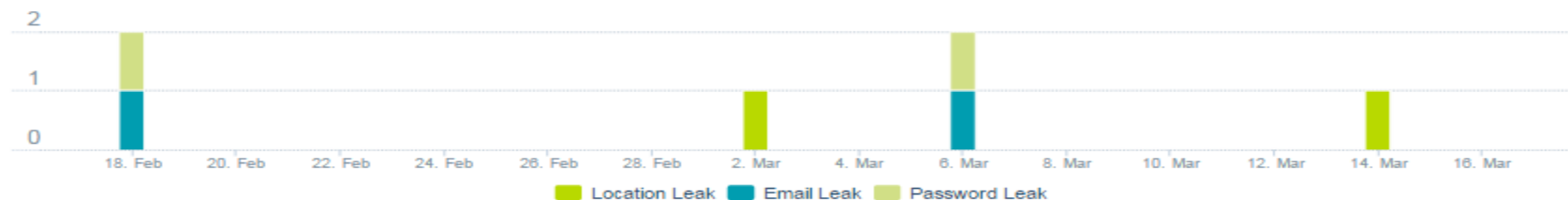


Email Leak: 2 (33%) Location Leak: 2 (33%)
Password Leak: 2 (33%)

Location Breakdown



Threats by Day



Recurring & Common Network Threats

Severity	Domain	Threat Types	Devices Impacted ^	Occurrences
■■□□□	webmail.aruba.it	Email Leak	1	1
■■□□□	2t05.nj.am	Email Leak	1	1
■■□□□	www.icandiapps.com	Location Leak	1	2
■■■□□	server-edicola.mondadori.it	Password Leak	1	1
■■■□□	webmail.aruba.it	Password Leak	1	1

Network Threats Activity Log

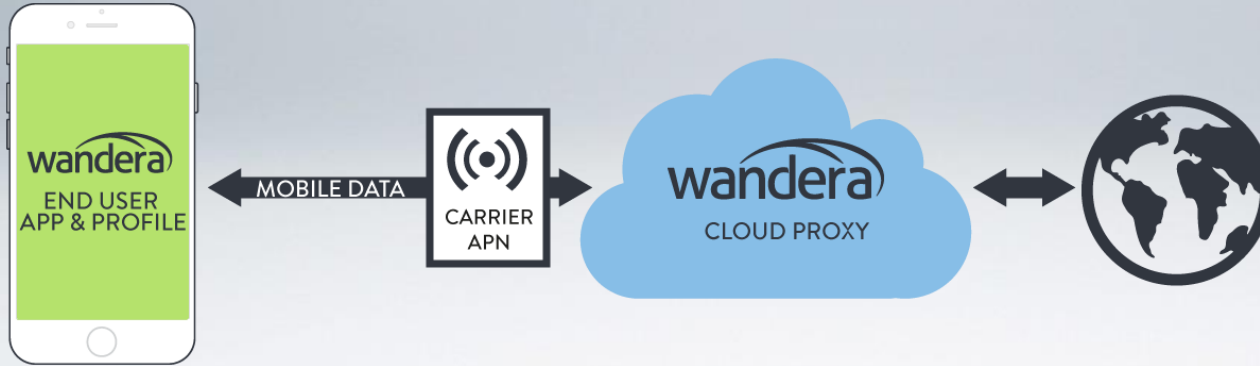
View [10](#) [20](#) [50](#) [100](#) per page

Severity ▾	User	Device	Domain	Threat Types	Last Seen	Action
■■■■□□	Fabio	iPhone 6	server-edicola.m...	Password Leak	11 days ago	
■■■■□□	antonio.tonani@clever-consulting.com	iPhone 5	webmail.aruba.it	Email Leak, Pass...	a month ago	
■■□□□□	antonio.tonani@clever-consulting.com	iPhone 5	www.icandiapps....	Location Leak	3 days ago	
■■□□□□	antonio.tonani@clever-consulting.com	iPhone 5	2t05.mj.am	Email Leak	11 days ago	
■■□□□□	antonio.tonani@clever-consulting.com	iPhone 5	www.icandiapps....	Location Leak	15 days ago	

[previous](#) [next](#)

Architecture Advantage

- ▶ Multi-level on device and in the cloud.
- ▶ Granular real-time analysis of mobile data beyond EMM.
- ▶ Actionable intelligence and proactive policy.
- ▶ Seamless mobile access for end users (transparent OTT service).



480M
DAILY TRANSACTIONS

Secure mobile gateway



Data usage optimization



ADVANCED COMPRESSION

- ▶ In-line compression.
- ▶ Video, images & text.
- ▶ Adaptive & flexible.

30%

DATA SAVED



INTELLIGENT POLICY

- ▶ Data usage granular controls.
- ▶ Compliance & productivity.
- ▶ Roaming social media usage, storage apps, adult content etc.

50%

OF DATA EASILY BLOCKED



REAL-TIME CAPPING

- ▶ Effective real-time quotas.
- ▶ Data caps with “always on” access to key resources.

ZERO

BILL SHOCK EVENTS

 **REDUCE COSTS AND ENHANCE PRODUCTIVITY**

Actionable mobility insights

USEFUL REAL-TIME METRICS



Key business applications by department or region.



Unapproved cloud apps and other security exposures.



Productivity metrics. Split of business versus personal.



Detailed cost itemization by content, app or country.

BETTER DECISIONS

“We’re now able to drive usage of core apps in under-utilized regions or groups”.

“Wandera helps us have the right data plans in place”.

“We can make informed decisions using real data”.



MAXIMISE YOUR MOBILITY INVESTMENT



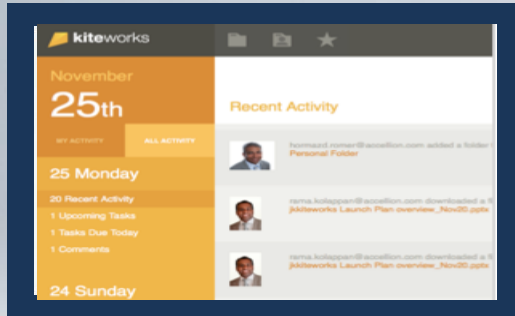
Cool Vendor in Enterprise Mobility in 2014

Accellion ®

Kiteworks

What is kiteworks?

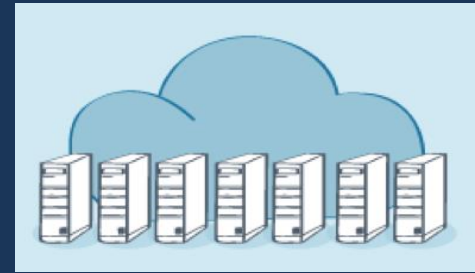
- Next Generation Mobile Collaboration and File Sharing Solution



Mobile-First User
Experience



Seamless Universal
Access to Enterprise
Content

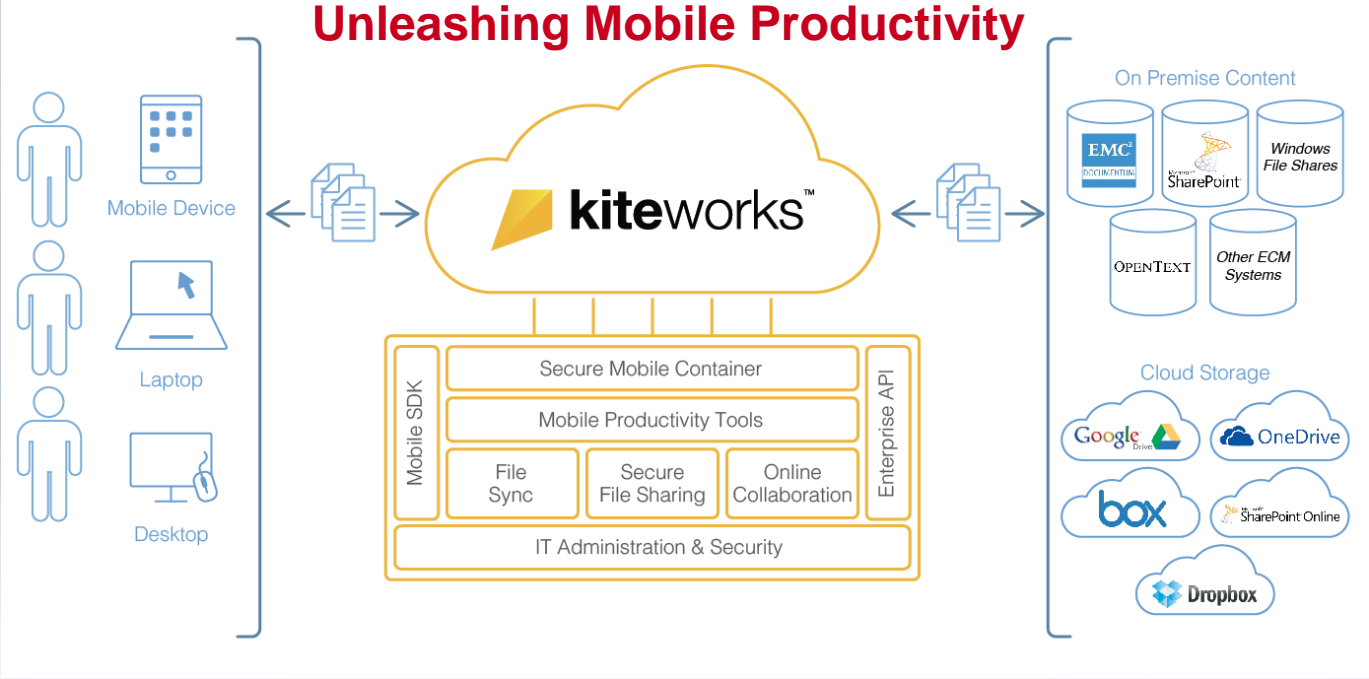


Private Cloud
Enterprise Class
Architecture

Unified Experience Across All Screens



kiteworks – The Mobile Content Platform



Mobilizing Enterprise Content

Universal View Across All Content Silos

Combine content from multiple sources.

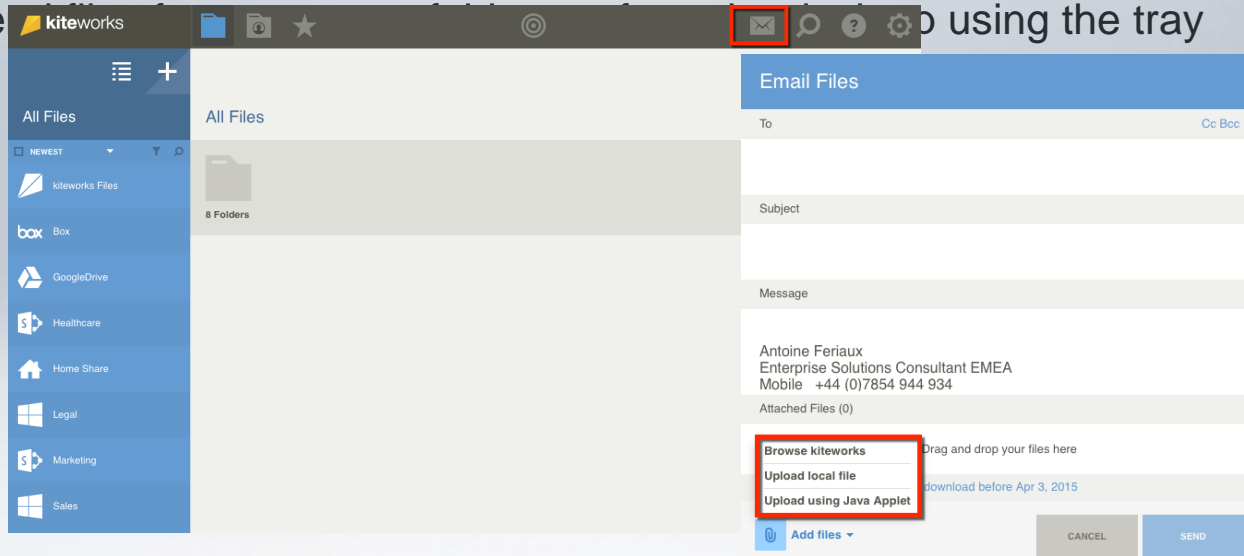
Share with internal and external users.

The screenshot displays the Kiteworks interface. The top navigation bar includes the Kiteworks logo and icons for folders, a star, and a search function. The breadcrumb trail shows the path: Shared Folders > kiteworks project > Shared with Vendor. The main content area is titled 'SharePoint File.docx' and shows a list of files with columns for file type (DOCX), size (13 KB), last modified date (Nov 27, 2013 02:27:47), author (Lior Gerling), and creation date (Nov 27, 2013 00:01:55). Below the file list, there are options to 'Add Task', 'Add Comment', and 'Add Version'. A 'SHOW: ALL' dropdown menu is visible. The 'COMMENTS' section shows three comments: 'External Vendor A commented on Nov 27, 2013 2:30:39 am', 'Meera Collier commented on Nov 27, 2013 1:25:42 am', and 'Sara Akhavi commented on Nov 27, 2013 1:22:04 am'. The bottom comment is partially cut off.

Display file meta data including path, source, and modified date.

Send File

- Sent items and files sent to you are accessed via the Dashboard
- Send multiple files from within a folder using multi-select
- Send files from within a folder using the tray



Request For Files

The screenshot displays the Kiteworks web interface. At the top, the 'kiteworks' logo is on the left, and navigation icons (back, forward, search, star, refresh) are in the center. The breadcrumb path is 'kiteworks Files > Kiteworks Sales EMEA'. On the left sidebar, the 'Request Files' option is circled in red. The main content area shows details for the 'Kiteworks Sales EMEA' folder, including its creation date (Feb 13, 2014), last modified date (May 21, 2014), and owner (antoine.feriaux@accellion.com). Below this, it shows '14 Folders' and '0 Files'. An activity log at the bottom shows two entries: 'You set a folder as favorite on Jun 5, 2014 7:25:45 am' and 'You removed a folder from favorite on Jun 5, 2014 7:25:37 am', both for the 'Kiteworks Sales EMEA' folder.

kiteworks

kiteworks Files > Kiteworks Sales EMEA

Add New

- Add Folder
- Add Files
- Request Files**

Kiteworks Sales EMEA

Last Modified **May 21, 2014 14:03:56**
Created Feb 13, 2014 21:57:18
By antoine.feriaux@accellion.com

14 Folders
0 Files

Access Role Owner
Path Kiteworks Sales EMEA
Shared Link <https://demo.kiteworks.com/w/7oNrHCy1>

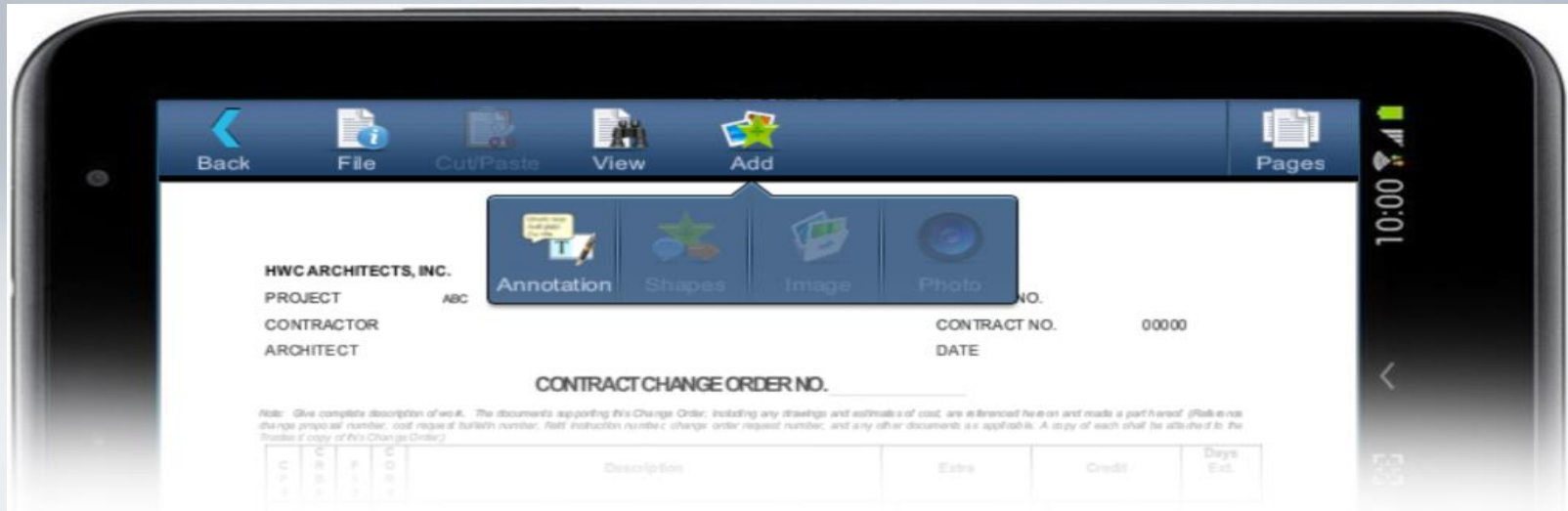
Deleted 0 Folders, 0 Files (Including nested: 0 Folders, 0 Files, 0 Bytes)

SHOW ALL ACTIVITIES

You set a folder as favorite on Jun 5, 2014 7:25:45 am
[Kiteworks Sales EMEA](#)

You removed a folder from favorite on Jun 5, 2014 7:25:37 am
[Kiteworks Sales EMEA](#)

MPS: Prevent data leakage



Comprehensive Security

Enterprise Security

Auditing and Reporting

Anti-Virus

Restricted Admin
Access to Content

SSO – SAML

LDAP / AD integration

FIPS – 140-2 certified

DLP

Encryption

Encryption – Data at
Rest and in Motion

256 Bit AES

Ownership of
Encryption Keys

Unique keys per file

Key rotation

Mobile Security

Secure Mobile
Container

Whitelisted Helper
Applications

Remote Wipe

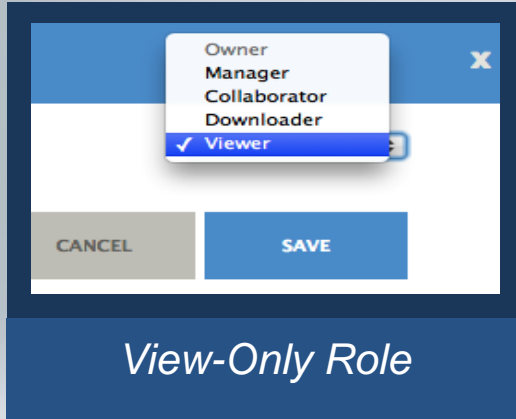
Offline PIN

View only watermarked
image

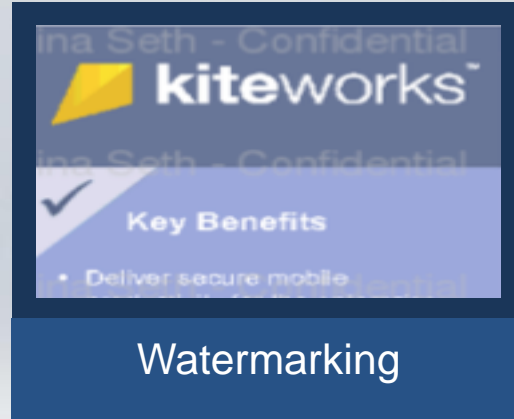
Individual file expiry

Periodic pen testing and 3rd party security audit

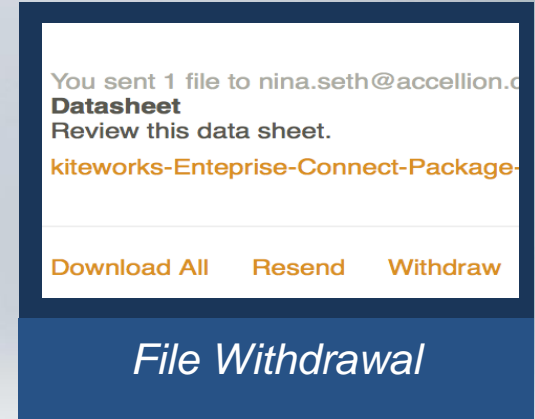
User Friendly DRM – File Security



- Allows online viewing on web or mobile
- Files cannot be downloaded or sync'd

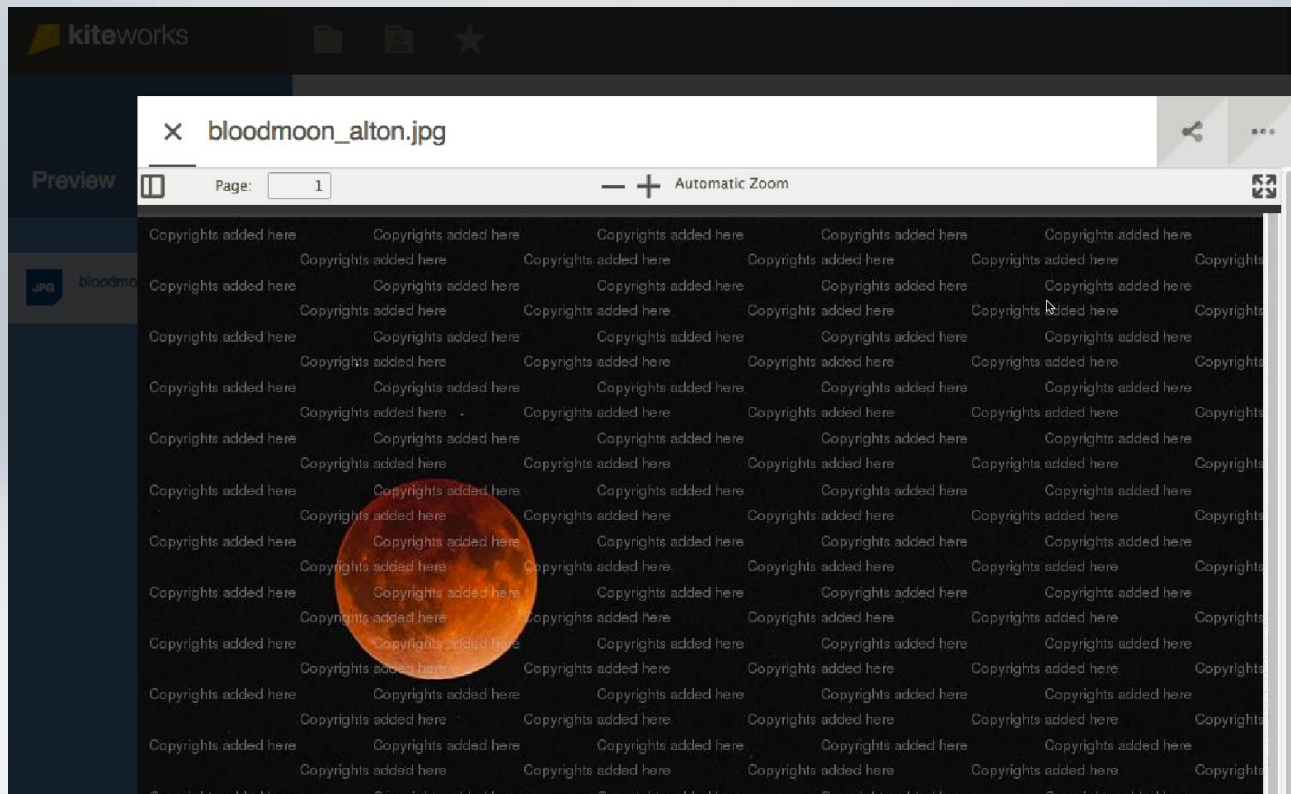


- Deters unauthorized sharing via screen capture or printing



- Disables a file link even after it's sent

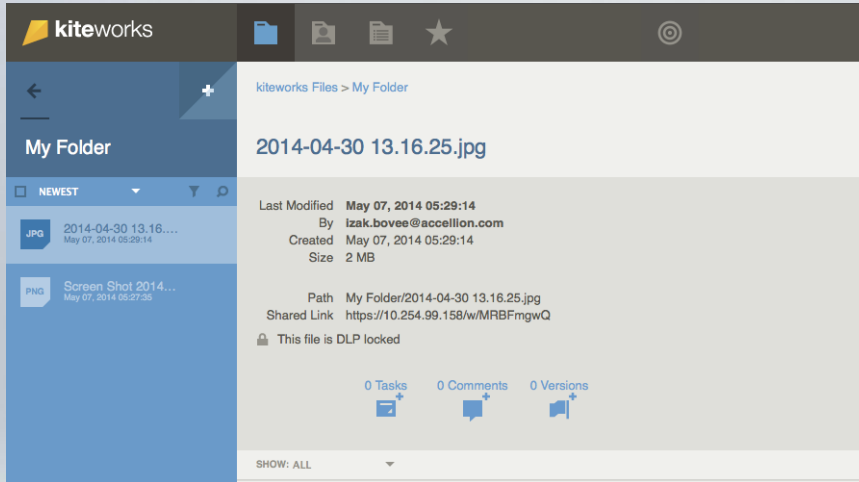
DRM Support with Watermarks



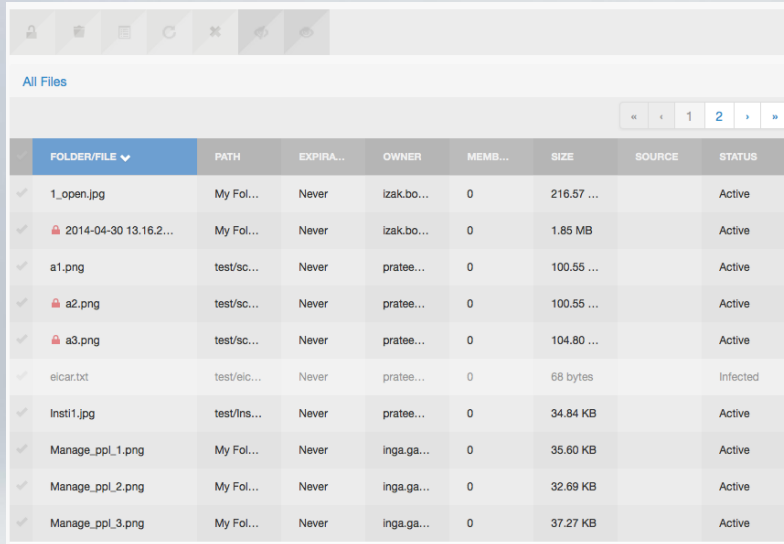
DRM Support with kiteworks

- - How to combine DRM, usability and universal access?
- Kiteworks provides an integrated user-friendly DRM capabilities enhance the protection of documents without sacrificing end user productivity. These features include a **View Only role**, **custom watermarking**, and **the ability to withdraw files**.
- The kiteworks DRM features augment existing secure file sharing capabilities.
- • **View Only role** - Users can only view content within the browser or mobile app, and cannot download or synchronize content to their desktop or device.
- • **Watermarking** - Users can only view an image of the file with a custom watermark that deters unauthorized sharing via screen captures or printed hard copies.
- • **File Withdraw** - Users can withdraw previously sent files. Once withdrawn, file links immediately expire preventing recipients from accessing content.
- Additional features:
 - **Remote Wipe**
 - **Whitelisting**

End User - Experience



Unlocking a DLP Locked File



The screenshot shows a file management interface with a toolbar at the top containing icons for lock, trash, grid, refresh, close, and share. Below the toolbar is the text "All Files" and a pagination control showing "1" and "2". The main content is a table with the following columns: FOLDER/FILE, PATH, EXPIRA..., OWNER, MEMB..., SIZE, SOURCE, and STATUS. The table contains 10 rows of file entries.

FOLDER/FILE	PATH	EXPIRA...	OWNER	MEMB...	SIZE	SOURCE	STATUS
✓ 1_open.jpg	My Fol...	Never	izak.bo...	0	216.57 ...		Active
✓ 2014-04-30 13.16.2...	My Fol...	Never	izak.bo...	0	1.85 MB		Active
✓ a1.png	test/sc...	Never	pratee...	0	100.55 ...		Active
✓ a2.png	test/sc...	Never	pratee...	0	100.55 ...		Active
✓ a3.png	test/sc...	Never	pratee...	0	104.80 ...		Active
✓ eicar.txt	test/eic...	Never	pratee...	0	68 bytes		Infected
✓ Insti1.jpg	test/ins...	Never	pratee...	0	34.84 KB		Active
✓ Manage_ppl_1.png	My Fol...	Never	inga.ga...	0	35.60 KB		Active
✓ Manage_ppl_2.png	My Fol...	Never	inga.ga...	0	32.69 KB		Active
✓ Manage_ppl_3.png	My Fol...	Never	inga.ga...	0	37.27 KB		Active



kiteworks™

Open in kiteworks App

Get the app

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Accellion
Thank You!

