Mobile and BYOD Strategy

Bring Your Own Device

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Agenda

- Introduction to Mobile Technology
- Mobile Computing
- Bring Your Own Device
- Mobile Computing and BYOD Benefits
- Mobile Computing and BYOD Challenges
- Comprehensive Mobile & BYOD strategy
- Summary

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Digital Trends

Every 60 seconds:

698,445 Google searches

695,000 status updates

217 new mobile web users

100,000 tweets

168 million+ emails sent

11 million instant messages

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Mobile Computing

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

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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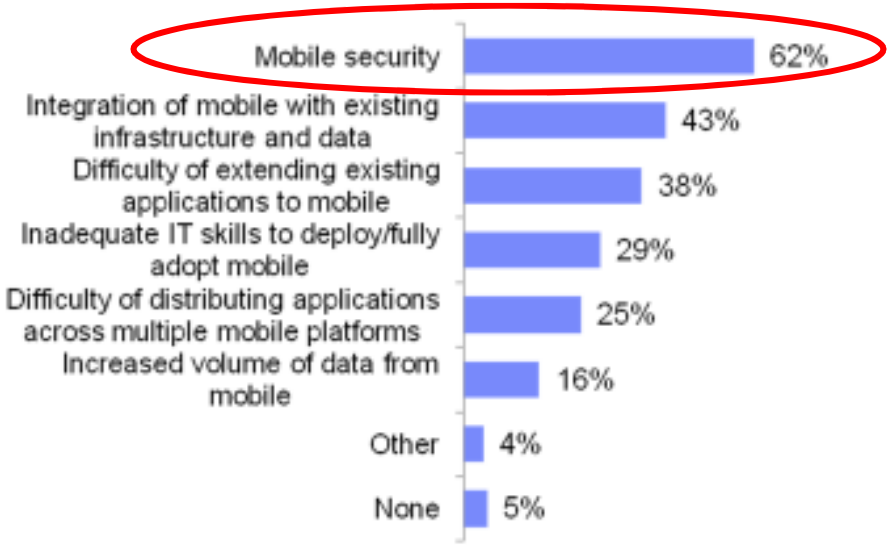
Security is the leading barrier to mobile adoption

Drivers for Adopting Mobile

Base: Those who deployed/piloted/plan to adopt mobile, excluding don't know (n=1117)

Barriers to Adopting Mobile



Base: Those who deployed/piloted/plan to adopt mobile, excluding don't know (n=1115)

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What is BYOD?

- A device utilized for communicative and informational purposes in the workplace and personal life.
- Some prominent examples include:
  - Smartphone
  - iPad
  - Laptop
  - Tablet

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Enterprise Mobility – Terms

- BYOD
- Enterprise Mobility
- Mobile Device Management (MDM)
- Mobile Application Management (MAM)
- Over the Air (OTA) Transmission
- Virtual Desktop Infrastructure (VDI)
- User Experience

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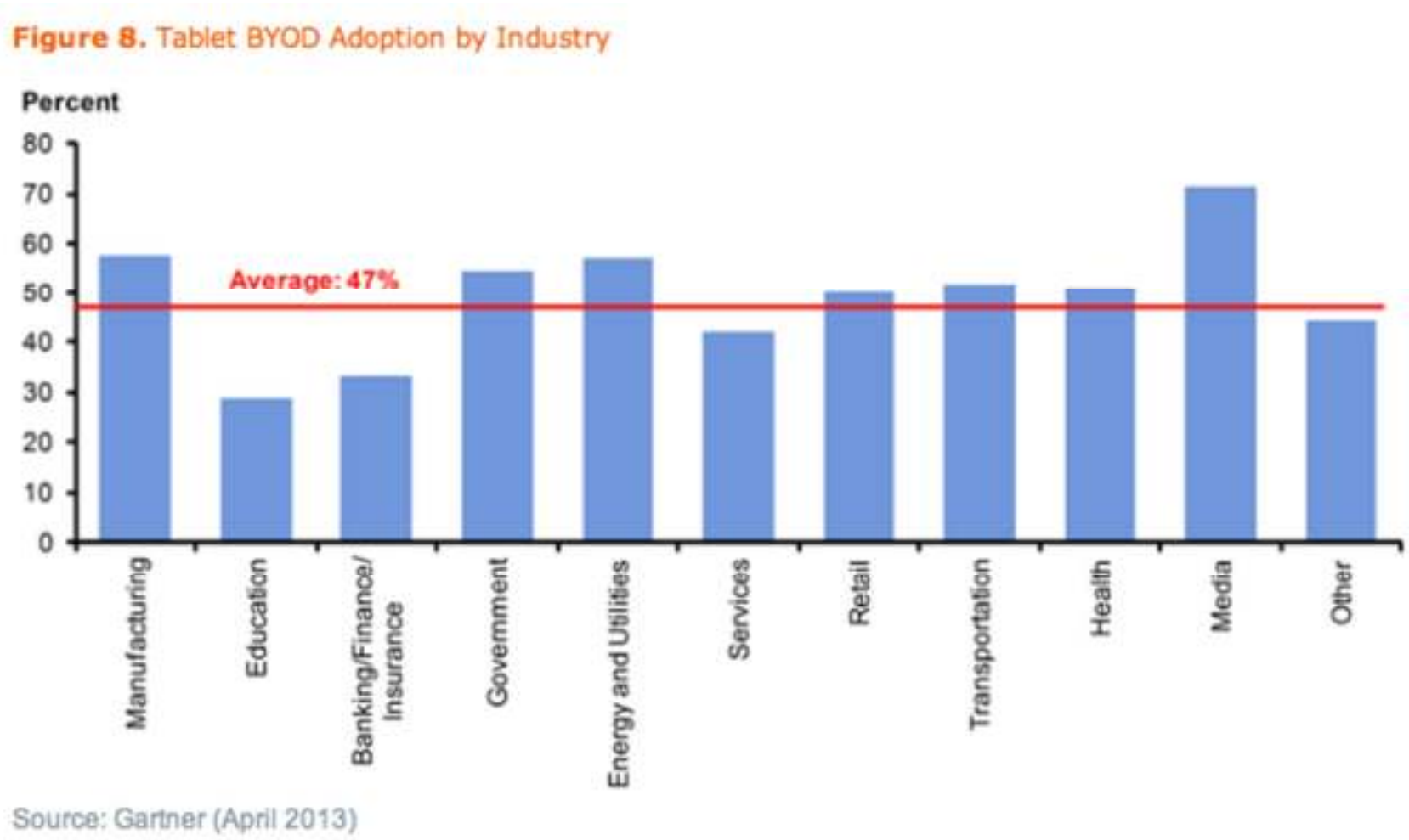
Consumerization of IT is driving BYOD adoption



According to Gartner, Tablet BYOD programs are in place at 47% of companies

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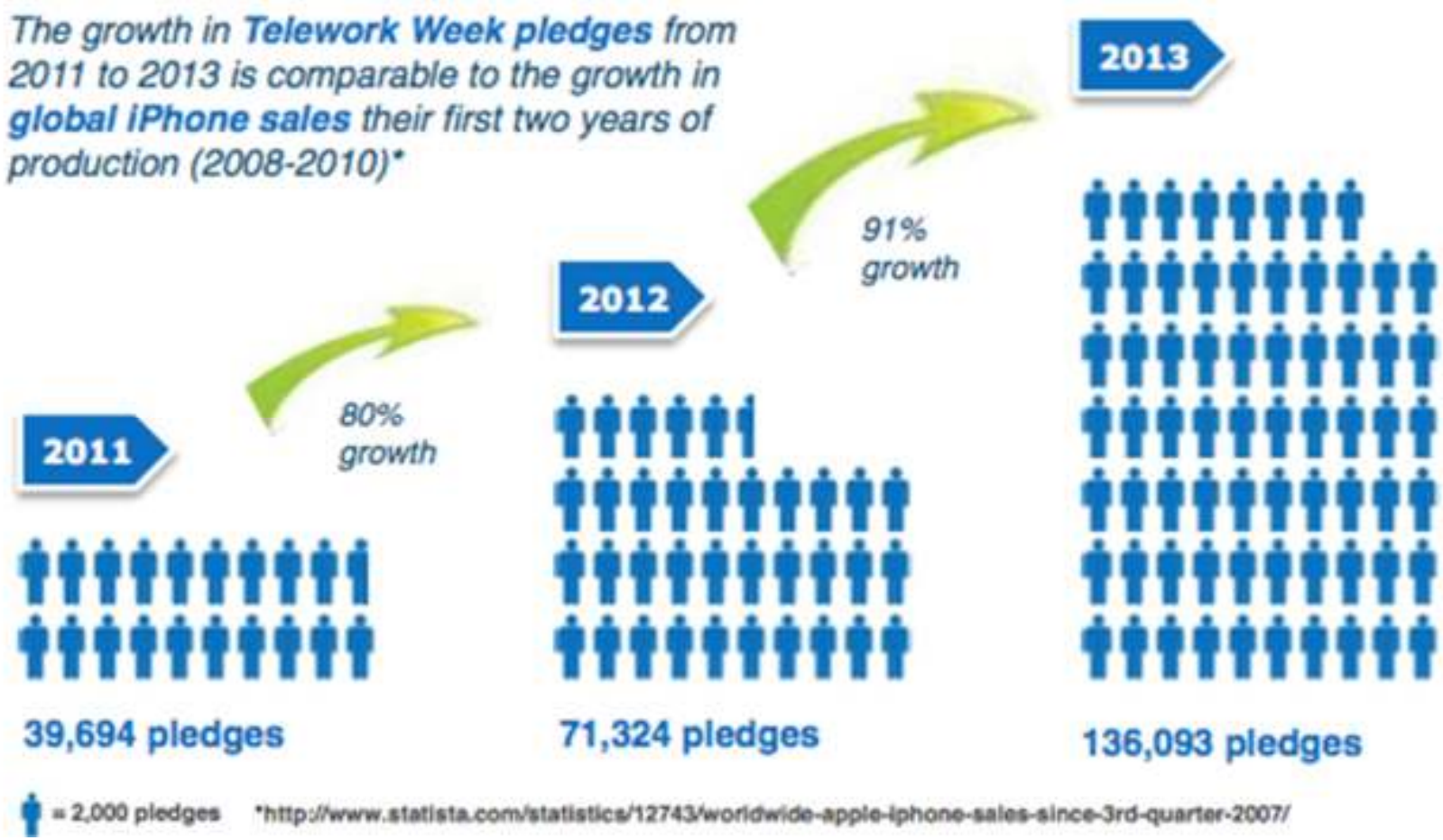
Workforce mobility trends



According to the GSA, telework delivers a 200-1500% ROI through increased productivity, reduced absenteeism, lower real estate costs, and reducted recruitement needs

Mobile Work Exchange April 2013

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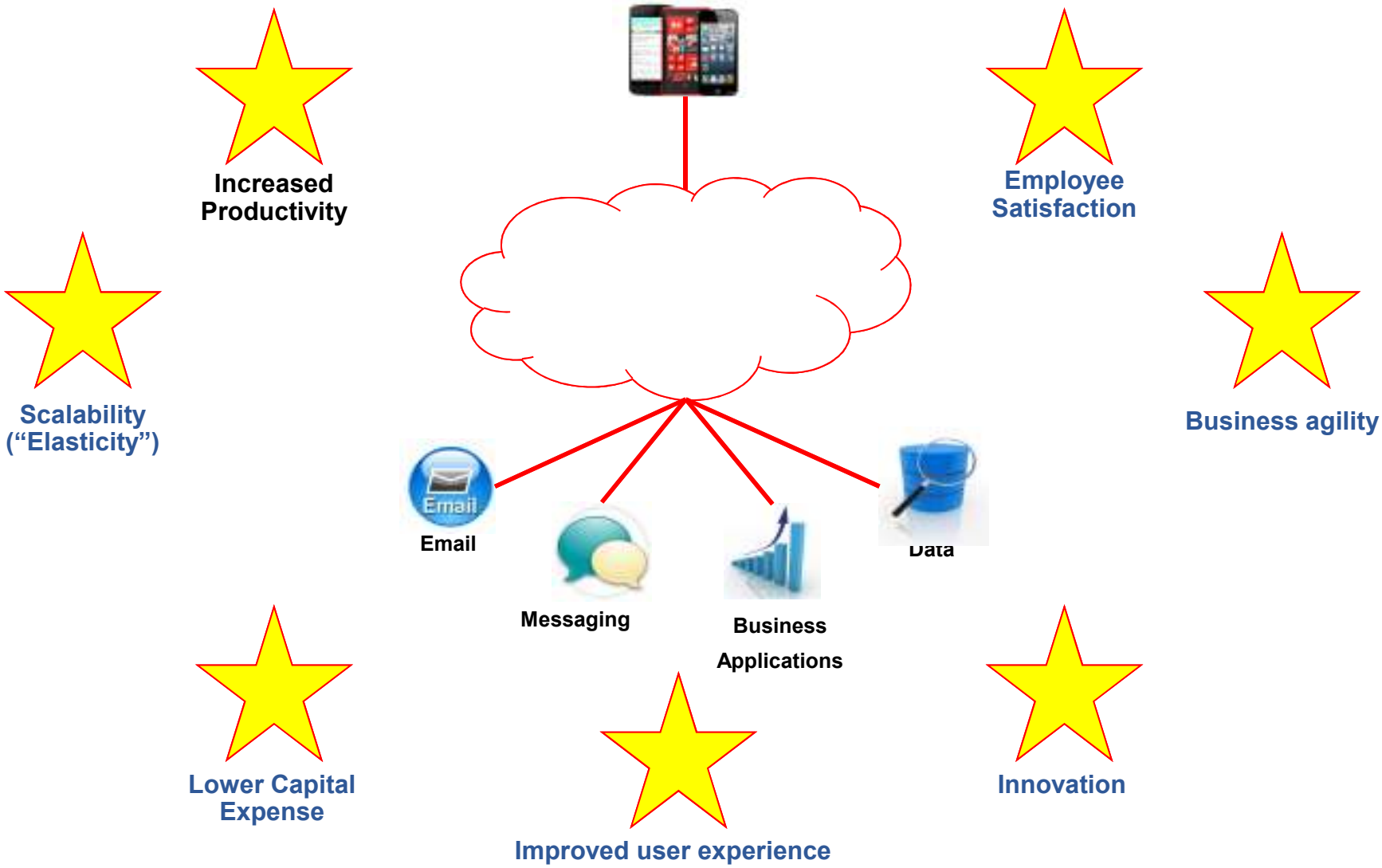
Mobile Computing and BYOD Benefits



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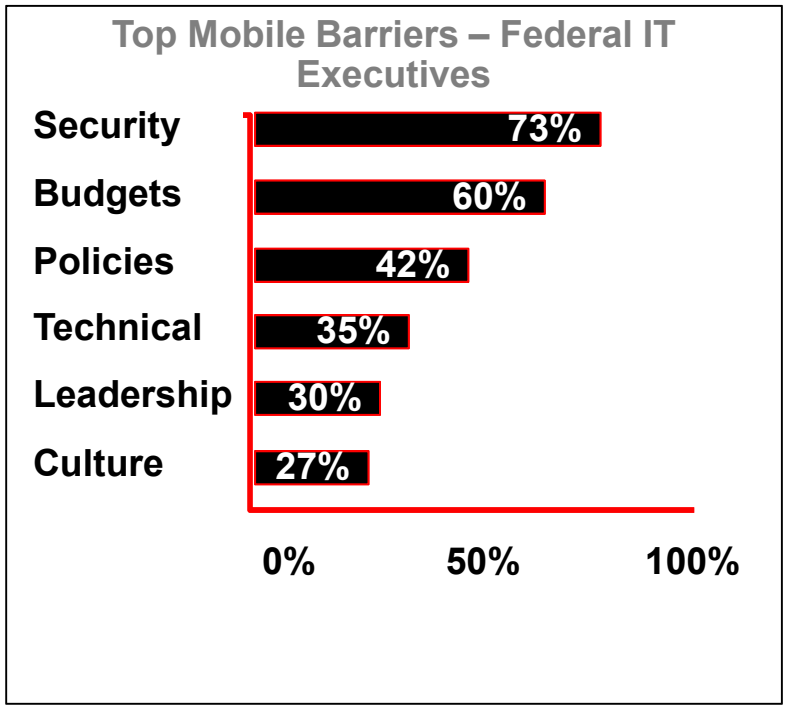
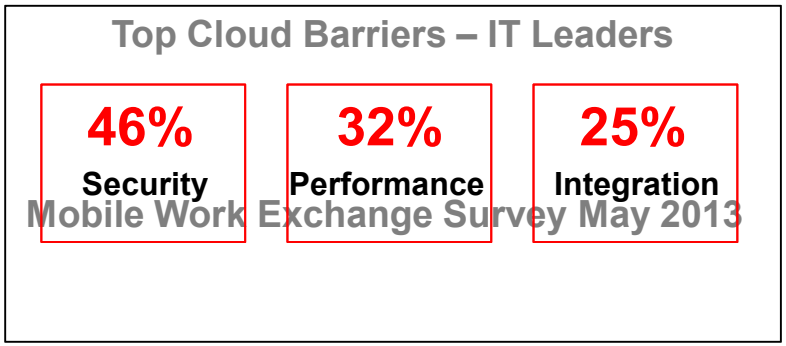
Mobile Computing and BYOD Challenges





CDW 2013 State of the Cloud Report

Federal & corporate IT leaders are struggling with:

- C-Level pressure to act now
- *Security of proprietary data and systems*
- *Technology integration*
- Service performance
- Budgets / BYOD hidden costs
- Lack of corporate policies
- Cultural adoption & training
- Rapid pace of technology change
- Large & growing # of vendors
- Regulatory & mandate compliance
- Supporting multiple OS / Plaforms
- Changes to organizational R&R

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Software solutions exists to deal with some challenges

Software	Features
Mobile Device Management (MDM)	• Software that secures, monitors, manages and supports mobile devices deployed across mobile operators, service providers and enterprises. • MDM functionality typically includes over the air (OTA) distribution of applications, data and configuration settings for all types of mobile devices • This applies to both company-owned and employee-owned (BYOD) devices across the enterprise or mobile devices owned by consumers
Mobile Application Management	• Software to add, remove, or update custom or 3rd party applications in a centralized fashion. • Includes user authentication, authorization, and grouping; over the air (OTA) application provisioning, automated application provisioning, automated application configuration, application updates, application back-up, application removal, application white list and black list management
Mobile Application Development Platform	• A comprehensive suite of products and services that enable development and deployment of mobile applications
Network Access Control (NAC)	• A networking solution used to define and implement a policy that describes how to secure access to network nodes by devices when they initially attempt to access the network. • Aims to control access to a network with policies, i
Virtual Desktop Infrastructure (VDI)	• Hosting a desktop operating system within a virtual machine (VM) running on a hosted, centralized or remote server

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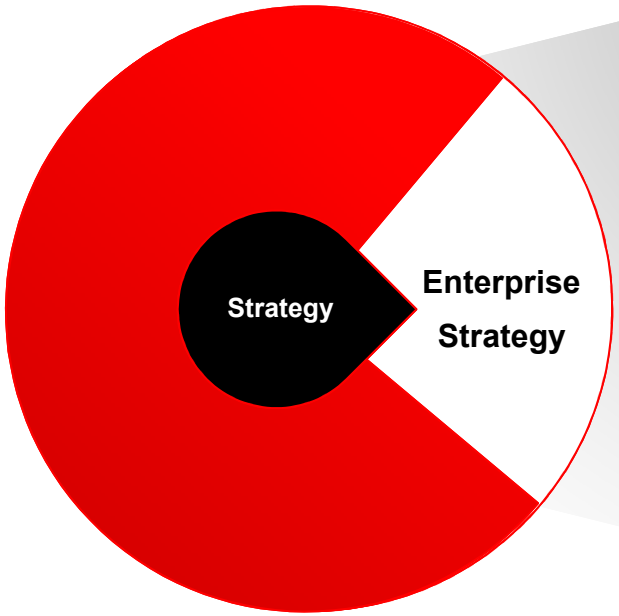
Comprehensive Mobile & BYOD strategy



Enterprise Strategy

- Enterprise strategy and vision
- Workforce enablement
- Business processes
- Customer, suppliers & partners
- Marketing and adoption plans

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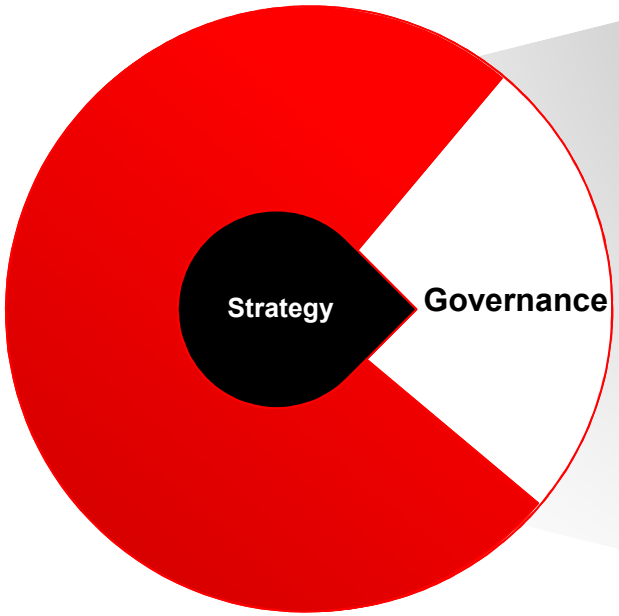
Comprehensive Mobile & BYOD strategy



Program Governance

- **Portfolio management**
- **Performance measurement**
- **Organizational structure**
- ***Expense and asset management***
- **Corporate policies**

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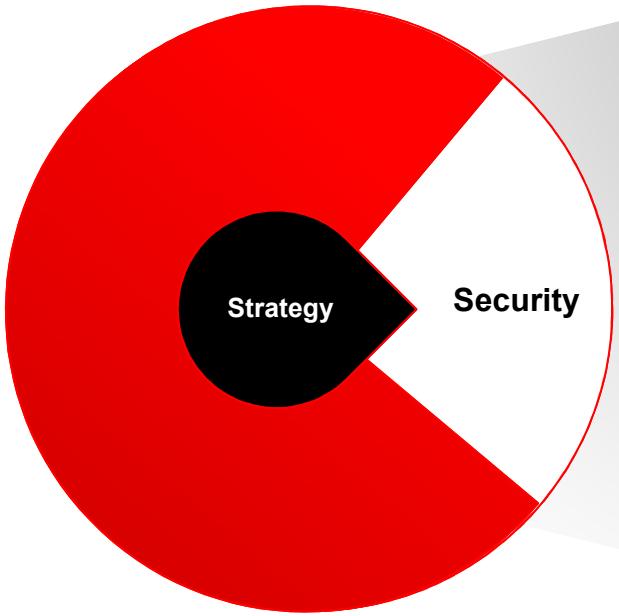
Comprehensive Mobile & BYOD strategy



Security

- **Security Policies**
- **Risk Management**
- **Network access and control**
- **Device & application management**

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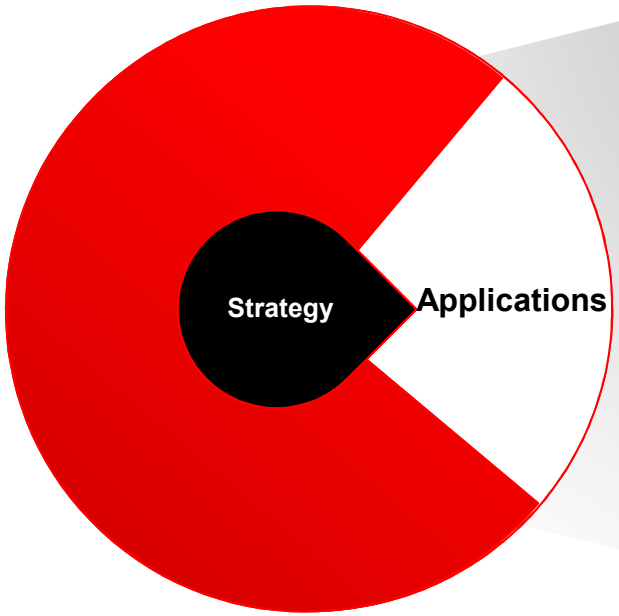
Comprehensive Mobile & BYOD strategy



Applications

- Application strategy
- Application architecture
- User experience and design
- IT capabilities & processes

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Mobile and BYOD Assessment Tool

Mobile Readiness & Maturity Score Card			
Category	**Evaluation Component**	**Maturity Score**	**Gaps & Summary Findings**
Enterprise Strategy	• Enterprise strategy & vision • Workforce enablement • Business processes • Customers, suppliers, & partners • Marketing & adoption plans	**Level 0 - None** **Level 1 - Low** **Level 2 - Medium** **Level 3 – High** **Level 0 - None**	• Complete • Complete • Complete • Complete • Complete
Governance	• Portfolio management • Performance measurement • Organizational structure • Expense & asset management • Mobile policies	**Level 1 – Low** **Level 2 - Medium** **Level 3 - High** **Level 0 – None** **Level 1 – Low**	• Complete • Complete • Complete • Complete • Complete
Security	• Mobile security policies • Risk management • Network access & control • Device & application management	**Level 2 - Medium** **Level 3 - High** **Level 0 – None** **Level 1 – Low**	• Complete • Complete • Complete • Complete
Applications	• Application strategy • Application architecture • User experience & design • Capabilities & processes	**Level 2 - Medium** **Level 3 – High** **Level 0 - None** **Level 1 – Low**	• Complete • Complete • Complete • Complete

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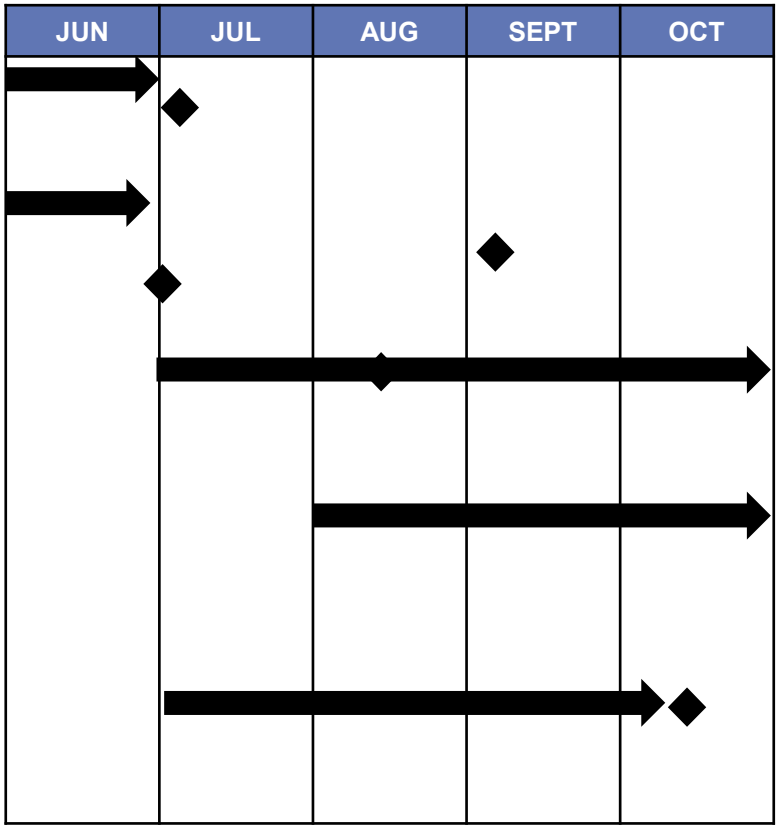
Mobile and BYOD Strategy Roadmap

Initiative	Sponsor
Enterprise Strategy ❖Established Executive Steering Committee ❖Define Mobile Vision	 PMO CIO / CMO
Governance ❖Webinars ❖Product Reports ❖3rd Party Research ❖Develop Corporate Mobile Policies	 HR VP Products R&D Legal / CIO
Security ❖MDM Deployment ❖NAC Upgrade ❖Mobile Security Policies	 CIO VP Eng. CSO
Applications ❖HR Pilot App ❖MEAP Vendor Evaluation ❖Accounting / Finance Budget Approval Process ❖Unified Communications RFP	 HR / CIO CIO CFO / CIO CIO
Workforce Training ❖Sales and Marketing Team ❖Business Unit 1 Team ❖Accounting / Finance Team	 HR HR HR



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Separate Work From Fun

- Make sure employees understand the rules and the risks.
- Work life and personal life should be kept separate.
- To get network access, employees must agree to acceptable use policies.
- IT should monitor activity.

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References and Recommended Reports

CDWs 2013 State of the Cloud Report

Mobile Work Exchange Digital Government Strategy Report May 2013

Digital Government: Building a 21st Century Platform to Better Serve the American People May 2012

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Thank you very much.

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