



MobileIron



Managing Risk in an Increasingly Mobile Enterprise

Eric Middleton, Director of Sales, East

My Background in Enterprise Software & Security

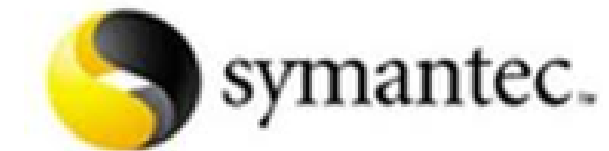
Started Career with Oracle



Joined in 2004



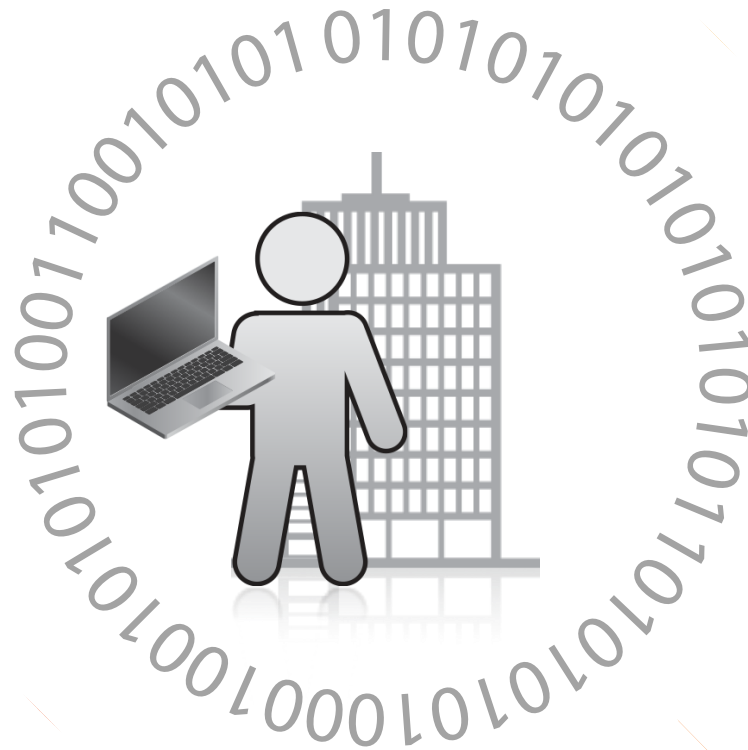
Acquired by SYMC in December, 2007



Joined in 2009

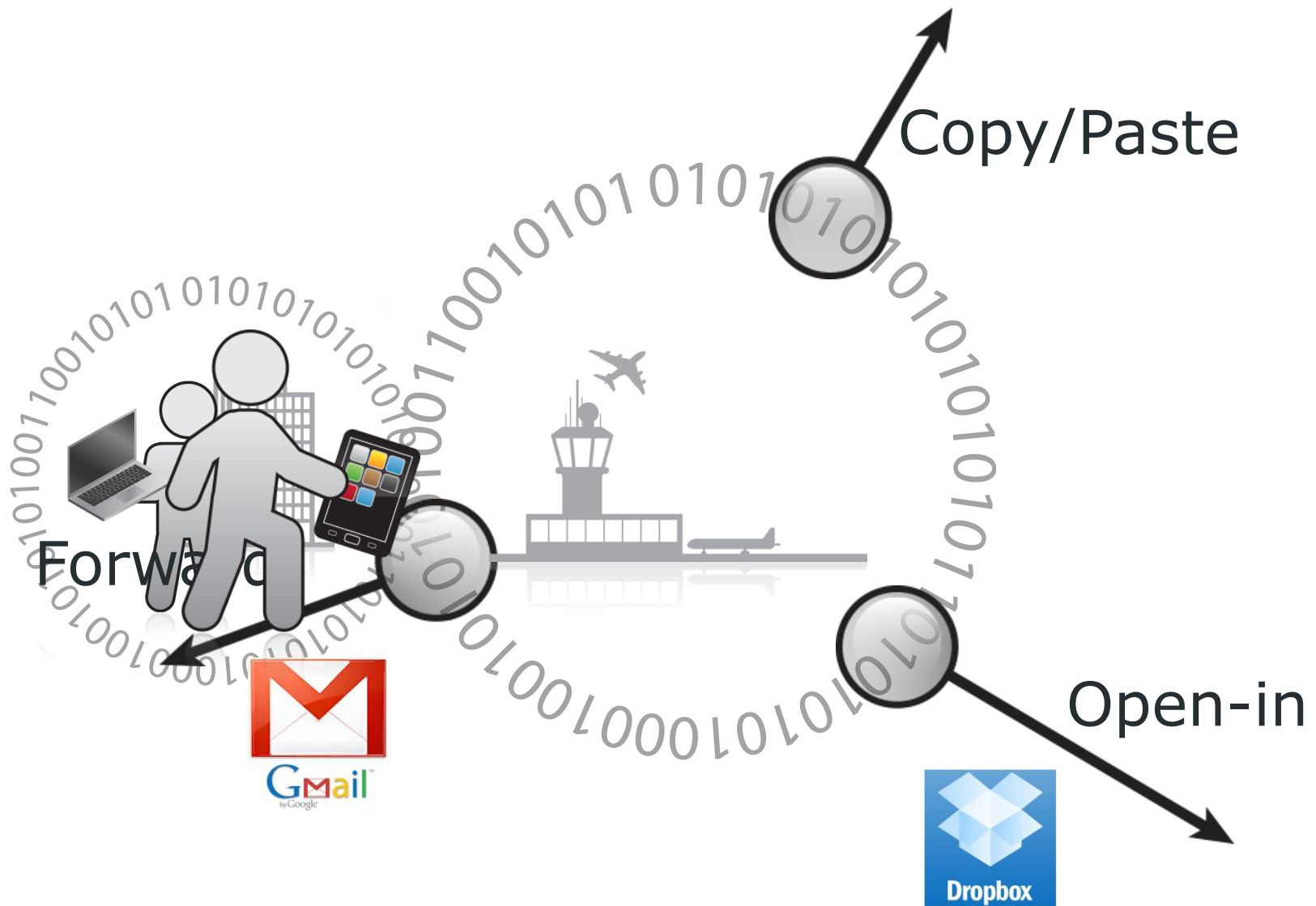


Traditional Enterprise Security



Firewall
& VPN

Mobile Applications/Devices Carry Data Everywhere



Consumer Expectations Meet Enterprise



"I want to access my **APPS** and **DATA** anywhere on the device of my choice."

What We Hear From Customers...

Data Security Concerns Remain Top of Mind:

- Enterprise data is sensitive and needs to be protected
- Regulations require tight controls to remain compliant w/ mobile
- Balancing security with user experience on mobile is key to adoption

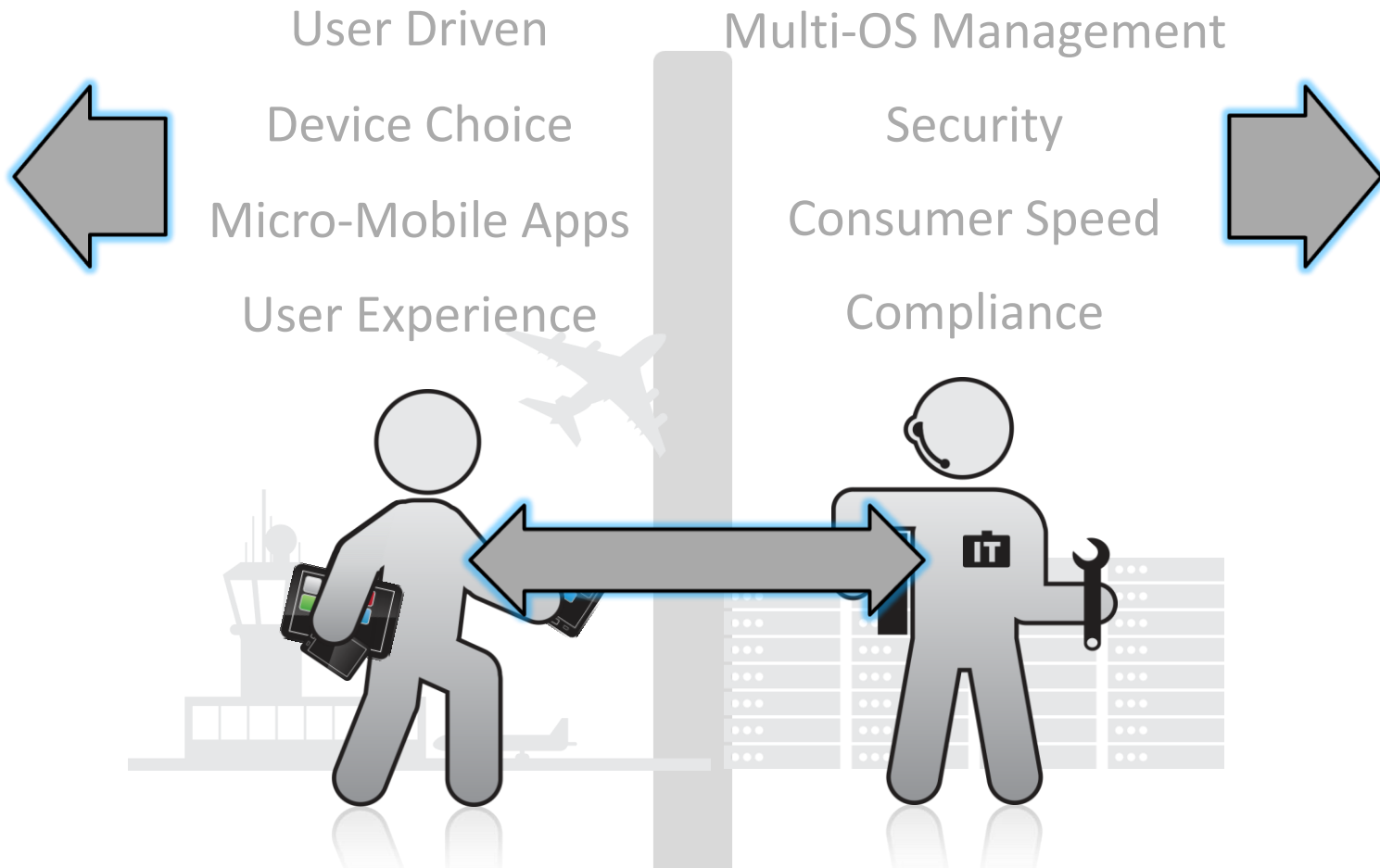
Mobile Has Changed the Game:

- Enterprise boundaries are blurry and being redefined
- Workforce is going mobile and demands access to information
- Mobile is moving fast (5x traditional PC pace)

Enterprise Readiness is Still Evolving

- Mobile OS and device manufacturers are still maturing
- Expertise in mobile not (yet) readily available in in-house IT teams
- End-users and companies are working through BYOD programs (together)

Balancing End User and IT Security Expectations



"The more the CIO says *no*, the less secure the organization becomes."
Vivek Kundra, First U.S. Federal CIO

Keys To Success For The New Mobile IT Initiative

1

Un-learn legacy mobile platforms and approach

(BB, WinMo, SYMB are dead...so is centralized control)

2

Acknowledge and embrace change

(iOS, Android, WP8 are different – users are the device sysadmin)

3

Mobile is about data, apps, content, and the device

(broaden the scope beyond just the device)

4

Educate and empower users

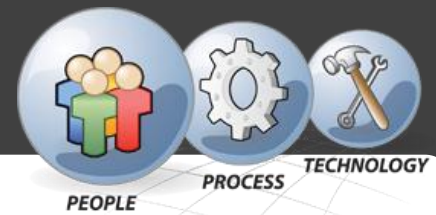
(user adoption is best achieved through clear guidelines)

5

Anticipate and prepare for change

(expecting and planning for change is essential...it will happen)

A Recommended Approach



40%

People

- Engage the right people early across multiple business units
- Get buy-in from executive sponsors to drive adoption
- Dedicate resources early on to keep programs on track

40%

Process

- Establish the right programs and framework for success
- Crawl, Walk, Run – A Phased Approach works best
- Leverage IT Governance Processes and Procedures for Enterprise-Wide Program

20%

Technology

- Select the right vendor with the right short and long-term vision
- Implement solution and leverage best practices to accelerate adoption
- Remain current and skilled as technology landscape changes

The Journey to The Mobile Enterprise

