



The Radicati Group, Inc.
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iPhone and Android in the Enterprise: Solving the "Device Dilemma"

A Radicati Group, Inc. Webconference

9:30 am, PT
April 29, 2010



Speakers & Agenda



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Speakers:

- John Herrema, *Chief Marketing Officer*, Good Technology
- Nelson Saenz, *Director of IT*, AIM Media
- Ricky Heffner, *Communications Services Engineer*, PAETEC

Agenda:

- *Presentation from Good Technology*
- *Speaker Panel Discussion – moderated by Sara Radicati*
- *Audience Q & A session*



Invited Customer Speakers



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- AIM Media –

Active Interest Media ("AIM") was formed in October 2003 by Wind Point Partners and Efrem "Skip" Zimbalist III. AIM is a rapidly growing media company focused on enthusiast magazines and related consumer shows, internet sites and books.

- PAETEC –

PAETEC delivers personalized communications solutions and unmatched service to business-class customers in 84 of the nation's top 100 metropolitan areas. We are the premier alternative to the ILECs, based on our nationwide footprint, breadth of products and quality of service. PAETEC's data and voice products - and our unique value-added offerings - help customers achieve cost-effective solutions.



iPhone and Android in the Enterprise: Solving the “Device Dilemma”

Good Technology
John Herrema, CMO

April 2010

Device dilemma: more devices, stronger user demand, same budget!



MeeGo™

Apple Blows Out Earnings Thanks to Huge iPhone Sales

Posted Apr 20, 2010 05:10pm EDT by Dan Frommer in [Electronics](#), [Mobile](#)

Related: [AAPL](#), [T](#), [QQQQ](#), [^IXIC](#), [^GSPC](#)

From [The Business Insider](#), April 20, 2010

Apple just blew out the quarter, and guidance is strong, too. Earnings, revenue, and iPhone sales all beat expectations by a mile.

After slipping 1% in regular trading to \$244.59, Apple shares surged in the immediate after-hours reaction to an all-time high above \$264.

Most impressive: Apple shipped 8.75 million iPhones last quarter, versus expectations around 7 million. Incredibly, iPhone sales more-than doubled vs. the prior year.

Solving the “device dilemma” presents both opportunities & challenges

Opportunities

- Increase overall enterprise mobility rates and productivity
- Enhance collaboration and real-time responsiveness
- Increase profitability by optimizing business processes
- Shift costs to end users by embracing device choice

Challenges

- Security –30% of enterprises had a breach due to unauthorized mobile device use
- Management & Control – more platforms, devices, and apps
- User Support – larger deployment, more apps and devices, same resources!

What is your primary concern in enabling device choice?

| | All | US | UK |
|-------------------------------------|-----|-----|-----|
| Security Concerns | 46% | 50% | 37% |
| Management & Configuration Effort | 28% | 26% | 30% |
| Lack of Device Control | 19% | 16% | 27% |
| Productivity Loss to Personal Usage | 8% | 9% | 7% |

Source: Good Technology, “The Device Dilemma”, August 2009

The great news: “consumerization” can significantly reduce costs

10MM’s of users already pay for new devices & data plans – out of own pockets

As a result, many enterprises are striking a “new deal” with users:

- Use your device of choice, but enterprise data must be managed & secured
- If needed, IT wipes only enterprise data. Personal data remains untouched
- In exchange, user is responsible for device and/or data plan costs

| | Corporate Liable Blackberry Bold | Individually Liable iPhone/Android |
|----------------------|-------------------------------------|--|
| One-time Device Cost | \$200.00 | \$0 |
| Monthly Data Plan | \$35 | \$0 |
| Annual Cost/User | \$520 | \$0 |



** Assumes that device cost is amortized over 2 years.*

Three keys to maximize opportunities, minimize challenges ...

1. Protect

Enterprise Mobility
Security
& Management

- Enable scalable deployment with strong IT control
- Capitalize on consumerization to reduce mobility spending
- Minimize risks & IT impacts without compromising policies

2. Connect

Enterprise
Applications
& Extensibility

- Deploy multiple applications and services to increase value
- Support all platforms: handhelds, tablets, netbooks, laptops
- Deliver extensibility without proprietary tools or pro services

3. Collaborate

Enterprise
Collaboration

- Evolve “personal productivity” to “enterprise collaboration”
- Leverage all existing collaborative investments, not just email
- Deliver new collaborative apps & process optimizations

Protect: Separation of Personal & Business apps and data is key

Personal Data

Device stays personal

- Untouched by enterprise
- Justifies shared expense

Freely access “your stuff”

- Applications
- Pictures
- Video

Personal Internet access & browser usage separate from business Intranet access

Business Data



Business data lockdown

- Reliable data encryption
- Enterprise-grade password & security policies
- Remote data wipe

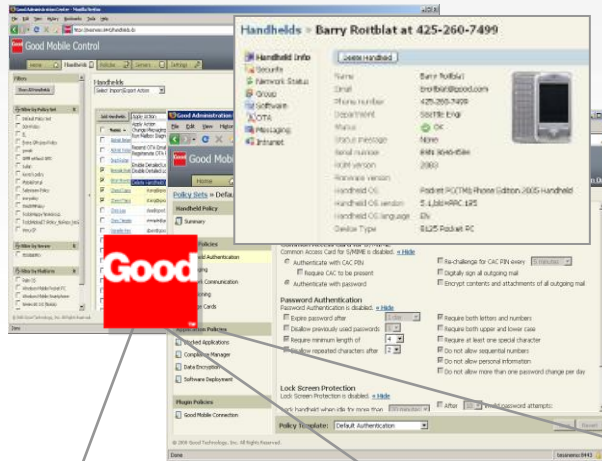
Business apps access

- Email, attachments & PIM
- Intranets
- Document repositories
- Corporate IM & presence
- Enterprise applications



Protect: Proactive management enables scalability, lower costs

**Good
Mobile
Control**



IT Control
Self Service
Analytics

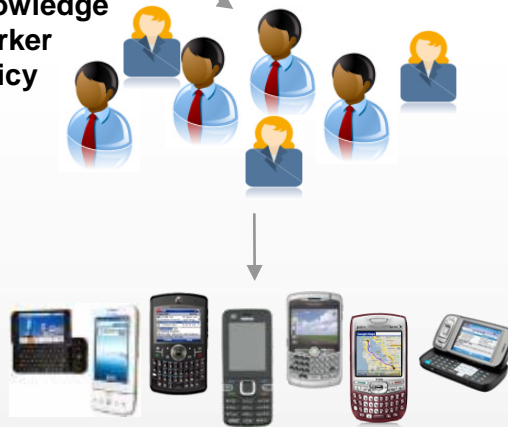
Overcome challenges of:

- Individually Liable Devices
- Large Scale Deployment
- Compliance

**Exec/Road
Warrior
Policy**



**Knowledge
Worker
Policy**



**Individually
Liable
Policy**



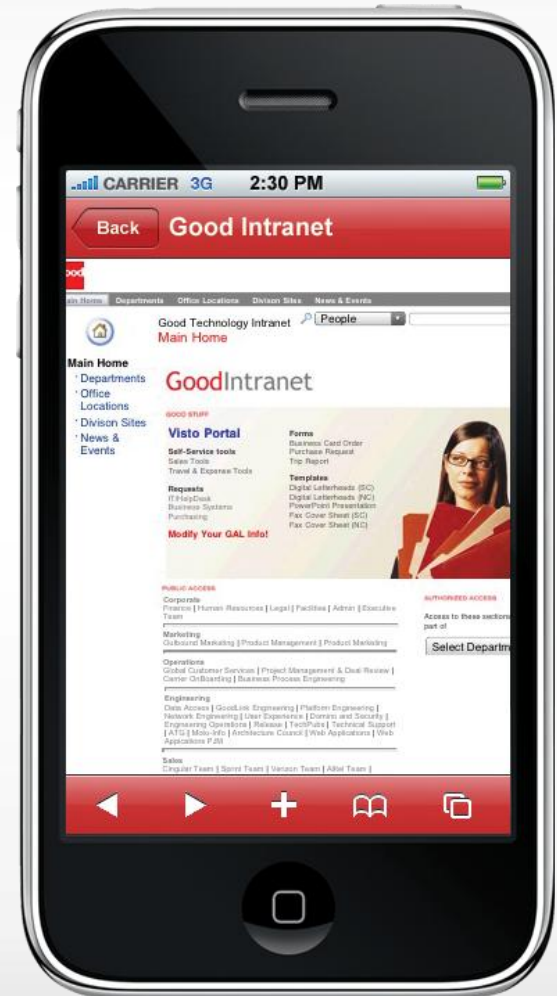
Connect: Good Mobile Access™ – secure Intranet/Internet access

Key Capabilities

- Allows IT to separate Intranet and Internet usage
- Utilizes webkit rendering engine, functionally identical to native browser
- Leverages Good's secure transport with AES encryption OTA and for data at rest
- All browser objects (cache, cookies) encrypted when not in use
- Remote wipe removes all enterprise data

Benefits

- No extra mobile VPN infrastructure
- Clean separation of personal and business use
- All enterprise data is fully encrypted and secure



Collaborate: Good Collaboration enables true enterprise collaboration

You've invested in collaboration here ...



Firewall

... but your workforce needs secure, simple access here.



Why use Good to solve your “device dilemma”?

Device Control & Choice



Protect

Enterprise Data Protection



Connect

Centralized Management



Collaborate

Reduce Mobility Cost



Path Beyond Email

Enterprise Support





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Thank You!

New Reports just published by The Radicati Group:

- **Microsoft Exchange Server and Outlook Market Analysis, 2010-2014**
- **Corporate Web Security Market, 2010-2014**
- **Microsoft SharePoint Market Analysis, 2010-2014**

You can view all our reports at www.radicati.com