iPhone and Android in the Enterprise: Solving the "Device Dilemma"

A Radicati Group, Inc. Webconference

9:30 am, PT
April 29, 2010
Speakers & Agenda

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

- 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!

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, ^NFC, ^GS

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?

<table>
<thead>
<tr>
<th>Concern</th>
<th>All</th>
<th>US</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security Concerns</td>
<td>46%</td>
<td>50%</td>
<td>37%</td>
</tr>
<tr>
<td>Management &amp; Configuration Effort</td>
<td>28%</td>
<td>26%</td>
<td>30%</td>
</tr>
<tr>
<td>Lack of Device Control</td>
<td>10%</td>
<td>16%</td>
<td>27%</td>
</tr>
<tr>
<td>Productivity Loss to Personal Usage</td>
<td>8%</td>
<td>9%</td>
<td>7%</td>
</tr>
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*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

<table>
<thead>
<tr>
<th></th>
<th>Corporate Liable Blackberry Bold</th>
<th>Individually Liable iPhone/Android</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-time Device Cost</td>
<td>$200.00</td>
<td>$0</td>
</tr>
<tr>
<td>Monthly Data Plan</td>
<td>$35</td>
<td>$0</td>
</tr>
<tr>
<td>Annual Cost/User</td>
<td>$520</td>
<td>$0</td>
</tr>
</tbody>
</table>

* Assumes that device cost is amortized over 2 years.

A Savings of $520 per user each year!
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

**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

**Personal Internet access & browser usage separate from business Intranet access**
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
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 …

- E-mail
- Contacts
- Calendar
- Enterprise Telephony
- Audio/Video Conference
- Voice Mail
- Presence & IM
- Collaboration

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

Firewall

Brands: Cisco, Avaya, Good, Office, OfficeSharePoint
Why use Good to solve your “device dilemma”? 

- Device Control & Choice
- Enterprise Data Protection
- Centralized Management
- Protect
- Connect
- Collaborate
- Reduce Mobility Cost
- Path Beyond Email
- Enterprise Support
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