



The Radicati Group, Inc.
www.radicati.com

The Changing Enterprise Mobility Management Landscape

A Radicati Group Web Event

*** Please dial-in by phone to listen to the audio portion of this event. The dial-in number is in your registration confirmation email as well as on the side panel of your screen.*

9:30 am, PT
October 31, 2013

Speakers & Agenda



The Radicati Group, Inc.
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Speakers:

- ▶ John Marshall, CEO, AirWatch
- ▶ Phillip Redman, VP of Mobile Solutions and Strategy, Citrix
- ▶ Wayne DeCesaris, SVP, Tangoe

Agenda:

- ▶ *Overview Presentations from AirWatch, Citrix and Tangoe*
- ▶ *Guest Speaker Discussion – moderated by Sara Radicati*
- ▶ *Audience Q & A session*



About AirWatch



1,500 employees



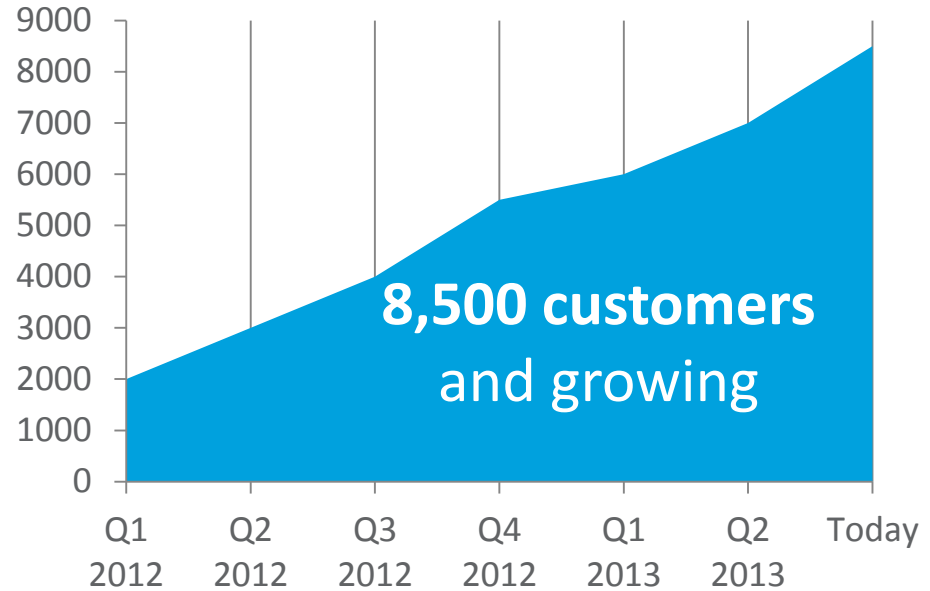
150 countries



16 languages



9 global offices



Our Mission: Simplify Enterprise Mobility™

Customer Statistics



2 of the Top 3

Worldwide Hotel Groups



5 of the Top 10

Pharmaceutical Companies



4 of the Top 5

Global CPG Companies



3 of the Top 5

Global Fortune 500 Companies



9 of the Top 10

United States Retailers



6 of the Top 10

World's Biggest Airlines



4 of the Top 5

World's Largest Listed Energy Firms



4 of the Top 5

Medical Device Companies



2 of the Top 3

Largest U.S. School Districts

Develop a Comprehensive Mobility Strategy



Security



Email



Devices



Browsing



Apps



Workspace



Content



BYOD

Plan for Extended Enterprise Collaboration

Suppliers, vendors and contractors

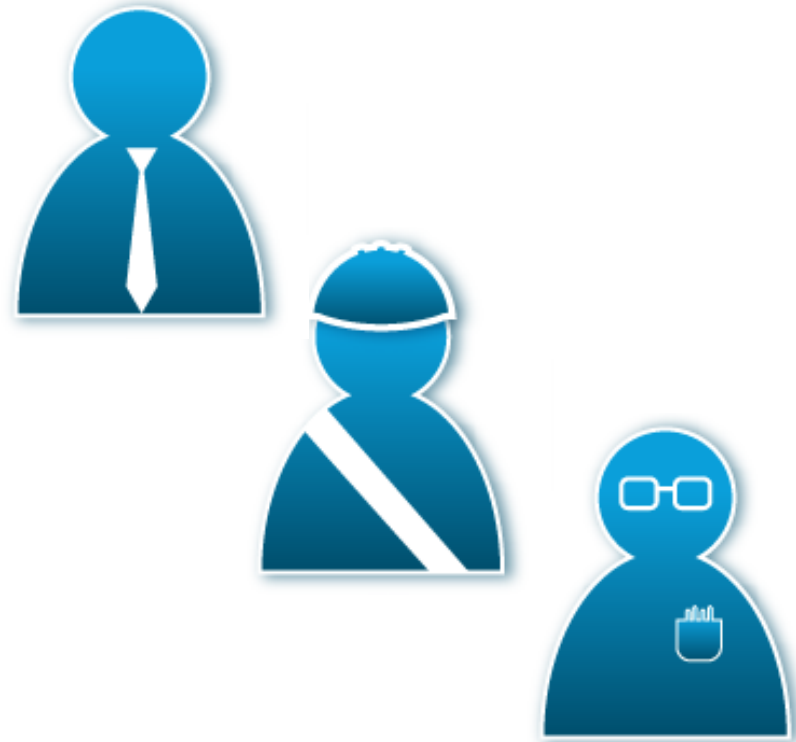
Dealers and franchises

Customers

Prospects

Auditors and governance bodies

Students



Evaluate Multiple Security Approaches

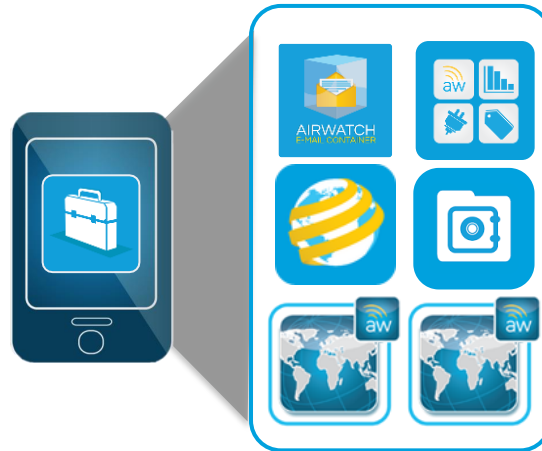
MDM

Manage the Device



Containerization

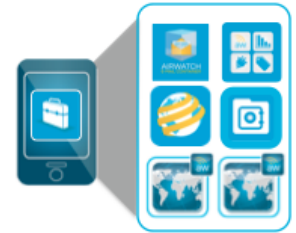
Manage a Workspace



Hybrid



Example: BYOD



Example:
Corporate-owned



Leverage Enterprise Systems Investments

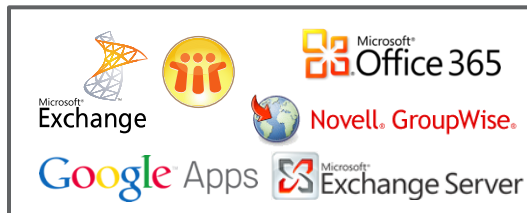
Directory Services



Certificates and PKI



Email Infrastructure



Content Filtering



Malware Anti-Virus



Corporate Networks



Content Repositories



SIEM



Deployment

Cloud



- Make no significant investment in technology or installation services
- Deploy in less than a day with minimal effort
- Best of class hardware in multiple data centers
- AirWatch handles maintenance and upgrades
- Shared or dedicated architecture available
- Integrate with enterprise systems through a secure and encrypted connection

On-premise



- Install on physical or virtual server, or have a physical appliance shipped
- Implementation services and support available
- Transfer to a cloud deployment at any time
- Control upgrades and maintenance
- No transmission and storage of data off site
- Configure information collected and stored in local database based on customizable privacy policies

Enterprise Architecture

Scalability

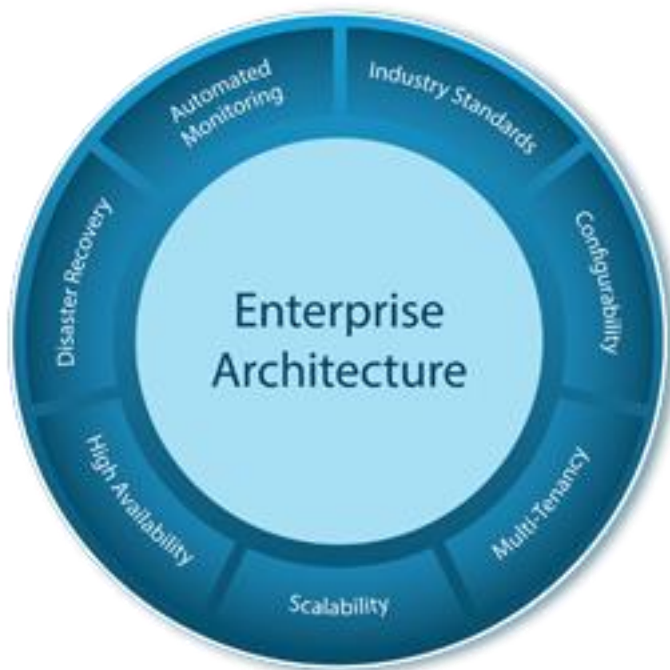
Deploy 10 to 100,000+ devices through a configuration that easily scales to support additional device capacity

Multi-tenancy

Absorb fragmentation within your corporate infrastructure into a single instance of AirWatch

Configurability

Deploy the specific software to your environment and architecture requirements



High Availability

Deploy in a highly available environment with all components made to instantly fail over without downtime

Disaster Recovery

Setup software in a remote data center and enable in the event of a data center failure

Automated Monitoring

Automate monitoring through a direct plug in to Microsoft's System Center Operations Manager (SCOM)

Consumerization is Blurring the Line between Work and Personal



Employees are using multiple personal devices to access corporate resources

Personal devices introduce a wide range of security threats in the enterprise

Device security and management capabilities vary by device OS, model, OEM etc.

Employees are concerned about the privacy of their personal data and apps on the device

Legal ambiguity from conflicting court decisions and lack of precedents for BYOD programs

Infrastructure and help desk costs for supporting a variety of personal devices

Benefits of a BYOD Model

Management Flexibility

Eliminate the need to select and manage a provider and plan

Higher Level of Convenience

Allow employees to use one device for both business and personal purposes

Maximized Employee Performance

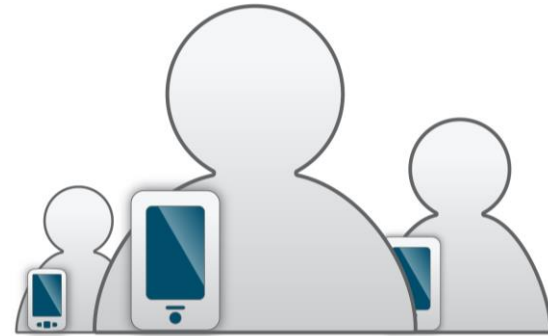
Allow employees to work with the device they are most comfortable with

Cost Savings

Reduce overhead costs in managing a corporate plan

Simplified IT Infrastructure

Reduce the strain on IT help desks to support additional devices



End user enablement, privacy, and ease of use

- Latest and greatest devices available
- Access to corporate resources
- Apps, content and productivity tools
- Privacy for personal data
- Simple, native user experience
- Self-service management capabilities
- Easy enrollment and un-enrollment



Security, compliance and minimal business risk

- Enforce security policies and compliance
- Prevent access from unauthorized devices
- DLP approach to minimize risk
- Comply with laws and regulations by country
- Protect the company against legal liability
- Maximize technology investments
- Reduce the cost of doing business



Users in the Real World

- Users don't want to wipe their device
- In reality, it could be days or weeks before users will "alert" IT that a device is lost
- Requiring passcode minimized data loss
- Self Service Portal allows user to manage on their own
- Enterprise wipe much less intrusive for user
 - Nobody wants to deal with restoring a device



Considerations for BYOD Programs

Employee Enablement

- Support all operating systems and latest device models
- Enable employees to choose the most productive device

Security and Risk

- Configure security policies based on device ownership
- Secure access to enterprise resources, apps and content

Privacy and Transparency

- Configure info collected based on device ownership
- Isolate and protect both corporate and personal data

Cost Control

- Reduce procurement and provisioning costs
- Focus resources on strategic mobile initiatives



Employee Enablement

- Define program and approved devices
- Support latest devices on the market
- Simplify enrollment / un-enrollment
- Enable access to corporate resources
- Communicate with users via notifications
- Support self-service management



Security and Risk

- Implement multi-layer security approach
- Require user acceptance of Terms of Use
- Define security policies based on user role
- Enforce policies and monitor compliance
- Disable corporate access and wipe data
- Complete log of events for audit purposes
- Delegate access and management capabilities



Privacy and Transparency

- Implement customizable privacy policies
- Keep GPS, apps and telecom data private
- Notify user of data collected through TOU
- Enable users to manage their device via SSP
- Notify users of changes, non-compliance etc.
- Separate app and content management
- Leverage enterprise content containers



Cost Control

- Simplify device procurement and registration
- Enable end user enrollment and provisioning
- Benefit from end user technology investments
- Monitor and prevent corporate telecom overages
- Reduce IT administration and helpdesk support



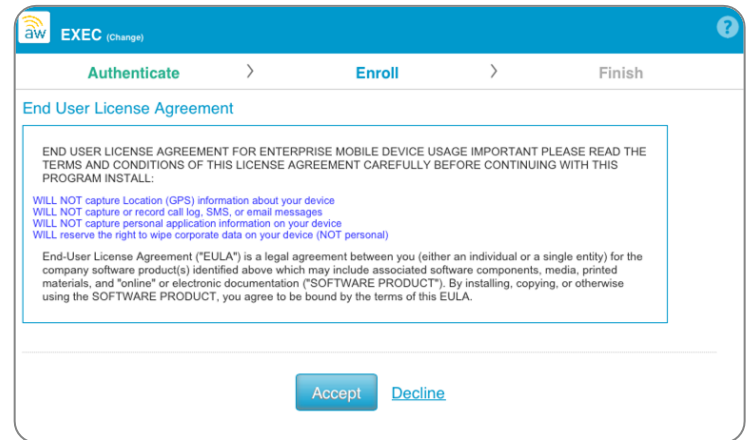
Develop a Communication Strategy

- Users are skeptical of corporate device compliance
- Corporate must embark on an internal PR campaign to “explain” the extent of the Corporate BYOD Program
- “Big Brother” is NOT watching you
 - Align to Terms of Use
 - Align to privacy settings
- Benefits > Management



Minimize Corporate Risk with Terms of Use

- Require users to accept Terms of Use to access corporate services regardless of deployment
- Inform users about data captured and actions allowed on the device
- Audit Terms of Use compliance and update agreements over time
- Assign and enforce different agreements based on:
 - User role – End users vs. administrators
 - Ownership – Corporate vs. employee
 - Platform – iOS vs. Android
 - Department, business unit or country
- Support multi-lingual agreements across the company



Protect Employee Privacy

Ensure privacy of personal data

- Set privacy policies that do not collect personal data
- Set custom policies for employee-owned devices

Define granular privacy policies

- GPS location
- User info
 - Name
 - Phone number
 - Email account
- Public apps
- Telecom data
 - Calls
 - Messages
 - Data usage

Device / General / Privacy

Current Setting Inherit Override

Collect and Display Collect Do Not Display Do Not Collect

	Corporate - Dedicated	Corporate - Shared	Employee Owned	Unassigned
GPS				
GPS Data	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
User Information				
First Name	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Last Name	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Phone Number	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Email Account	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

BYOD is NOT for Everyone

- Sensitivity of info
- Device storage
- Data usage
- Location-based services
- Apps with regulated data
- Apps for one platform
- Compliance standards
- Unique integration requirements

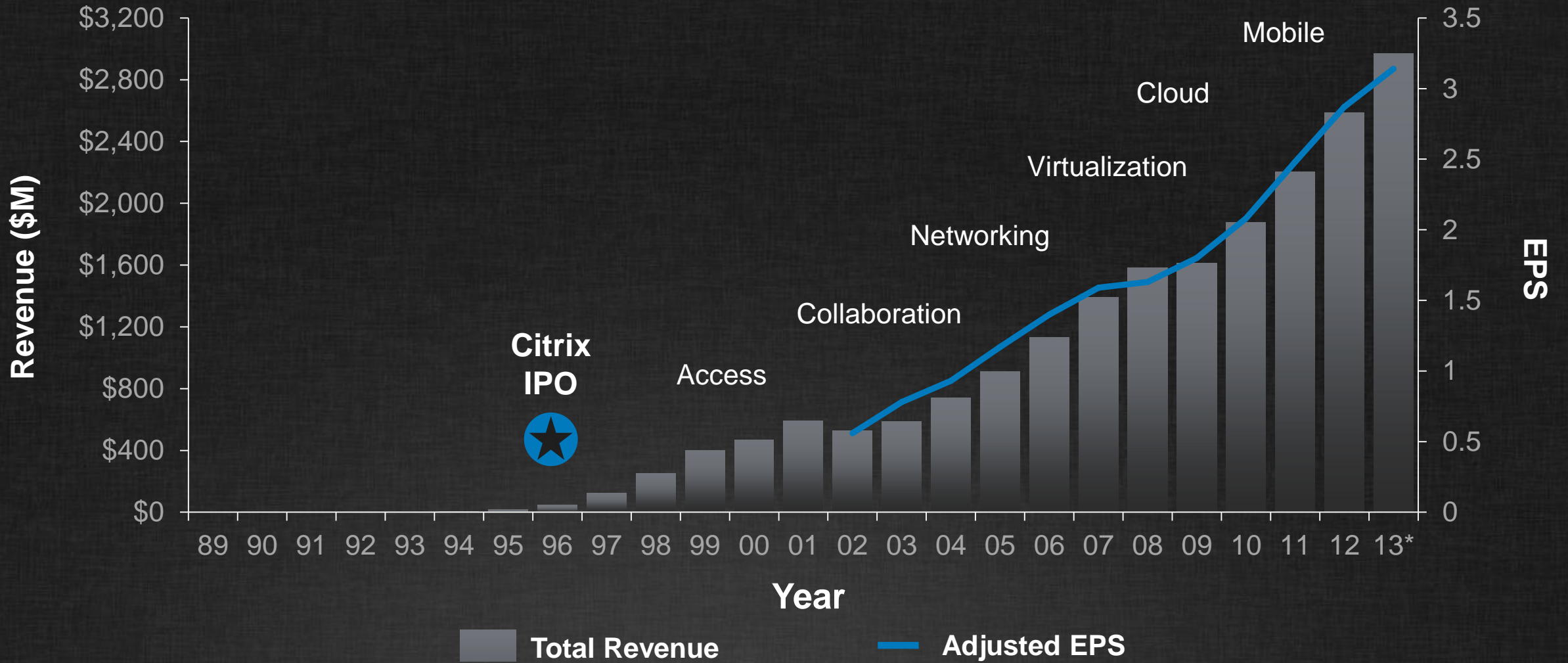




Citrix Vision & Strategy

Phillip Redman
VP Mobile Solutions & Strategy
Twitter: @MobilePhillip

Citrix Growth and Evolution

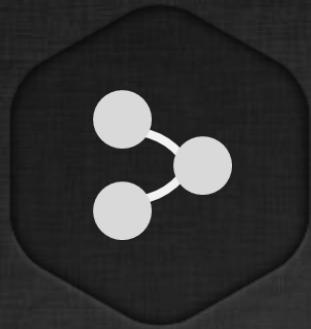


*Based on Consensus Estimates

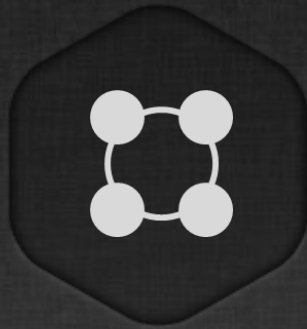
Social
Collaboration



Data
Sharing



Mobile
Platforms



Desktop
Virtualization



Cloud
Networking



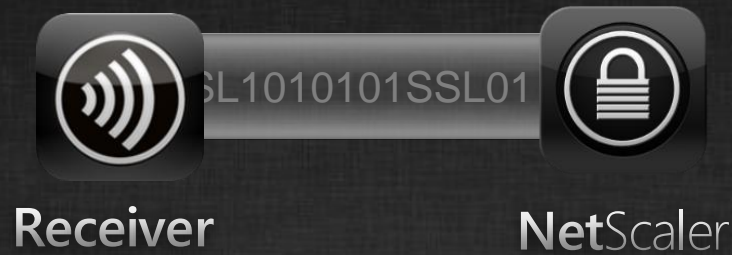
Cloud
Platforms



Seamless Experience

Secure Access

Cloud and On-Premise Solutions



StoreFront

- WorxMail WorxWeb GoToMeeting Podio
- ShareFile
- XenMobile
- XenApp XenDesktop

NetScaler CloudPlatform

XenMobile

A complete mobility stack for managing and securing apps, data, and devices

- Enterprise-class MDM
- Multi-factor single-sign on
- Unified corporate app store
- Mobile app management with MDX
- Essential mobile productivity apps





WorxMail

- Mail, calendar, contacts
- Enterprise class security
- Beautiful native experience



WorxWeb

- Secure mobile browser
- Internal web app access
- URL black/whitelists



ShareFile



- Secure file sharing & sync
- Mobile content editing
- SharePoint & network files

Click to call from a
calendar invite

T-Mobile 6:50 PM

Tue, May 28 **Event Details**

Weekly 1:1 with Lee (Discuss progres...
Tuesday, May 28 2013 3:00 AM to 3:30 AM
_Bangalore-Dynasty-FL2-Angkor Code Room

 **Join meeting**  **Dial In**


Organizer Teja Singh

When: Occurs every Tuesday from 3:30 PM to 4:00 PM effective 2/19/2013 until 8/13/2013. (GMT+05:30) Chennai, Kolkata, Mumbai, New Delhi
Where: _Bangalore-Dynasty-FL2-Angkor Code Room

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Updating with GTM:

1. Please join my meeting.
<https://www1.gotomeeting.com/join/880061017>
2. Use your microphone and speakers (VoIP) -

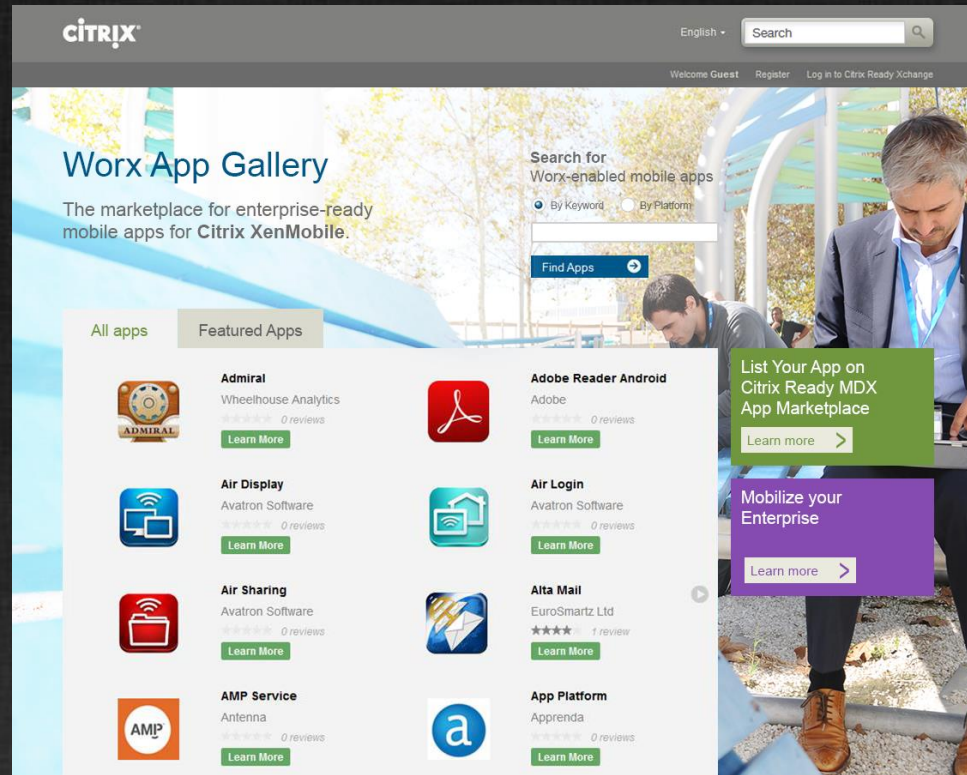
Accept Maybe Decline 

Worx App SDK

Use
Worx Enabled
mobile apps
and instantly add key
enterprise capabilities

With
just one line of code or in
minutes!

Over 80 apps currently available!



- Strong authentication
- Micro-VPN
- Encryption
- App policies
- Inter app controls
- SSO
- Document sharing
- Many other features

Enables Change Management

XenClient

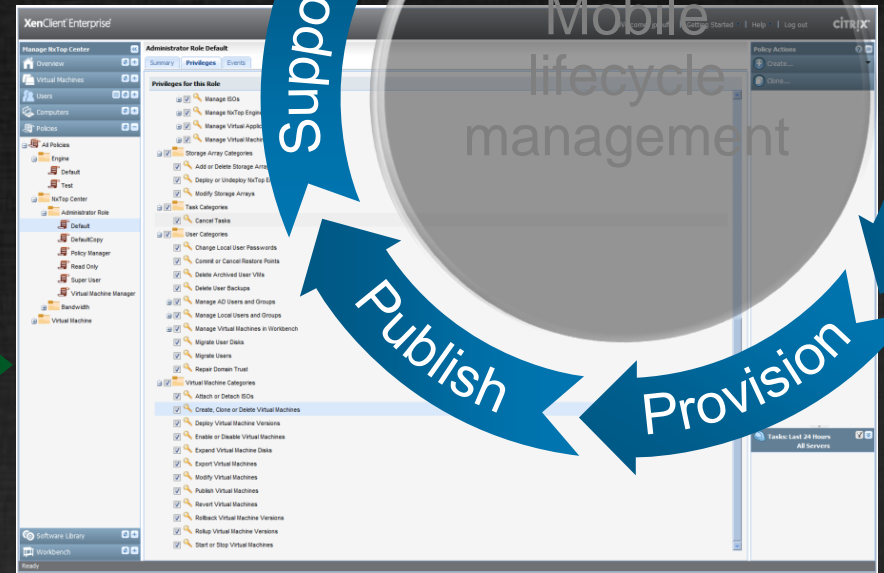


XenMobile

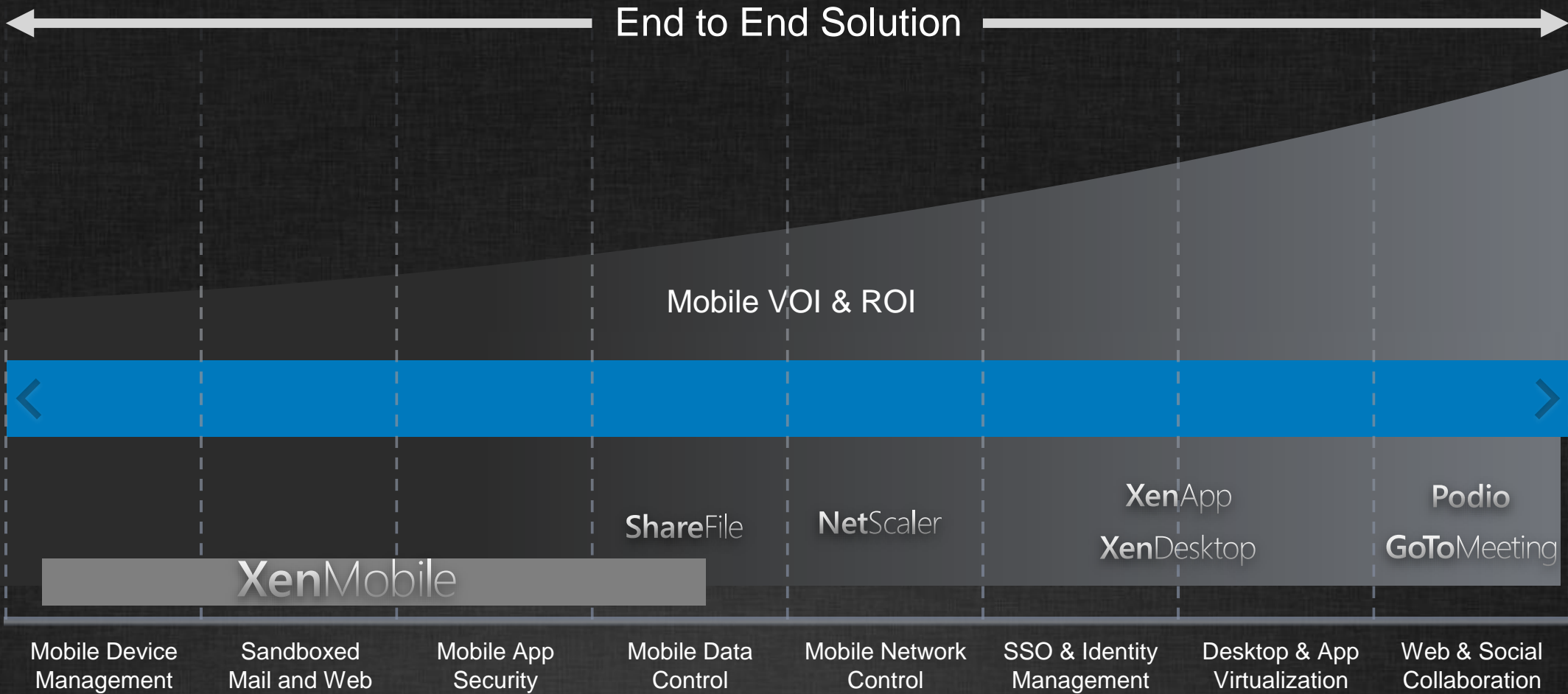
Security & Control

Rapid Recovery

Provisioning & Management



We focused on completeness





WORK BETTER. LIVE BETTER.



The Changing Enterprise Mobility Management Landscape

Wayne DeCesaris
SVP Managed Solutions



Tangoe: Communications Lifecycle Management

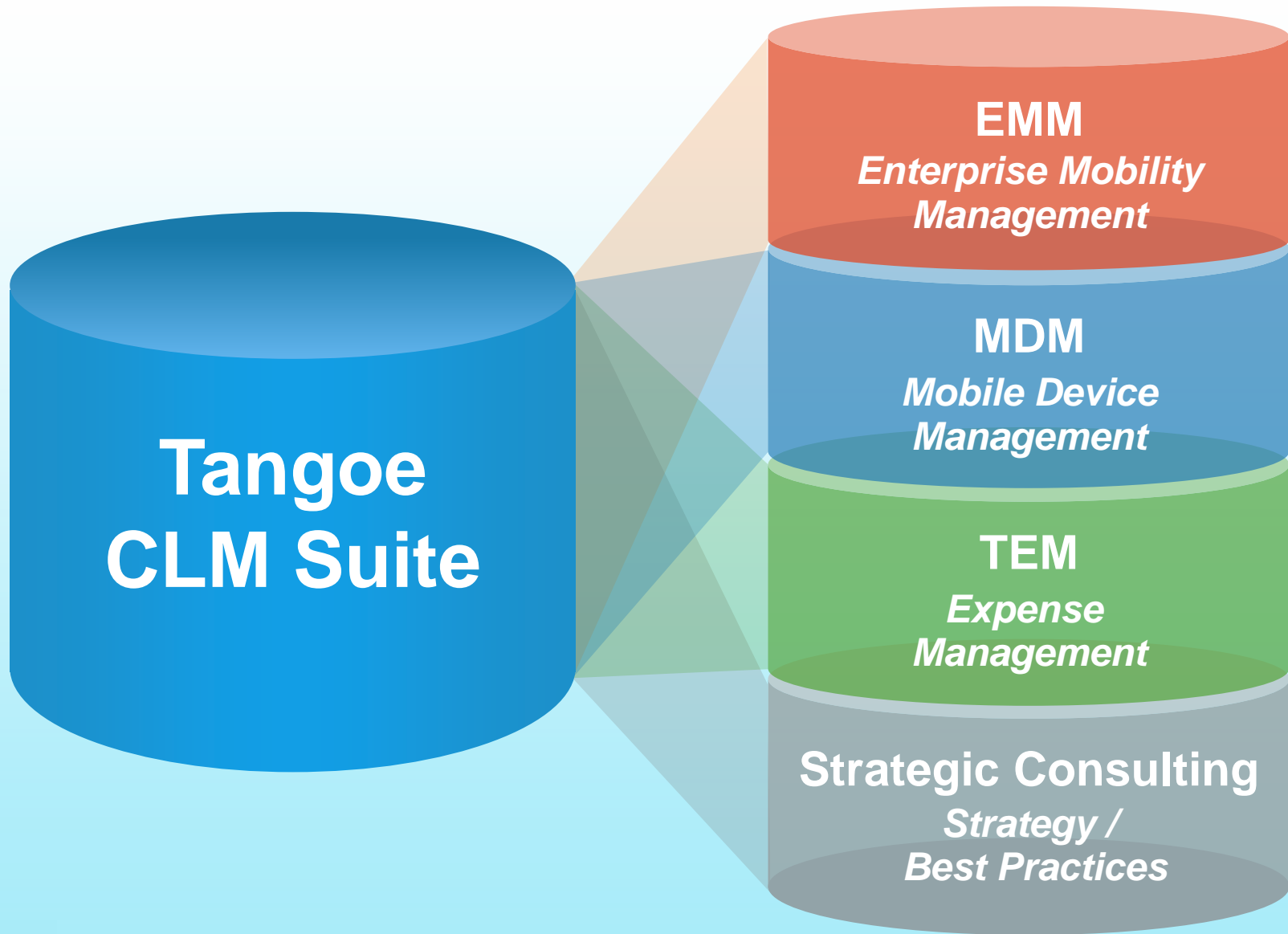


Technology-enabled solutions that empower organizations to manage communication assets, expenses, and usage

Tangoe: Strong Growth, Leading Technologies



CLM Solution Suite Components



Operations Overview



Operations Stats

- 4.4m devices under management
- 747k invoices processed /month
- 52k fulfillment orders processed /month
- 2,461 carriers/ 2,000 bill formats
- 63k payments/month
- 92 invoice receipt centers
- 24 x 7 x 365 global support
- 30k mobile end-user contacts per month
- Safe Harbor Certification

Center Support

- Integrated processing centers
- Integrated wireless/fixed systems
- Integrated service delivery teams
- 198 countries/territories
- Regulatory support – 63 agencies
- 12 languages
- 165 call center agents in 8 global support centers
- Integrated translation tools
- Global SSAE16 certification



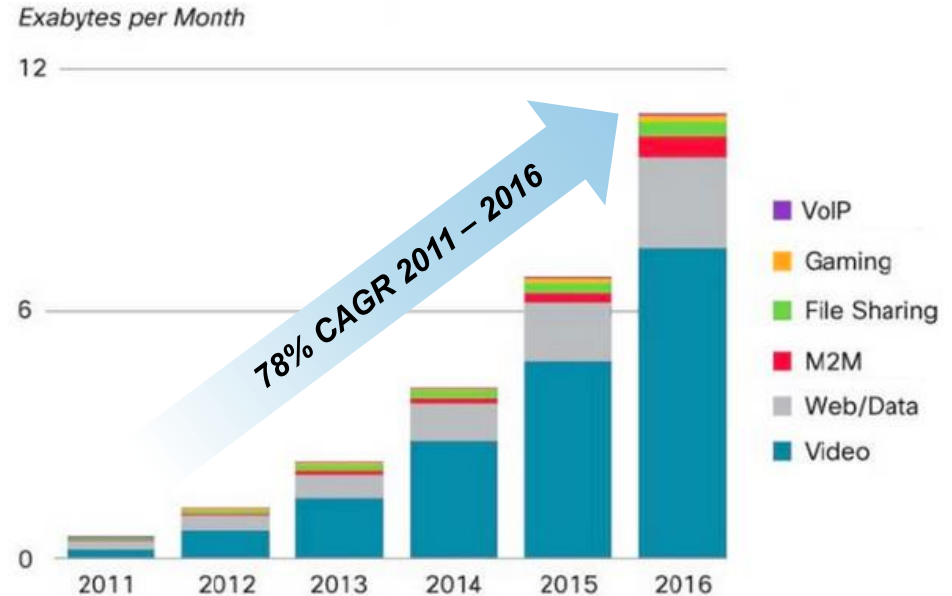
EMM: Enterprise Mobility Management

Operational management of
mobile devices and services

Industry Facts

- **Access to a mobile phone** > water or electricity
- **100 countries** have more mobile subscriptions than people
- **38%** of people who access the internet do so **exclusively from a mobile device**
- **24 hours** for a person to report a lost credit card...
30 minutes to report a lost phone
- Average person checks their phone **150 times/day** (200+ for smartphones)

Global Mobile Data Traffic
2011 – 2016



Source: Cisco VNI Mobile

The EMM Vision

Shift operational complexity and financial risk to an expert

- One global or regional party responsible for entire lifecycle
 - Unified Business Processes
 - Advisory services for planning and refinement
 - Acquisition and activation of network and services
 - Management platforms with full lifecycle controls
 - Operational and support services
 - Global accountability, controls and SLA's
 - Offers continuous improvement

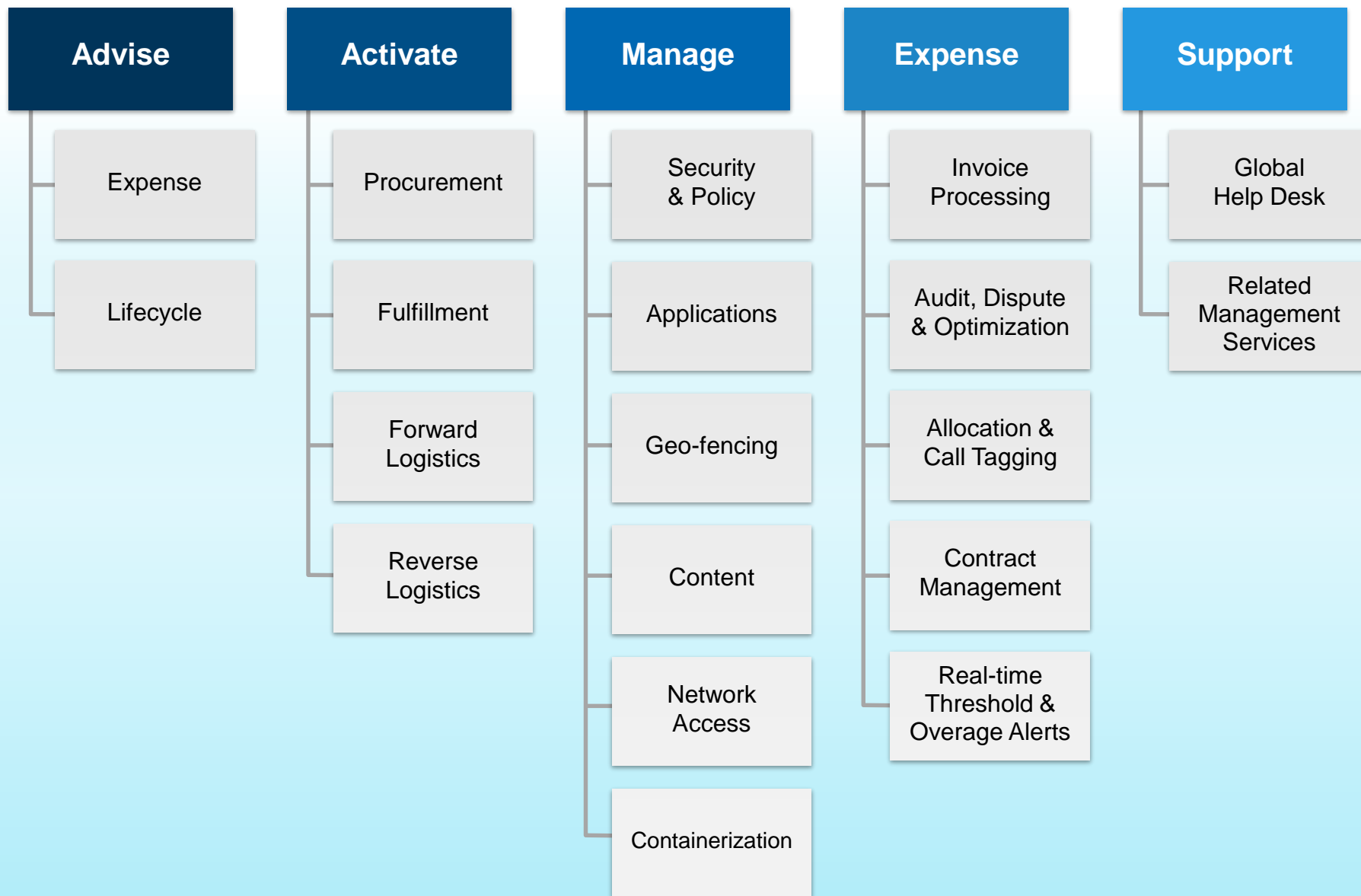


Shift operational complexity and financial risk to an expert

Tangoe focuses /addresses:

Strategy	Effective governance, planning and prioritization
Cost	The ability to anticipate, minimize and control costs
Risk	Understand and address risks – known and unanticipated
Productivity	Provide users tools and information needed to create value
Innovation	Identify and seize strategic advantages enabled by mobility

EMM as Defined by Tangoe



Why Clients Choose Tangoe

#1 CLM provider in the world		Reliable \$26B+ Managed globally	4.4M+ Mobile devices managed
Scalable 150+ Customer support staff	Proven 90+% Client retention rate		Global Capabilities, local expertise
	Comprehensive Single vendor for EVERY fixed and mobile need	7 x 24 x 365 Support	Experienced 12 Years in MDM
Certified SSAE 16 data centers		Trusted 11 years in help desk support	Secure 13 years of growth <i>and</i> innovation



Thank you!



Your Speaker Panel



The Radicati Group, Inc.
www.radicati.com

- ▶ **Sara Radicati**
President & CEO, The Radicati Group
- ▶ **John Marshall**
CEO, AirWatch
- ▶ **Phillip Redman**
VP of Mobile Solutions and Strategy, Citrix
- ▶ **Wayne DeCesaris**
SVP, Tangoe

Thank You!



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Latest Reports published by The Radicati Group:

- ▶ Messaging Platforms Market, 2013–2017
- ▶ Instant Messaging Market, 2013–2017
- ▶ Information Archiving Market, 2013–2017
- ▶ Europe Cloud Email Market, 2013–2017
- ▶ Business User Survey 2013
- ▶ Cloud Business and Consumer Email Market, 2013–2017
- ▶ Email Statistics Report, 2013–2017

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