

Take a Load Off Your Customers – Manage Mobility for Them



WHITE PAPER

It's no secret that mobility is becoming absolutely critical for business. IDC states that "70 percent of all workers will be mobile by 2010"¹. A Forrester survey finds that today "46 percent of all enterprises support personal devices"², and "more than 40 percent of information workers have their IT department install corporate-sanctioned mobile applications on their smartphone"³.

With the vast majority of workers going mobile and expecting their device of choice to be welcomed within the confines of enterprise networking, companies are moving quickly to accommodate a wide range of devices and applications.

With the broader use and acceptance of mobility solutions within the enterprise come a number of challenges that need to be adequately addressed in order for mobile devices to have the same level of security, support and overall satisfaction that employees have enjoyed on traditional workstations for years. These challenges include managing and securing mobile devices, and creating mobile applications that result in a strong return on investment.

But many enterprises – even large Fortune 500 companies – simply do not have the resources to support mobile services, and the current global economy is forcing them to make hard decisions on which IT projects get the green light. With limited budgets and growing mobility business needs, many of these companies are striking the right balance with a different model: mobility as a service.

THE EVOLUTION OF MOBILITY AS A SERVICE

For the past year, cloud computing has been all the rage. The idea of outsourcing your data storage, server processing and other tasks to a service provider has become very attractive to enterprises that need to tighten their belts and save money, maximize their existing human resources and free themselves from the headache of managing a large data center.

Within the category of cloud computing, "As a Service" business models are taking hold at many types of businesses. Of these business models – which grew out of the Application Service Provider (ASP) model that came into existence in the late 1990s – the most popular is Software as a Service (SaaS), which allows companies to essentially rent their applications from another company.

This business model is catching on quickly due to the numerous benefits for both the providers of cloud services (new market segments, predictable revenue streams and economies of scale) and their enterprise customers (lower costs, faster deployment and staying current with technology).

The pressure is on IT departments. They are facing an increasingly mobile workforce, and the need to provide remote access to enterprise applications from a wide range of mobile devices. Both these trends will spur the deployment of SaaS-based applications within organizations.

These benefits are making their way to the world of mobility and quickly gaining attention. According to VDC Research, 27 percent of enterprise mobility users polled use managed mobility services, with an additional 20 percent currently or planning to evaluate a managed service solution during the next year.⁴



MANAGED MOBILITY IN ACTION

Orange

Orange is the key brand of France Telecom, one of the world's leading telecommunications operators. Orange Business Services leverages Sybase's enterprise device management platform to enable enterprises to consolidate their global mobile assets (devices and SIM cards), implement a mobile security policy, deploy all mobile applications and control wireless spending. This device management service is hosted in the Orange network, with Service Level Objectives, and can be easily accessed by any enterprise that requires cross-operator, cross-device management and is scalable to meet both large mobile fleet demand and bursting usage.

VDC also found that more than 60 percent of respondents are expecting to receive a 10 to 30 percent cost savings by deploying a turnkey service-based mobile solution over the next year – an impressive figure especially in today's tough economic environment. In addition, almost half of those surveyed said they either have seen or expect to see IT staff reductions after moving to a SaaS-based mobile solution.⁵

WHAT IS MANAGED MOBILITY?

VDC Research defines a managed mobility services environment as an infrastructure in which applications are hosted by a vendor, system integrator or service provider and made available as on-demand services.⁶ Rather than the high-cost delivery model and incompatible client/server software problems that plagued previous ASP models, managed mobility services can be offered with a modest investment in shared infrastructure and be managed within a web browser.

For example, an on-premise mobility solution would generally feature:

- a single tenant
- dedicated enterprise resources to run and administer
- little-to-no integration with other back-end systems

On the other side of the fence, a managed mobility service would feature:

- multiple tenants
- service vendors to run and administer
- self-service portals for enterprise or employee administration
- integration with back-end systems such as billing and telecom expense management (TEM) or provisioning

With managed mobility services being positioned as an alternative for companies that normally would have to build their own mobility solution, the market is ripe for carriers, operators, system integrators and other firms that are looking to:

- strengthen their service offerings to help retain customers and gain new ones
- create additional revenue streams
- leverage economies of scale to deliver services quickly to new customers

Examples of managed mobility services include:

- Mobile Security – Enforces PIN code access; sets lock/wipe policies; encrypts devices and data cards; delivers firewall and antivirus capabilities to devices and introduces mobile VPNs.
- Mobile Device Management – Identifies what applications and software are allowed on devices; pushes software and applications to devices; creates policies across devices or for individual users and implements mobile policies.
- Application Management – Deploys new applications; enhances existing applications, mobilizes business processes and desktop applications.

Through the following examination of these mobility services, the viability of this option is demonstrated for enterprises that are feeling the IT crunch. Rather than being forced to make the financial investment in equipment and software and requiring internal expertise to manage everything, an enterprise now has a choice.

MOBILE SECURITY: A CHALLENGE FOR IT

Mobile devices – whether BlackBerry, iPhone, Android, other smartphones; or laptops and tablet PCs such as the Apple iPad – are clearly the weapons of choice for today's mobile workers. As enterprises become more lenient about telecommuting, and the corporate mentality shifts from requiring everyone to be at their desks from 9 to 5 to a much more flexible outlook, mobility is key to giving workers the tools they need to do their jobs well, no matter where they may be.

But because by definition mobility involves devices leaving the safety of the corporate network and firewall, enterprises have to make sure they have a mobile governance policy in place. Developing a policy usually involves creating and enforcing rules and regulations that cover a number of areas such as how often users need to change their passwords to what software needs to be installed on each device. By having such oversight in place, enterprises can ensure that their networks remain secure while also keeping sensitive internal data safe and sound.

Concerns around security, access control and compliance with industry standards are all factors that will account for future growth in the mobile security market. Mobile security services typically include:

- On-device password and data encryption
- Remote device kill and data deletion for lost or stolen devices
- Antivirus and Firewall protection for handheld devices, including call filtering
- Over-the-air encryption

MANAGED MOBILITY IN ACTION

Veliq

Europe-based Veliq delivers MobiDM - a managed mobility offering designed to deliver mobile device management and security for smart-phones in a user friendly, web portal format. Built on Sybase's leading mobile device management and security solution Afaria, MobiDM's secure operating center conforms to the highest service levels and delivers a clear total cost of ownership (TCO), a fast return on investment (ROI) and a significant risk reduction for mobility. MobiDM is used by government, financial institutions, telecom companies, and other organizations, both small and large.

Managed mobility can solve these security and device management concerns without taxing IT resources. According to a Forrester Consulting survey commissioned by Sybase, security was the top consideration when enterprises were making changes to their mobility strategy.⁷ By investing in mobile device management and security solutions that will help automate support tasks, streamline the operations of enterprise mobility and secure data, companies will have the peace-of-mind of knowing they are giving their workers options to be more productive anywhere at any time without compromising their resources.

MOBILE DEVICE MANAGEMENT: CONTROLLING THE COST OF MOBILITY

No matter how hard IT managers try, they simply can't control the onslaught of mobile devices coming into their corporate networks. Rather than pushing back on this inevitability, more and more enterprises are starting to embrace this trend and reap the numerous rewards of increasing mobile access to critical business data.

By giving employees mobile access to enterprise systems and applications on their personal devices – whether it's an iPhone, a Google Android phone, a BlackBerry device or phones powered by Symbian or Windows Mobile – companies can:

- Allow employees to access corporate email, critical business applications and data with the device of their choice to improve productivity and effectiveness.
- Offload mobility costs associated with device procurement and adaptability since users are familiar with their personal devices and are paying for these devices themselves.

But enterprises also don't expect IT to open the floodgates without security or device management taken care of first. IDC predicts that the worldwide mobile device management enterprise market will grow at a compound annual growth rate of 9.2 percent during the next five years to reach \$405.3 million in revenue by 2013.⁸ VDC Research backs this up and forecasts that of an expected 17 million mobile devices shipped in 2009 that support enterprise mobility applications, 20 percent of them – or about 3 million – are supported through a managed service model.⁹

But enterprise IT departments – already tasked with doing a lot more with fewer resources – can't always stay on top of mobile governance. With resources scarcer than ever, many IT departments are running on skeleton crews and are having to stretch what resources they do have to keep their data centers up and running, manage users in different geographies and workplace settings and keep software and hardware up-to-date. Instead, they are turning to managed mobility solutions.

Mobile device management consists of several key areas, including:

- Distribution of software and software updates
- Distribution of information and content
- Tracking of assets, hardware and software inventory
- Management of OS and software patches
- Tracking of software license compliance
- Maintenance of device configurations to corporate standards
- Backup and restoration of data

The key thing to remember when looking at mobile device management is that the mobile world is not the wired world. That's obvious when you compare a PC to a smartphone, but it's also true at a much deeper level. If IT needs to manage, access or audit a PC, it's easy to find a wired device on the network. But a mobile device, such as a smartphone, can be tough to pin down. Whether turned off during a flight, misplaced or lost entirely, it can be a real challenge to keep track of which devices have access to your network and manage them.



MANAGED MOBILITY IN ACTION

Verizon Business

Verizon Business, a unit of Verizon Communications, is a global leader in communications and IT solutions. Verizon's Managed Mobility offering utilizes Sybase's best-in-class enterprise device management platform to help global businesses manage the complexities surrounding the increasing number of mobile workers. This Service offers "one-stop-shopping" and support for all mobile carriers and wireless services including defining strategic mobile policies, ensuring compliance with current security policies, enabling applications on mobile devices and more.

MOBILE APPLICATIONS: OPTIMIZING WORKFLOWS FOR HIGH ROI

Once you've formed a plan of action to manage and support a variety of mobile devices and ensure they can safely and securely access your corporate network, the logical next step is to allow your users to access a variety of mobile applications. For most companies looking at mobility solutions, the most common applications currently supported are for email and other communications.

These are a logical starting point, but a lot of organizations are already thinking ahead to supporting mobile extensions of enterprise solutions, such as CRM, ERP, supply chain management and manufacturing execution systems. According to VDC Research, ERP is the most popular so far because leading vendors in this space are getting more involved with extending their solutions to mobile devices.¹⁰

Another area VDC has observed as becoming more commonly provided is workflow management applications, which include scheduling, dispatching work orders and accessing client and product information.¹¹ Other applications being used to mobilize workflows include expense reporting and content management.

Because many SaaS solutions today are standalone systems that are not deeply integrated with other back-end applications, and enterprises are demanding customized mobile solutions, mobile SaaS vendors have a bit of an uphill battle to educate customers on the benefit of their solutions. But because mobile SaaS offerings are cost effective, able to scale fast, and even offer some basic customizations, enterprises are expected to embrace this new way of working in the near term.

POWERED BY SYBASE: WORKING WITH THE LEADER IN ENTERPRISE MOBILITY SOLUTIONS

With so many mobile operating systems and devices on the market, enterprises need a solution that can securely manage all critical enterprise data, mobile applications and devices. Whether they are working with a wireless carrier, Tier 1 operator, independent software vendor or system integrator, organizations are going to want to know that their mobility solution is backed by solid capabilities and support.

Sybase offers managed mobility solutions that meet all those needs. With 20,000 global mobility customers, thousands of leading mobility partners and 20 years of mobility expertise, Sybase is the established leader in enterprise mobility.

Sybase can enable you to quickly develop and deploy managed mobility solutions that deliver rapid ROI.

^{1,8} IDC, Worldwide Mobile Device Management Enterprise 2009-2013 Forecast and 2008 Vendor Shares, Doc # 218680, June 2009

² Technology Populism Fuels Mobile Collaboration," Forrester Research, Inc., July 2009.

³ Understanding Information Worker Smartphone Usage, Forrester Research, Inc., November 2009.

^{4, 6, 9, 10, 11} Why Now is the Time for Managed Enterprise Mobile Services. VDC Research Report, September 2009

⁵ Enterprise Mobility Managed Services: Next Generation Deployment Models (Analysis of Market Requirements and Opportunities. VDC Research Report, 2010-2014

⁷ Understanding The Critical Role Of Device Management And Security In Your Business' Mobile Strategy, A commissioned study conducted by Forrester Consulting on behalf of Sybase, May 2009