

# Enterprise Mobility Management: Why Size Doesn't Matter



## Introduction

Whether your organization is ready for it or not, consumerization has come with a vengeance to the world of IT in the form of little digital liabilities, aka Smartphones, tablets, and laptops. While many cite workplace mobility as the next great movement in workplace innovation, IT departments everywhere are scrambling to make accommodations for the onslaught of BYOD demands.

Or are they?

In the *Spiceworks 2014 State of IT Report*, 32% of the IT professionals surveyed stated that they were not supporting BYOD [1]. Additionally, 18% of the respondents had no plans to develop a mobility strategy [1]. The percentage is (mistakenly) unimpressive. Apply those percentages to the scale of the entire US workforce. The most recent business count from the US Census Bureau says that there are roughly 75 million firms in the country [2]. Therefore:

- About 24 million businesses **do not** support BYOD.
- About 13.5 million businesses **do not** have a secure mobility strategy.

Altogether, that's a staggering amount of firms in the country that supposedly have no intention of protecting their business with appropriate BYOD policies or MDM strategies.

This white paper will dispel the most common misconceptions about enterprise mobility management and discuss a solution that can fit any enterprise, regardless of their size.

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## Poor Excuses for NOT Adopting an MDM Strategy

Whether organizations like it or not, mobile devices, like smartphones, tablets, and laptops, are going to sneak into the workplace. Unsuspecting employees will answer work calls or check work emails from their Smartphones. These same employees might also work on projects, dial-in to video conferences, or download company files over unsecured networks. Worse, employees might even lose their device (and your data with it).

### The Top 5 Excuses for Avoiding Mobility

Reasons	Rebuttal
<p><b>“We’re concerned with security.”</b></p>	<p>Many IT departments cite incidents like the Apple iCloud breach for their general trepidation with mobile devices. Security is, understandably, the most pivotal concern for most organizations - especially with regard to mobile devices, as well as IT in general.</p> <p>However, if your organization is worried about security, enterprise MDM <b>should</b> be one of your top priorities. Courtesy of consumerization, more mobile devices than ever are pushing their way into the workplace. Regardless of the size of your organization, no business is immune to risk.</p>
<p><b>“If we don’t have remote employees, we don’t need an MDM strategy.”</b></p>	<p>Employees don’t need to be labeled as “remote” or “telecommute” to work on their mobile devices. They will still use their mobile devices, even within the premises of the work place.</p> <p>Even if an organization prohibits or discourages the use of cell phones, a 2014 Gartner study found that almost half of employees in large enterprises were using their devices for work purposes without their boss’s permission [3]. Without an MDM plan, employees like these could be putting your organization at risk.</p>
<p><b>“Supporting personal devices is an IT nightmare.”</b></p>	<p>Many IT department resources are already stretched thin, and supporting various types of mobile devices only add to the load. Only 51% of IT managers feel like they can prepare their organization for BYOD demands [4].</p> <p>However, the remedy to this risk is to institute an enterprise mobility strategy with rules about which devices and operating systems the IT department can, and will, support. By setting up employee expectations early, IT departments can avoid a decent portion of the potential headache.</p>

<p><b>“We don’t want to lose our data.”</b></p>	<p>Understandably, IT managers are worried about losing their company’s data if an employee loses their phone, tablet, or laptop. This is perhaps the strongest reason to implement a solid EMM strategy.</p> <p>Your business needs to have technology in place to allow you to remotely wipe any of your employees’ devices to mitigate this risk.</p>
<p><b>“Mobile devices at work will distract our employees.”</b></p>	<p>While some employees will succumb to the temptation of easy access to social media and mobile games, recent studies showed that 64% of surveyed employees reported becoming more productive after their company began a BYOD program [5].</p> <p>Enterprise mobility allows employees to use mobile devices as tools to complete tasks that would have otherwise required them to be desk-bound. Employees empowered with mobile can take customer and work phone calls from anywhere in the building, use apps that help them capture data in real time, update files from their laptops, etc.</p>

EMM is more than just letting employees use mobile devices for work. It’s about developing a strategy to plug up the holes created by the changing workplace landscape. MDM, more than anything, is about establishing mobile boundaries while still giving employees the freedom to use the tools they are already comfortable with.



## The Case for Requirement-Driven Assessments

While the scope of many other IT projects is driven by the size of the organization and how many end-users will need support, mobility is (fortunately) excluded from this criteria. Within the context of the technology solution itself, the size of the organization *does not matter*.

There are a few caveats: within the entire scope of an EMM solution, there will still be some factors that will remain dependent on the size of the organization, namely the quantity of devices given to employees (if the organization prohibits BYOD), the cost of employee data plans (if the organization decides to offer stipends for their employees), and the overall cost of stipends (if the organization decides to compensate employees for the cost of a particular device).

<b>Reasons</b>	<b>Size Neutral</b>	<b>Size Dependent</b>
<b>Enterprise Mobility Management Software</b>	<b>X</b>	
<b>Number of Devices Provided (if not BYOD)</b>		<b>X</b>
<b>Compliance</b>	<b>X</b>	
<b>Types of Devices Supported</b>	<b>X</b>	
<b>Data Plans Costs</b>		<b>X</b>
<b>Security Management</b>	<b>X</b>	
<b>Applications</b>	<b>X</b>	
<b>Licensing</b>	<b>X</b>	
<b>IT Department Support</b>	<b>X</b>	
<b>Access and Permissions</b>	<b>X</b>	
<b>IT Department Support</b>		<b>X</b>

## Assessment Criteria

Requirement-driven assessments drive the focus of a mobility solution **away** from the volume of users and devices.

Instead, it drives the focus towards a holistic solution that concentrates on more specific and long-term criteria including:

- How does mobility fit into the overall business plan?
- What goals do the employers want to achieve with mobility?
- What types of data will the employee need to access via mobile?
- What permissions do the employees need to complete their work?
- Will the devices be employee provided or employer provided?

The same principles apply to all businesses, regardless of their size. Your organization should only begin to calculate the cost of an EMM solution only after analyzing the needs of the business.

## Types of Data Employees Work with on Mobile

The driving force behind your EMM strategy should be the types of data your employees will need to work with on their devices. In other words, approach mobile devices as a tool with a specific use.

- Applications
- Shared Documents
- Corporate Intranets
- SaaS Accounts
- Corporate Help Desk
- Customer Accounts
- Employee Logins

If your employees need to access and edit files, they will require a slightly different mobility technology solution than an employee that merely needs to access and read work emails.

## Establishing Company Mobility Goals

EMM should be contingent upon the needs and goals of the business, not the other way around. Ideally, a mobility strategy fits neatly into the scope of the overall business strategy, bolstering your business's growth and closing gaps in security.

After you establish the types of data your employees will need to work with on mobile, assess how their needs fit into the overall goals of your business. Identify what your business wants to accomplish with the help of a mobility strategy.

## Sample Goals

- To enable remote employees with important resources
- To secure mobile work stations
- To protect files that are accessed from a mobile device
- To provide a way to securely download files from the company database
- To access company files from any location
- To establish device ownership
- To establish data ownership
- To secure data in the event of device loss or employee exit

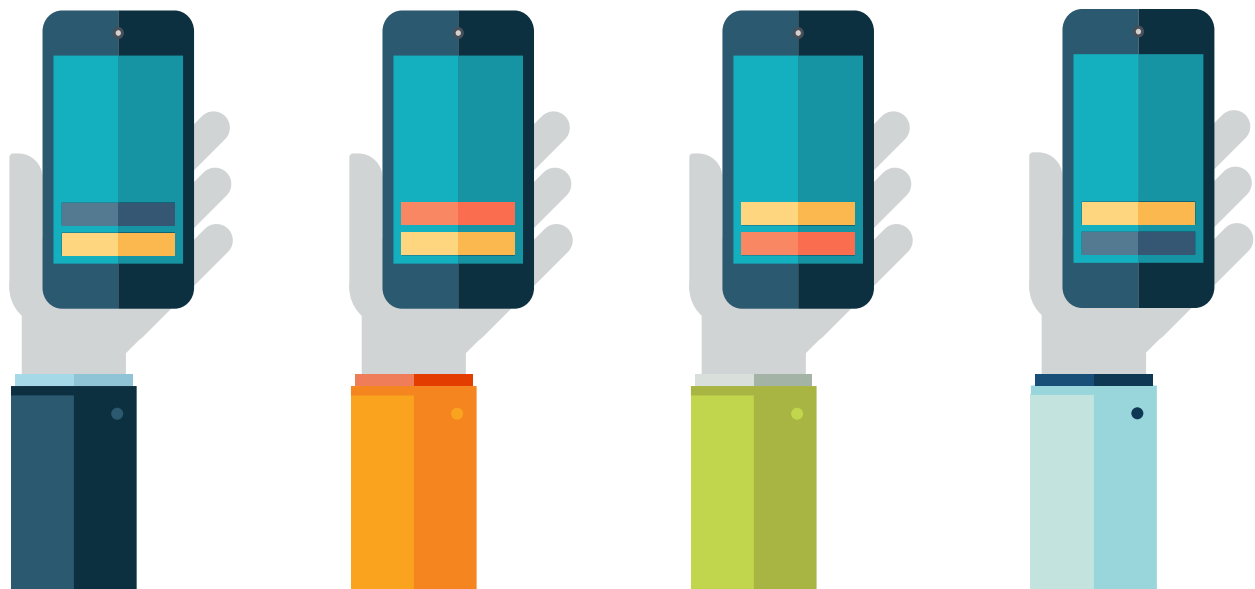
Your EMM solution could easily include all of these goals based on the tasks you want your employees to accomplish via mobile.

## BYOD or Company Issued Devices?

After assessing your employees' needs and business goals, determine who will provide the devices – the company or the employee.

While some businesses may find that issuing devices to their employees is more manageable, some businesses may experience more value by letting their employees bring their own phones and laptops. The modern American landscape is ripe to allow employees to participate in a BYOD program. The Pew Research Center reported that, as of January 2014, 56% of American adults own a Smartphone [6] and half of all American adults own a tablet [7].

Regardless of the origin of the device, a centralized mobility software, coupled with enforceable policies, can successfully manage your EMM strategy.





## Recommendations and Closing Remarks

Blindly adopting mobility is an invitation for disaster, where the minimum risk involved is a headache for the IT department. Conversely, ignoring the risks of not embracing this impending workforce trend could be easily as dire. Take steps to anticipate the risks and benefits of implementing an EMM program with these recommendations.

### *Recommendation #1: Requirement-Driven Assessments*

As you can see, the size of the organization doesn't matter. Do not base your mobility needs on the quantity of users and devices. Instead, begin by assessing your business's unique needs and what value your business will get out of a mobility strategy. Fit your mobility strategy into your business plan, not the other way around.

### *Recommendation #2: Enterprise Mobility Management Software*

Implement EMM software to control your entire fleet of mobile devices (BYOD and/or company owned) from a single point of orchestration. Make sure the EMM solution you choose consolidates the functions of security, asset management, remote wipe, and monitoring. This allows you to give your employees the mobile capabilities they need while securely managing your company's data. There are many technology options available on the market, but only a few meet the cost, compliance, scalability, and manageability needs of the enterprise.

### *Recommendation #3: Partner with a Technology Solution Provider*

Partnering with an IT solution provider ensures that you can get the requirement-driven assessment you need to find a solution that fits your business. Technology consultants specialize in matching businesses to the solution that aligns your business goals. After the assessment and planning stage, they will help **implement** your chosen mobility solution, and, most importantly, **support** it long-term.

Citrix predicts that 89% of organizations will embrace some form of mobile work style by 2020 [8]. Get the guidance and value your organization needs by working with an IT solution provider. Together, you can prepare your business with an EMM strategy today that meets your IT challenges tomorrow.

## About Centre Technologies

Centre Technologies is a privately-owned, leading IT company that provides IT solutions for businesses of all sizes in Texas and Louisiana. Since 2006, Centre Technologies has combined technology with business insight to create a customized set of services as unique as the organizations they were created for. Their approach to enhancing businesses with IT operates under the principle that, "Technology is the Centre of every business."

Contact us directly to explore the value Centre's mobility solutions can bring to your business.

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