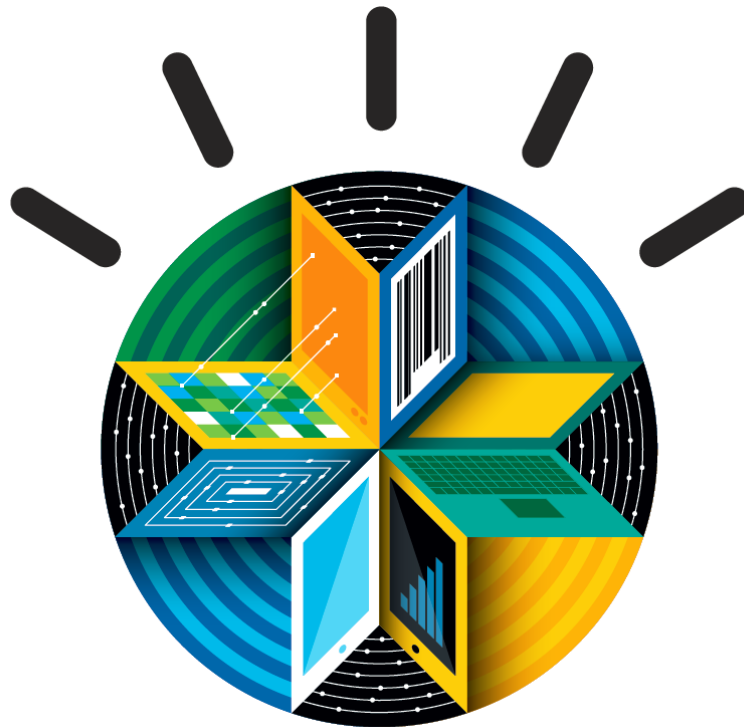


John Seyerle
IBM Mobility Sales Leader

Bring Your Own Device – Managing corporate and private devices



Talking Points

- What IBM sees driving BYOD?
- What is the new reality challenging our clients?
- IBM's method to developing into a Mobile Enterprise

Trends in Enterprise Mobility

The need for business agility, along with changing employee behaviors, will require enterprises to find the right balance between operational risk and employee productivity and satisfaction

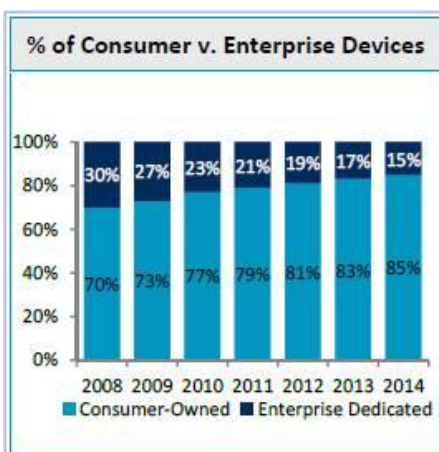
Number and Types of Devices are Evolving

- 1 Billion smart phones and 1.2 Billion Mobile workers by 2014
- Large enterprises expect to triple their smartphone user base by 2015



Mobility is Driving the “Consumerization” of IT

- 46% of large enterprises supporting personally-owned devices
- Billions of downloads from App Stores; longer term trend for app deployment



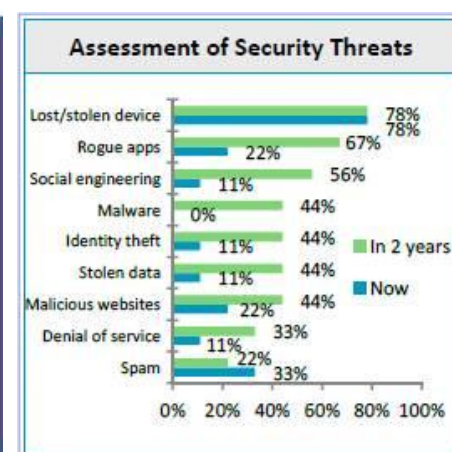
Increasing Demand for Enterprise Applications

- 20% of mobile workers are getting business apps from app stores today
- 50% of organizations plan to deploy mobile apps within 12 months

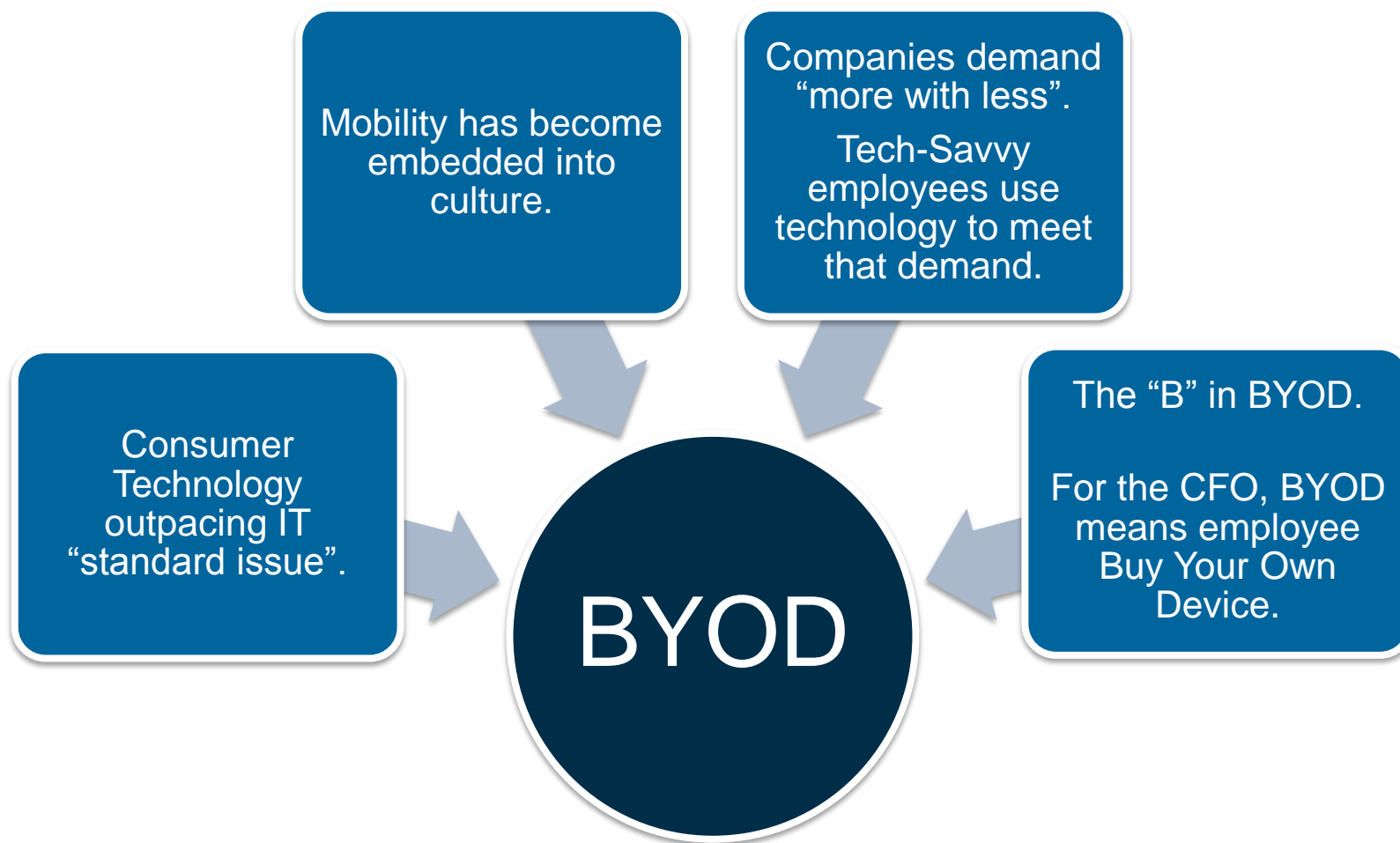


Security Requirements Becoming More Complex

- Threats from rogue applications and social engineering expected to double by 2013
- 50% of all apps send device info or personal details



What IBM sees driving BYOD within our clients?



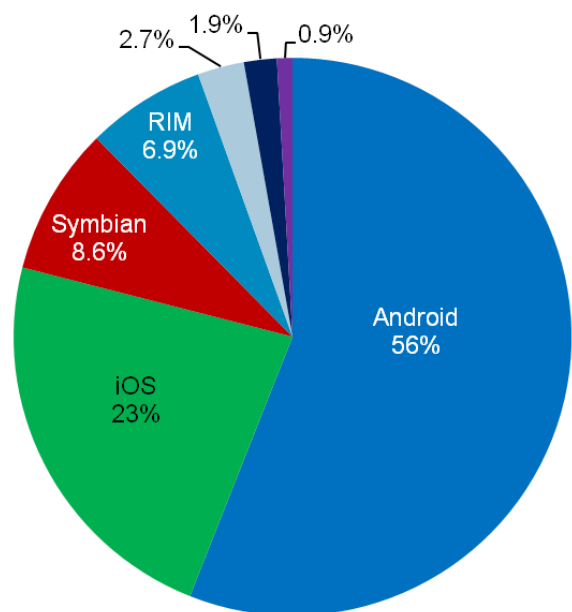
IBM

- 435,000 employees worldwide
- 50% of employees are mobile
- 120,000 employees using smartphones and tablets; 80,000 are BYOD
- 700,000+ employee and IBM owned end-user devices being managed in a Unified Endpoint Management Platform



Life was easier when we all used Blackberry...

Share of global Q1 2012 smartphone sales based on OS.



■ Android ■ iOS ■ Symbian ■ RIM ■ Bada ■ Microsoft ■ Others

Source: Gartner 2012; does not include media tablets

- Android and iOS accounted for 79% of all smartphone shipments
- Before companies can realize the benefits of mobile devices, they need to be able to **manage** the associated **risks**.

Managing Devices – Old Philosophy

IT manages risks by maintaining control points

✓ Control the Device

- Enterprises provide all equipment



✓ Control the Complexity

- Small set of supported platforms / models

✓ Control the OS

- Operating systems configured, managed, and updated by IT



✓ Control the Apps

- IT controls which apps are allowed and the configuration



✓ Control the Network

- Network traffic controlled with proxies and web filters



Managing Devices – The New Reality

With BYOD, IT loses control

❌ Control the Device

- Employees bring personal devices (BYOD)



❌ Control the Complexity

- Many different combinations of devices and OSes



❌ Control the OS

- OS version and upgrades managed by carriers, OEMs, users

❌ Control the Apps

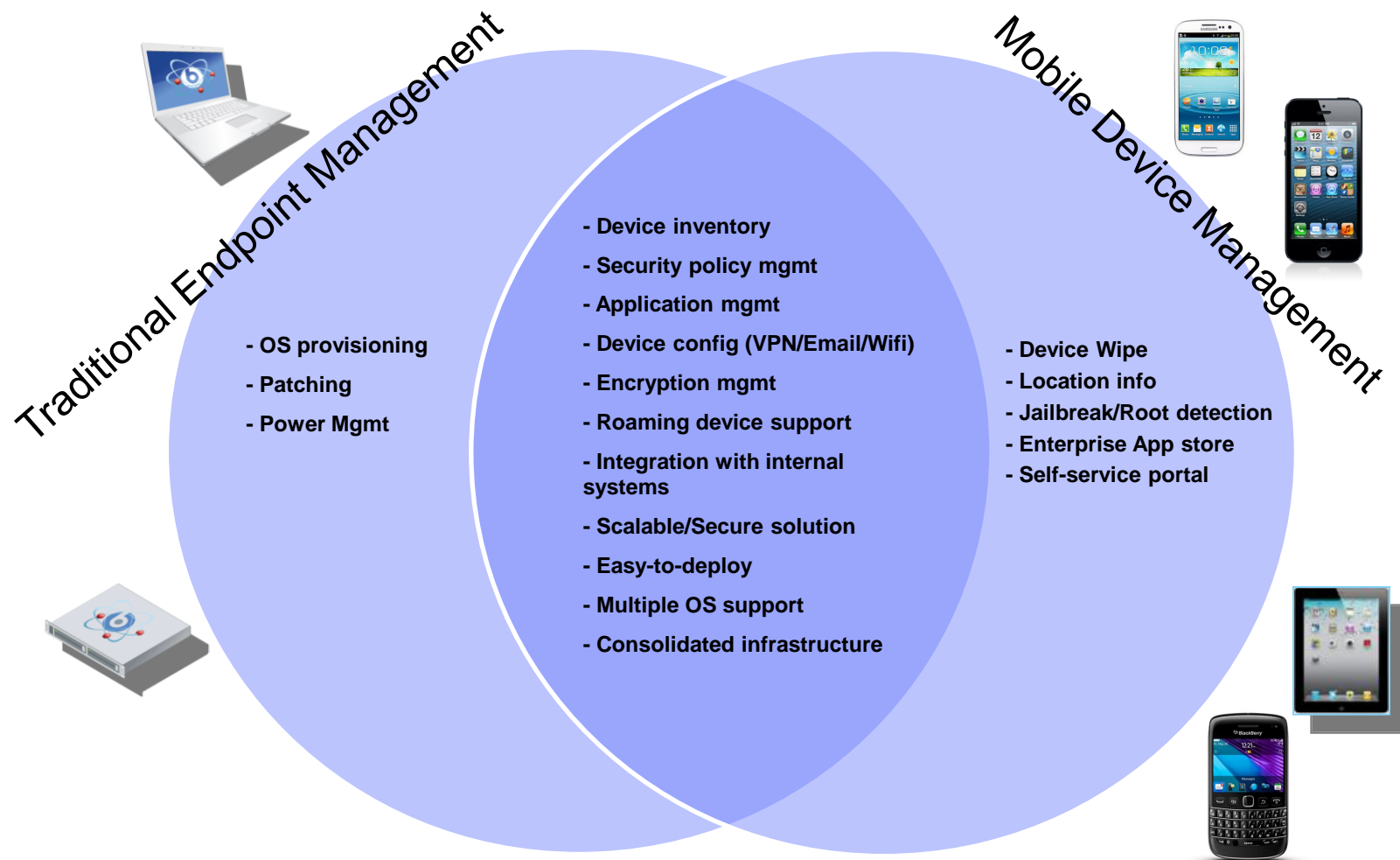
- Apps updated automatically by App Stores and users



❌ Control the Network

- Devices connect through 3G/4G, WiFi,

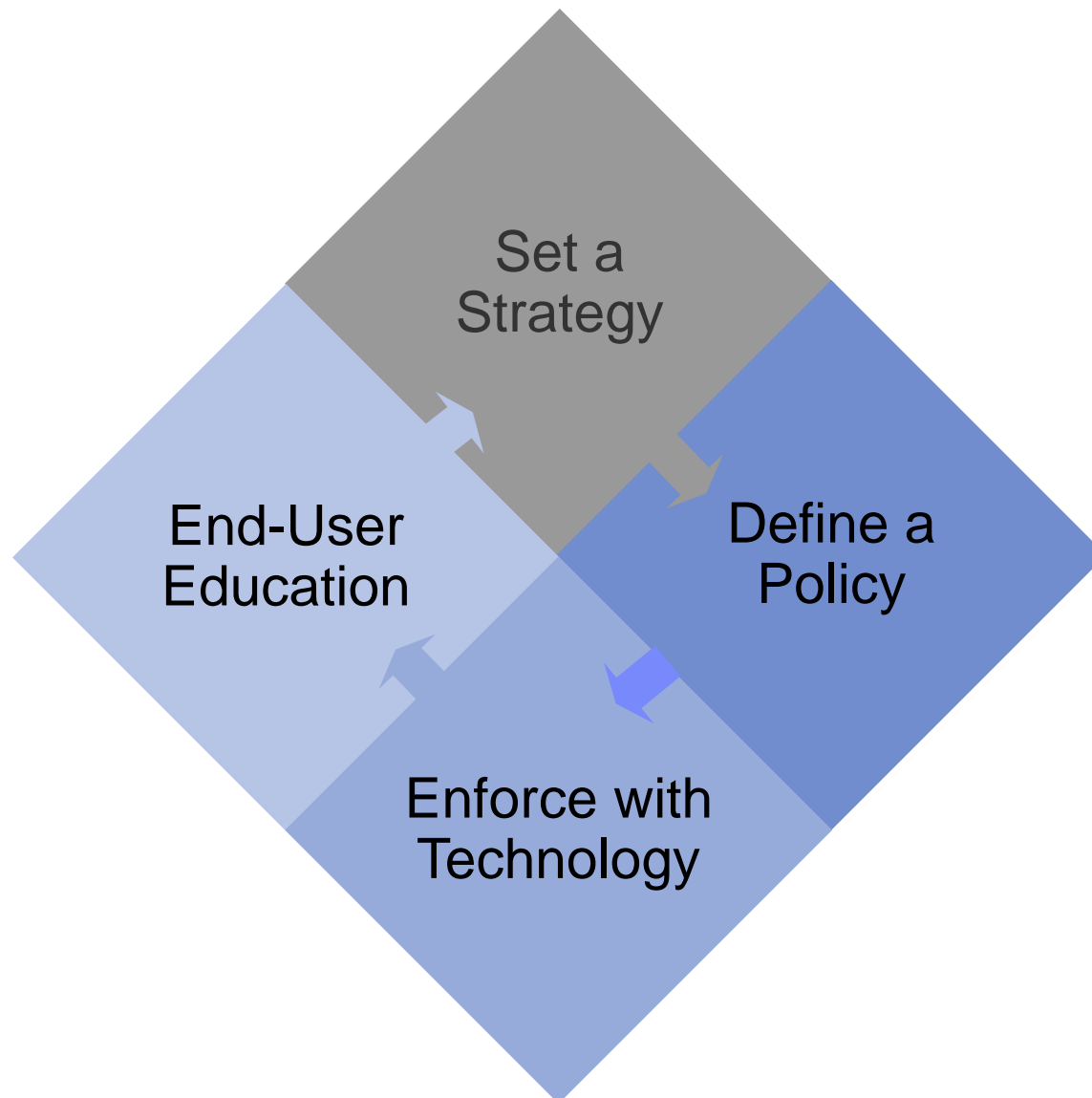
Traditional & Mobile share core management needs



"Organizations...would prefer to **use the same tools across PCs, tablets and smartphones**, because it's increasingly the same people who support those device types"

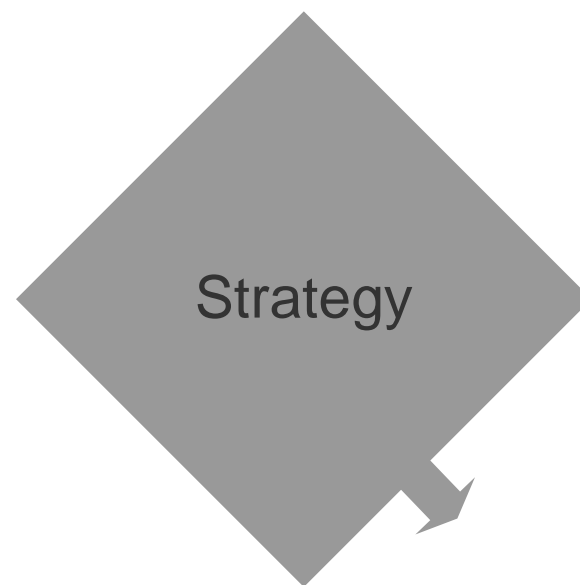
– Gartner, PCCLM Magic Quadrant, January 2011

How IBM manages being a mobile enterprise?



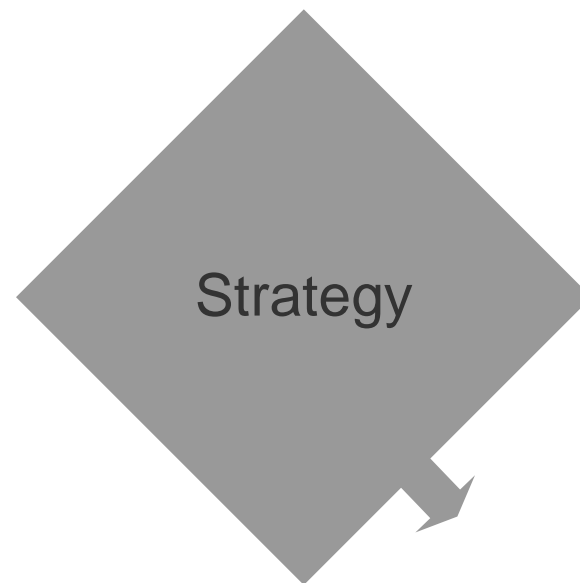
The mobile enterprise starts with defining a strategy

- What is the business problem?
- Who are your Personas and use cases?
- What is your roadmap for Mobile applications?



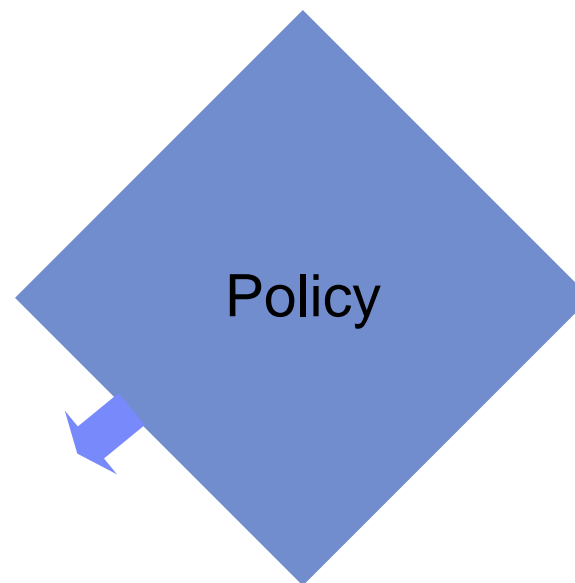
IBM's mobile strategy

- Embrace smartphones, tablets & BYOD
- Increase employee flexibility, productivity and satisfaction
- Security is a key requirement: trust but verify



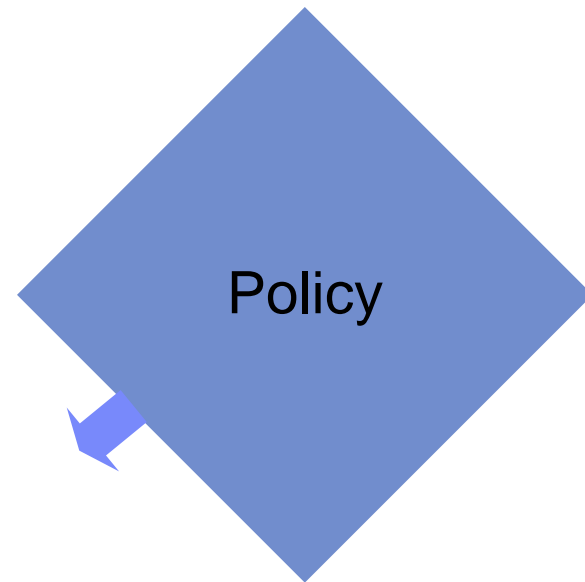
Written corporate mobile policy is essential

- Terms and conditions
- Corporate owned devices & BYOD
- Collaborative effort by information technology, security, human resources, legal, procurement and reimbursement



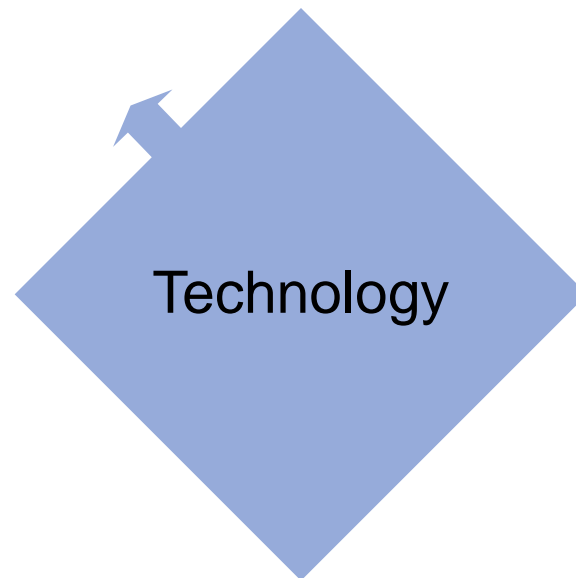
IBM's mobile policy

- Single policy for PCs, smartphones and tablets published on IBM's intranet
- Addresses corporate-owned as well as BYOD (opt-in)
- Collaborative effort by information technology, security, human resources, legal, procurement and reimbursement



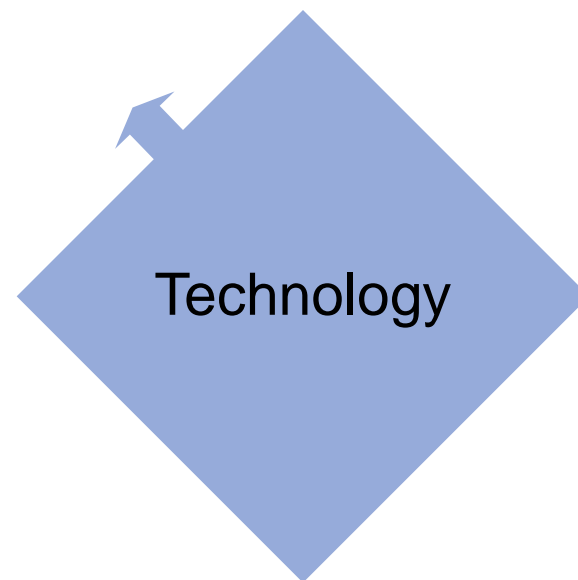
Technology implements and enforces corporate policy

- Endpoint management
- Data & application management
- Network access
- Anti-malware
- Authentication



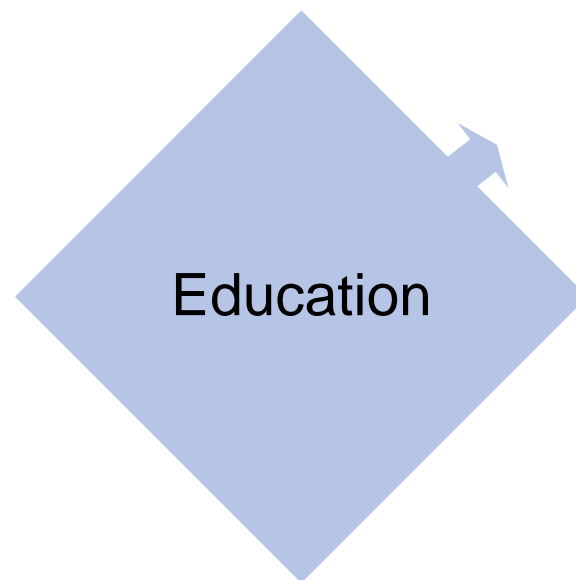
Mobile technology in use inside IBM

- BlackBerry Enterprise Server
- IBM Lotus Notes Traveler
- IBM Endpoint Manager
- IBM Sametime Mobile
- IBM Connections Mobile
- IBM Worklight
- IBM Mobile Connect



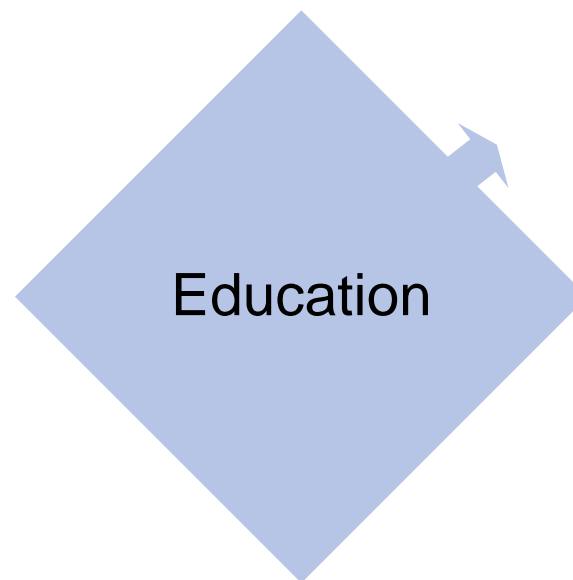
Employees are the weakest security link and education is essential

- Identifying cybersecurity threats
- Protecting corporate and client data
- Safeguarding devices
- Data and security incident reporting
- Build a “culture of security”



IBM Mobile Education

- Business Conduct Guidelines
- Digital IBMer secure computing online education
- IT Help Central
- Social sharing via IBM Connections
- Technology Adoption Program (TAP)



BYOD = Bring Your Own Device

- The use of personally-owned devices such as smartphone, tablets and laptops for business purposes
- Impossible to stop BYOD – employees will “find a way”
- BYOD isn’t new at IBM – expanding mobile services is

IBM's BYOD program "really is about supporting employees in the way they want to work. They will find the most appropriate tool to get their job done. I want to make sure I can enable them to do that, but in a way that safeguards the integrity of our business."



- IBM CIO Jeanette Horan

How did IBM become a “mobile” business?

- Established policies for mobile employees
- Established t's and c's for personally-owned devices
- Sold expensive office space and created world-wide mobility centers
- Launched small, focused “opt-in” BYOD pilots. Resisted the urge to “boil the ocean”
- Embraced collaboration and social media tools to enable self-support through communities



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