



## Internet of Things & Mobility

**Peter Allenspach**

Director of Sales, West Region

# Mobile User IT Profile



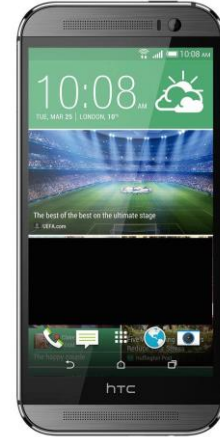
Operational Task Worker

Corporate Owned  
Business concern:  
Productivity: Mission  
Critical



Customer-facing Task Worker

Corporate Owned  
Business concern:  
Productivity, Security, &  
Revenue Generating



Knowledge Worker

Corporate or User Owned  
Business concern: Security but  
no Disruption



# LANDESK 2014 Focus

Mobile Device Management



Mobile Enterprise App Platform



Mobile App Management



Mobile Email Management



Mobile Content Management



Secure Mobile Gateway



DEVICE

APPS

DATA

NETWORK

A blurred photograph of four business professionals in an office hallway, overlaid with a semi-transparent blue filter. The individuals are walking from left to right. The text is positioned on the right side of the image, overlaid on the blue filter.

**\$3.8 Million is the  
average cost per  
security breach in  
the US.**



# Anytime, Anywhere Knowledge Workers

- ★49% work from three or more locations
- ★67% Use seven or more apps for work
- ★46% Use three or more devices for work

# Bridging the Gap Between IT & the User



DEVICE

PROCESS

APPS

PUBLISHING

DATA

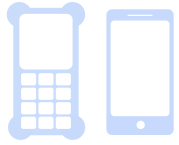
SECURITY

SERVICE

ANALYTICS



# Mobile Device Management (MDM)



- ✦ Vision: Enable secure enterprise access for all major mobile devices
  - Device Configuration
  - Security Compliance and control
  - Expanded platform support
- ✦ Integrated with broader IT and mobility tools
  - Mobile Enterprise Apps
  - Desktop Management
  - Service Desk
  - Endpoint Security
- ✦ End-user portal for all devices to: Apps, Content Service



# Mobile Application Management (MAM)



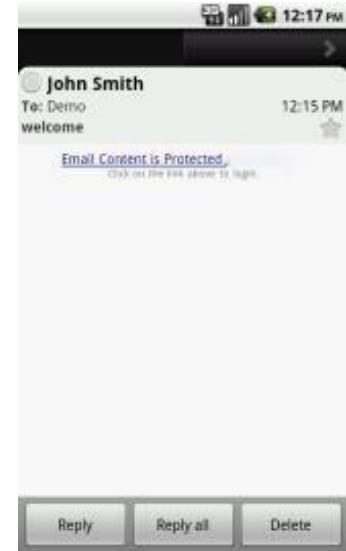
- ✦ Vision: Move the security from the device to the app via wrapping
  - App-specific authentication
  - App-based VPN to enable the app (not device) to access corporate network
- ✦ Allow end users to access apps and content without device lockdown
  - No inventory
  - No device setting changes
  - BYOD friendly





# Mobile Email Management (MEM)

- ✦ Vision: Secure Email with a Seamless User Experience
- ✦ Current Solutions
  - Separate email where email is stored securely in the app, but often lags native email app features (poor user experience)
- ✦ Preferred Approach
  - Secure the email in native apps
  - User friendly experience



# Mobile Content Management (MCM)



- ✦ Vision: Securely Enable Corporate Content
- ✦ Secure delivery of corporate content
- ✦ Secure and aggregate Dropbox, Box, One Drive, Google Drive, etc.
- ✦ Enable enterprise content sources from mobile devices
  - Sharepoint
  - File shares
  - Intranet
- ✦ Focus on security, collaboration, socialization



Dropbox



Google Drive



# Mobile Enterprise Application Platform (MEAP)



- ✦ Vision: Enable business critical applications on operational mobile devices
  - Barcode scanners
- ✦ Mobilize terminal applications
  - Hardware and mobile OS agnostic
  - Interface customization
  - Session persistence
  - Error correction
- ✦ Mobilize and accelerate web applications
  - Improve performance
  - Consistent rendering
  - Session persistence
- ✦ Voice-enable Mobile Enterprise Applications
- ✦ Create and deploy server-side enterprise applications

