Understanding the global mobile phenomenon

Moving businesses forward with security challenges on the rise
A mobile world, by the numbers

Remember when everyone was in a hurry to build their web presence? Whether publishing a simple home page or putting an entire business online, organizations of all kinds understood the business need. It’s the same way with mobile today—the benefits of mobile computing are simply too great to ignore.

But what impact is mobile having on businesses? More importantly, what can we learn from it?

The 2016 Mobile Security & Business Transformation Study by the Information Security Media Group (ISMG) gathered answers to these questions and many more. Based on a comprehensive survey completed in 2016, the study captures the mobile usage, management strategies and budget plans of more than 200 security leaders, giving a unique view into how mobile is used today—and best approaches to keeping it secure. Among the findings:

- 96 percent of respondents’ organizations support smartphones and 77 percent support tablets. In some cases, employees are using handheld devices in place of laptops or PCs, and some employees are using mobile devices for the first time as a result of job requirements.
- 63 percent of organizations use a bring-your-own-device (BYOD) model, increasing the number of platforms requiring support.
- 56 percent of respondents reported that at least half of their workforce uses mobile devices to do their jobs—17 percent reported a full 100 percent.


Measuring mobile’s crowd-pleasing benefits

While there is plenty of anecdotal evidence to suggest that mobile offers advantages for both individuals and the companies they work for, the statistics that back these claims have been hard to come by. But according to the ISMG study, companies are beginning to measure those benefits, and the numbers are impressive:

- 75 percent report greater flexibility. Mobile computing provides on-demand access to information, allowing employees to work wherever they are located.
- 64 percent report greater productivity. With anytime, anywhere access to pertinent information, employees become more efficient and responsive.
- 41 percent report greater employee satisfaction. Employees appreciate the ability to work remotely.
- 31 percent report greater customer satisfaction. Mobile simplifies their support and engagement processes.
- 23 percent report cost savings. Mobile computing reduces expenditures for device deployment, maintenance, replacement and security.

Organizations are also starting to report considerable bottom-line benefits. Of the respondents, 26 percent reported increased revenue as a result of their mobile strategy, citing revenue increases of anywhere from 1 to 30 percent.

As more work moves to mobile devices, security concerns continue to rise. Mobile devices are particularly vulnerable endpoints on the overall network, and as malware continues to evolve, no single device type is safe.

Learn how mobility has changed the way enterprises conduct and secure business.

Uncovering the risks of mobile

ISMG data shows that the risks of mobile computing are affecting organizations as well:¹

- 63 percent of respondents said that mobility comes with more security risks and concerns than they anticipated.
- 59 percent report that more IT resources are required to support additional devices and applications.
- 60 percent planned increased mobile security spending in 2016.

Mobile malware and other threats are becoming more sophisticated, making mobile the weak link in an otherwise secure IT infrastructure. For example, mobile-specific malware can now be used to collect user credentials, which can then be used to access your organization’s data.

Just as technologists have spent years hardening PC security, the same is now happening for mobile devices. Inadequate management and security can increase the probability of data leakage and risk of malware infection; limiting the deployment of mobile initiatives. In turn, managers and other employees have come to think that IT is a hindrance rather than a help.

As for the organizations that must manage the risks of mobile computing, the ISMG survey seems to indicate that most organizations are not doing as well as they think they are. Seventy four percent rated their current state of mobile security as average or above; however, the results revealed that fewer than half are using industry-standard security tools and technologies.¹

Download the IBM e-guide, “Mobilephobia: Curing the CISO’s Most Common Mobile Security Fears.”

Increasing mobile budgets and agendas

Given the popularity of mobile computing, the proliferation of applications and the tangible business benefits, it’s no surprise that 97 percent of respondents plan to spend the same amount or more on mobility in the next year. Sixty percent are planning to spend more—in some cases up to 20 percent more.¹

- Nearly one-third will spend it on access and fraud security technologies.
- About one-quarter will spend it on securing content and collaboration.
- About one-fifth will spend it on mobile device management (MDM), enterprise mobility management (EMM) and unified endpoint management (UEM) solutions.
- Another nine percent will spend it on application security.

Regardless of how an organization spends its mobile security budget, however, recent research shows that it’s money well spent. In 62 percent of cases, the payoffs for mobile initiatives were realized in a year or less.² For many organizations, the path to mobile maturity begins with MDM. But it shouldn’t end there. MDM is just one piece of a more comprehensive approach to mobile security. EMM/UEM provides a flexible, integrated platform that meets diverse mobile use cases. A sampling:

- Mobile application management (MAM) helps control access to both internally developed and commercially available applications across mobile device platforms.
- A secure, encrypted container protects email access, mobile web browsing and corporate files, and typically provides the applications for easy document editing, saving and sharing.
- Mobile threat management software detects, analyzes and remediates malware and other threats across platforms.

Learn more about return on mobile investment return on investment from the IBM Institute for Business Value.

² “Return on mobile: Capturing the value beneath the surface,” IBM Institute for Business Value, July 2016.
Why IBM? A layered approach to mobile security

IBM® MaaS360® delivers a UEM platform for all your mobile assets, providing a wide range of management and security options across users, geographies, departments, devices, applications and content. This approach lets organizations implement a layered mobile strategy for a wide range of business needs and IT security requirements:

- **IBM MaaS360 Essentials Edition** is the foundation that enables organizations to manage and secure enterprise-owned and personal smartphones, tablets and laptops. It simplifies deploying private and public applications with an easy-to-use enterprise application catalog and sets expense policies to monitor mobile data usage.
  - IBM MaaS360 Essentials Edition supports simple, fast deployments with an exceptional customer experience for employees and administrators alike. With management and security capabilities that address the full mobility lifecycle, MaaS360 solutions provide trusted, proven mobile security.

- **IBM MaaS360 Deluxe Edition** introduces a cross-platform solution to isolate and contain work emails and instant messages—in addition to the Essentials Edition offerings.

- **IBM MaaS360 Premier Edition** delivers a comprehensive set of solutions to control mobile web access, manage mobile content, secure enterprise applications, enable single sign-on (SSO) to enterprise applications and provide gateway access to internal data—in addition to the Deluxe Edition offerings.

- **IBM MaaS360 Enterprise Edition** provides top-tier security and productivity solutions that secure corporate content collaboration while giving mobile workers an easy way to create, edit, save and sync docs on mobile devices. It also empowers organizations to prevent, detect and remediate mobile malware. It includes the Premier Edition offerings.

MaaS360 supports simple, fast deployments with an exceptional customer experience for employees and administrators alike. With management and security capabilities that address the full mobility lifecycle, MaaS360 solutions provide trusted, proven mobile security.

Learn more about each of the MaaS360 solutions.
Why IBM? MaaS360 UEM in action

Customers around the world have uncovered the benefits of the layered approach to mobile security that MaaS360 solutions characteristically provide. One example comes from Arrow International, a construction company with 10 branch offices across New Zealand. In an effort to reduce paperwork and costs and to empower employees in the field, Arrow began deploying mobile applications. These help managers capture information from construction sites to share with colleagues and subcontractors, streamlining processes and minimizing delays.

Arrow turned to MaaS360 in an effort to simplify the deployment and management of mobile devices and applications while boosting security. The company implemented IBM MaaS360 Mobile Application Management, IBM MaaS360 Mobile Device Management and IBM MaaS360 Mobile Threat Management. As a result of the implementation, Arrow was able to reduce the time to deploy mobile applications from weeks or months to days. The company is also better able to protect assets and data, including intellectual property. And with the reduced IT costs associated with faster deployment and better security, Arrow expects return on investment to be in the tens of thousands.

“MaaS360 provided a cost-effective solution that enables us to rapidly deploy a construction-based application on the fly and provides the visibility we needed to effectively manage devices and usage,” says Wayne Broekhals, IT Manager of Arrow International. He adds, “It only took about a week before we had the system up and running.”

Read the Arrow International case study.
For more information
To learn more about mobile management with IBM MaaS360, please contact your IBM representative or IBM Business Partner, or visit: ibm.com/maas360/

About IBM Security solutions
IBM Security offers one of the most advanced and integrated portfolios of enterprise security products and services. The portfolio, supported by world-renowned IBM X-Force® research and development, provides security intelligence to help organizations holistically protect their people, infrastructures, data and applications, offering solutions for identity and access management, database security, application development, risk management, endpoint management, network security and more. These solutions enable organizations to effectively manage risk and implement integrated security for mobile, cloud, social media and other enterprise business architectures.
IBM operates one of the world’s broadest security research, development and delivery organizations, monitors 15 billion security events per day in more than 130 countries, and holds more than 3,000 security patents.

Additionally, IBM Global Financing provides numerous payment options to help you acquire the technology you need to grow your business. We provide full lifecycle management of IT products and services, from acquisition to disposition. For more information, visit: ibm.com/financing