



# Mobile Workforce Strategies

# Priority Discussion Topics



- The “consumerization” of IT is changing the landscape
- Mobilizing the workforce – systems, devices, and strategies
- EMC IT’s Mobility Program



How is the “consumerization” of IT changing the landscape?

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## Technology News

# iPads at work causing headaches for employers

As many more employees choose to go mobile, employers are increasingly concerned about how to protect their data.



Many employers are not equipped to deal with increasing usage of smartphones and digital media. Photo: ALAMY

By **Lucinda Dobinson**

6:45AM BST 16 Sep 2011

31 Comments

Almost three-quarters of businesses are concerned by their employees' use of their own tablet computers, such as iPads, smartphones and laptops at work, according to a new report.

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### TECHNOLOGY MOST VIEWED

TODAY PAST WEEK PAST MONTH

1. [Facebook dismisses rumours of charging plans](#)
2. [Samsung may try to block sale of Apple's new iPhone](#)
3. [Amazon to launch iPad tablet rival](#)
4. [Google digitises Dead Sea Scrolls](#)
5. [Is anti-virus software needed for my Android smart phone?](#)

# The Landscape is Changing

## Real-time engagement



## Instant collaboration



## Opportunism and hacking



## New service models





Mobilizing the workforce –  
systems, devices, and strategies

# Mobilizing IT workforce

Staff-owned devices



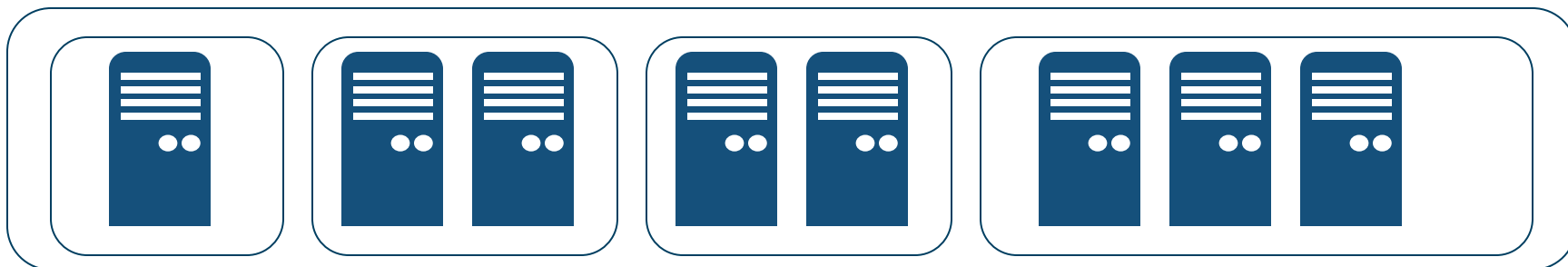
- Wide range of devices
- Security/ownership risks
- Staff owns cost of device

Provisioned devices



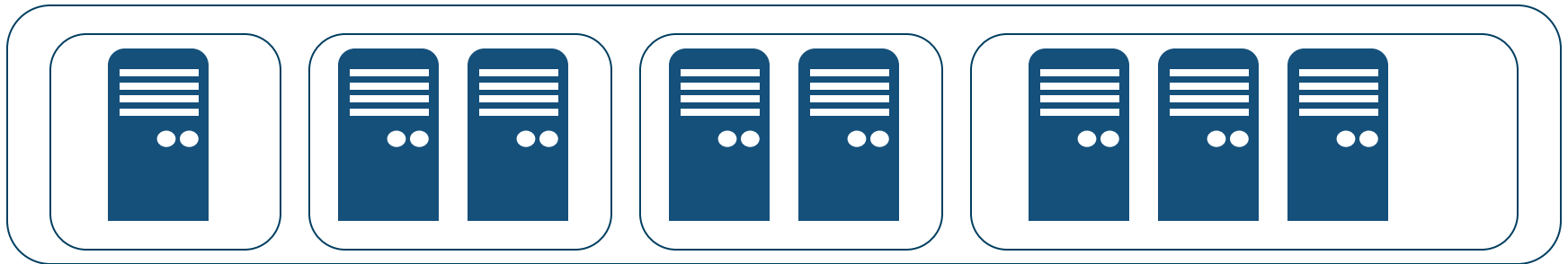
- Uniform devices
- Managed security
- Controlled environment
- Provisioning and support costs

IT infrastructure – business systems and applications



# Mobilizing IT workforce – systems

- Expose systems through data APIs
  - These can be consumed by multiple apps
- Reduce dependency on desktop OS/browser platforms for access
- Ability to link (“mash up”) different systems in single UI



# Mobilizing IT workforce – device support



- Simple, task-focused apps linked to server platforms (via APIs)
  - Apps can be built and deployed rapidly
  - Service staff via corporate “app store”
  - Staff can pick and choose based on role and requirements
- Can use virtualized ‘mobile environment’ to enforce security model on staff devices
- Separation from platforms enables imaginative solutions
- Leverage device hardware for additional services – e.g. location tracking (sales team), voice/SMS integration

# Transformation – Strategies

- Expose business systems through APIs and common interfaces
- Reduce infrastructure cost through cloud/PaaS provisioning

- Conduct user research/UCD to identify workflows and user needs
- Create task-focused apps and mobile UI to increase productivity
- Multiple device support is eased via multi-platform toolkits

- Enhance security/conformance through virtualized mobile environments





## EMC IT's Mobility Program

# EMC IT Mobility Program Objectives

## Enterprise Mobility Strategy for

- Information access anytime, anywhere – Secure, Reliable and User - Friendly
- Increased Productivity and Customer Delight



- A comprehensive solution for promoting mobility across the enterprise
- Drive for lower costs based on standardization and operations efficiencies
- Blueprint for Investment:
  - Applications and Use Cases
  - Security: Appropriate, easy access to EMC resources
  - Mobile Device Management and Enterprise App Store
  - Solution Accelerators
  - MEAP (Mobile Enterprise Application Platform)

# Initial IT Developed Apps

Employee Lookup



Need to search for a colleague's contact details, this App can help!

FileStore



Access your home directory from your mobile device and store files locally for off-line access.

EMC News



Channel EMC, EMC News, EMC |One are just some of the feeds now available with this mobile app.

CR Locator



Need to find a Conference Room fast? This is the App for you!

# Client Computing Vision: A Phased Approach



## Phase I: Modernize the desktop

- Desktop and application virtualization

## Phase II: Unified user management

- Embrace new world of apps beyond Windows
- Inflection point to move from device and OS to user-centric computing

## Phase III: End-user computing

- IT has control; user has freedom
- Independence from device and platform
- Move to Client Computing as a Service

# EMC IT Mobility Work Streams

1

## Application Use Cases

- Collaboration vs. transactional
- View only vs. downloaded content

2

## Application Development Platform and Standards

- Browser apps
- Custom Native apps
- Build once-use everywhere platforms
- Web Services

3

## Security

- Device/User Authentication
- Data Loss Prevention

4

## Smart Devices supported

- iPhone, Android, BB, Windows Mobile (phased)
- iPad & Android tablets

5

## Device and App Management

- Zenprise for device management and App provisioning

6

## Operational Model

- Resources to build, manage and support apps
- Processes for request, provisioning, revoke, reporting and enforcement
- Device Ownership

7

## Infrastructure

- Hosting platform
- Licenses

8

## Roadmap

- Phased delivery of functionality
- Budget
- Governance

# EMC IT Mobility Security Architecture

Governance	Network	Device	Application	Data
Policies	Encrypted	Ownership	Threat Modeling	Encrypted Storage
Classification	Device NW Components	Management	Testing	Content Tagging
Training	Service Provider	Support	Secure Deployment	DRM
Access Control	Monitoring	Authentication	IAM	DLP

# Best Practices

Understand the needs that the business units you support hold most important as it relates to both personally owned as well as corporate provided devices.

Recognize that the current IT device owned and controlled asset mentality needs to be amended (can you hear the glass breaking). Notice I did not say to throw that model away as it still has a place in our future tiered device access framework.

Create a role, application, and data specific governance around access to corporate assets with the added facet of device type access injected into the matrix. Once in place this governance needs to be clearly communicated and marketed to your customers. I can't stress this last point enough. Your competition is commercially consumable services that are currently winning over your business community day after day. You have to fight for their business.

Make it easy for your customer to leverage whatever device they choose to use through a self service consumer modeled catalog, that is based on programmatic orchestration, and auto provisioning. Your implementation will need to follow the governance that you have previously laid out.

Cost show back or cost transparency is critical. The process for access should feel like amazon or best buy, shopping cart and all.

THANK YOU