



Protect Your Mobile World

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Mobile Strategic Trend's

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It is a Fact – We Live in a Mobile World

People		2 billion with Internet Access, 2011
Devices		1 billion Smartphone shipments, 2015
Apps		44 billion total mobile app downloads,
Access		5.6 billion mobile connections in 2011
Payments		\$241 billion in 2011; >\$1 trillion in 2015
Commerc		1.8 billion mobile consumers, 2011; 2.5
Market		\$3.6 billion mobile security software, 2016
Opportuni		\$1.1 trillion in global mobile revenues,
At Risk		All mobile users, devices, apps, access, transactions

In the Future !

And it is here Now!



Enterprises will embrace an incredibly large array of self service SaaS applications, over extremely high bandwidth connections



Ubiquitous support for anytime, anywhere endpoint devices, including TVs, cars, home electronics



App stores become the primary software sources for users as Microsoft shifts focus away from win32 apps in favor of run "anywhere" apps



Protection strategies move to an app-centric and information focus security model

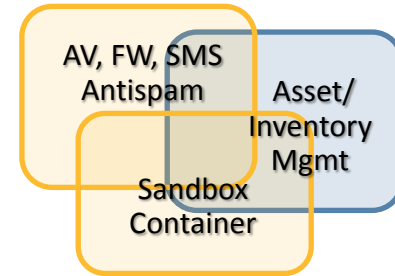
Forces Creating Urgency for Enterprise Mobility

Mobile/Consumerization

80% of employees will have two or more devices accessing corp info by 2014*



Multiple Technologies for Protection

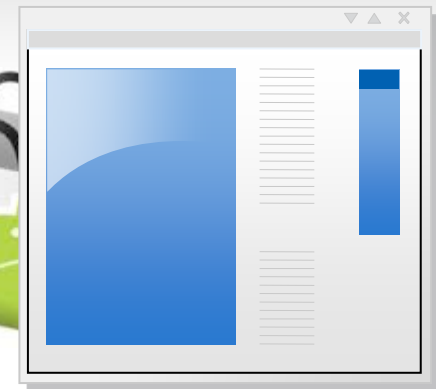


Evolving Threats

Data loss, Jailbroken devices, malicious apps, e-discovery, corp vs personal data, location aware access

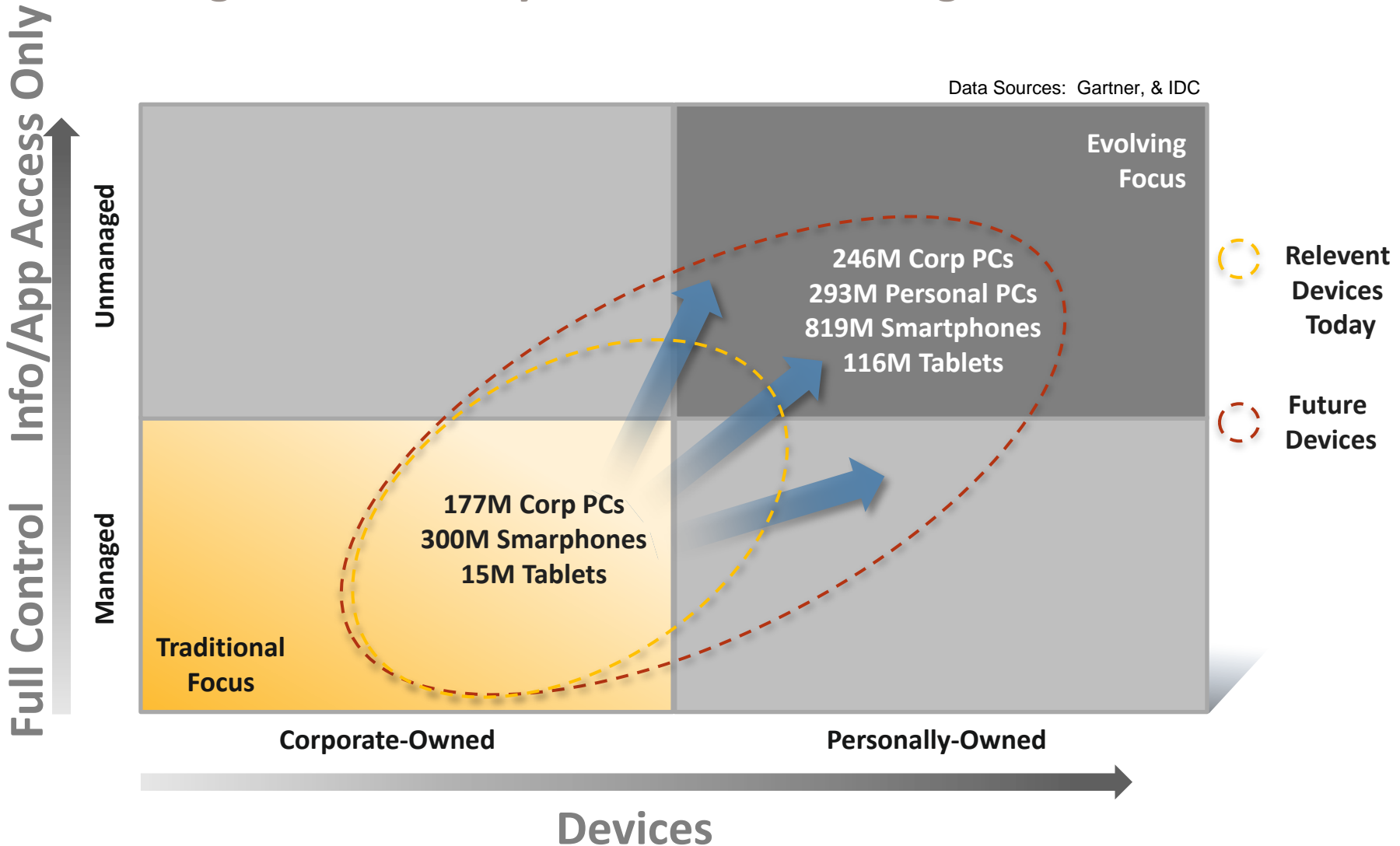


Mobile & Cloud Applications



Consumerization is Driving Disruption

Embracing the Personally-Owned & Unmanaged – “BYOD”



And Why Should We be Concerned with BYOD



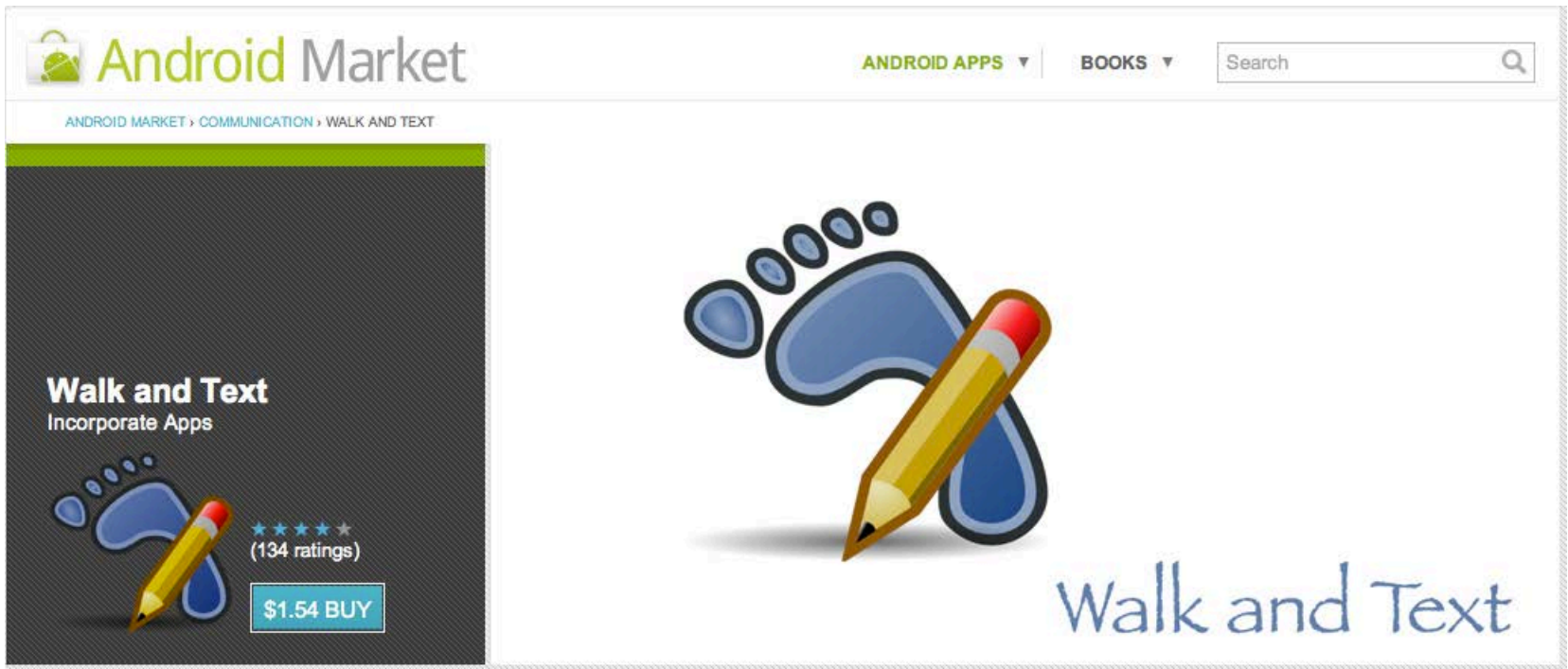
Do you ever text and walk?

Ever walk into something?



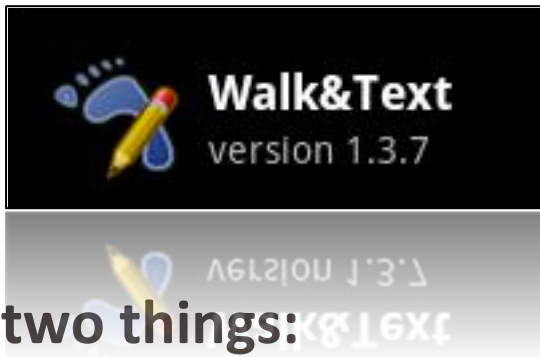
What if your camera was on and showed where you were going?

“There’s an app for that...”



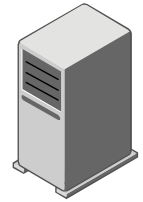
The image shows a screenshot of the Android Market interface. At the top, the 'Android Market' logo is on the left, and navigation options 'ANDROID APPS' and 'BOOKS' are on the right, along with a search bar. Below the navigation, the breadcrumb path reads 'ANDROID MARKET > COMMUNICATION > WALK AND TEXT'. The main content area features a large graphic of a blue footprint with a yellow pencil resting on it. To the left of this graphic is a smaller version of the same graphic, accompanied by the app title 'Walk and Text', the subtitle 'Incorporate Apps', a 4-star rating with '(134 ratings)', and a '\$1.54 BUY' button. To the right of the large graphic, the text 'Walk and Text' is written in a blue, handwritten-style font.

- Found on 3rd party sites and torrents



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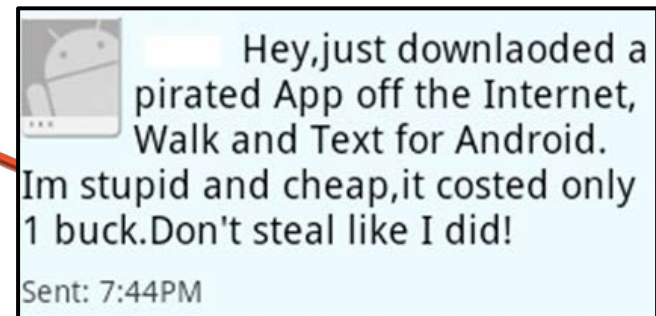
IMEI, Name, Phone Number



It does two things:

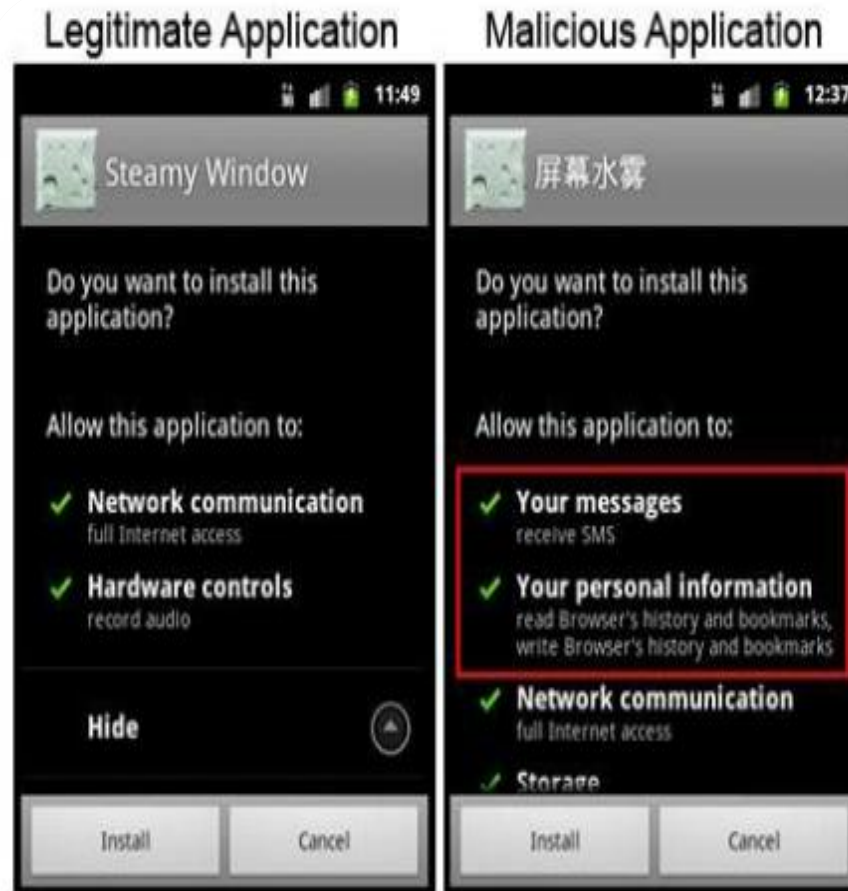
1. Sends info to a remote location
2. Sends an SMS to all your contacts

SMS



Android.Walkinwat

Typical Mobile Malware



Enterprise Mobility Protection Is Evolving !

Digital protection is evolving from single-point solutions to encompassing data, application and hosted environment protection

“Embracing Consumerization”

Moving From Protecting the Device to Protecting the Native Apps, Data and Cloud Environments

Increased Mobile Complexity, Consumerization of Mobile Devices & Cloud

Access

Tomorrow

Today

Past

Focus on Restricting Access	Access Compliance	Anywhere Protection: Apps & Data
<ul style="list-style-type: none">• Point solutions• Desktop, laptop and Blackberry focused• Largely on-prem connectivity focused for email• Predominantly device control	<ul style="list-style-type: none">• Multiple devices• Multiple OS• Protection for relevant mobile platforms focus on device management, configuration and blacklisting of applications• SaaS protection is becoming increasingly prevalent	<ul style="list-style-type: none">• Seemingly unlimited devices, multiple OSs, M2M and a multitude of apps• Protection will include HTML5 web-based platforms, network security for over-the-air (OTA) communication, hosted environment protection and native apps• Protection notions to expand beyond data and also incorporate SaaS connection protection and flexibility to support any app, any time

Cloud Firewall O₃

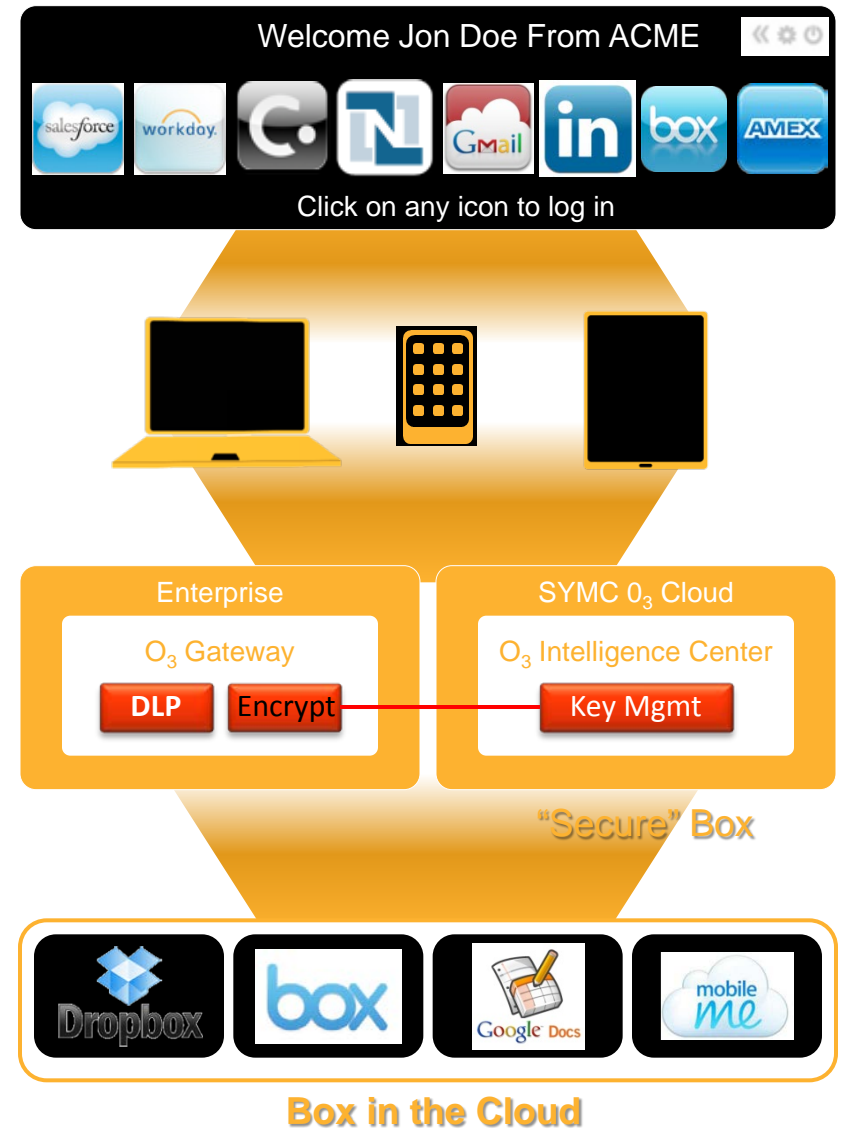
- Allows enterprise IT to define and enforce their own security independently of the cloud platform providers

Cloud Based Protection

- Primarily access control and information protection
- Access control: “who can access what cloud applications” (authentication, authorization, federation)
- Information protection: “what information can flow to the cloud” (DLP , encryption)

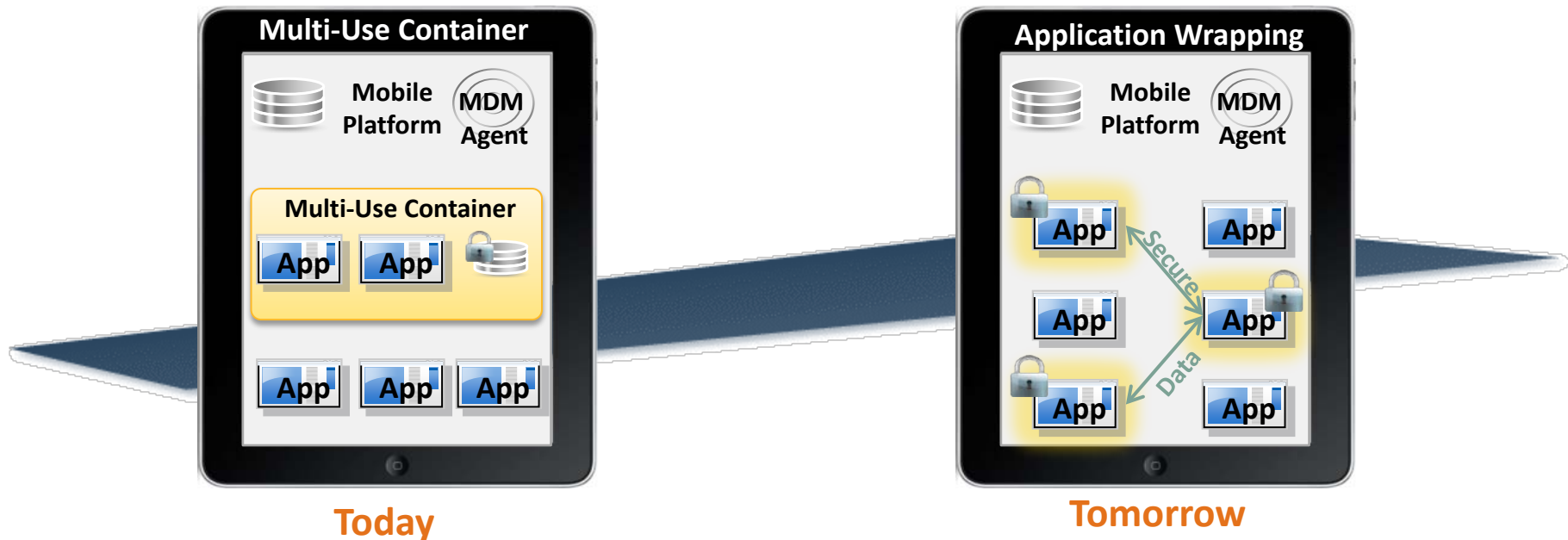
Disruptive Technology

- “Cloud Firewall” concept
- Both as software (large enterprises) or as SaaS (SME)
- For the first time, identity and information security combined into a single security control point



BYOD: Multi-Use Container vs App Wrapping

While both container and app wrapping technologies address application security needs, app wrapping provides a more seamless user experience



Today

Sandboxing Corporate Applications

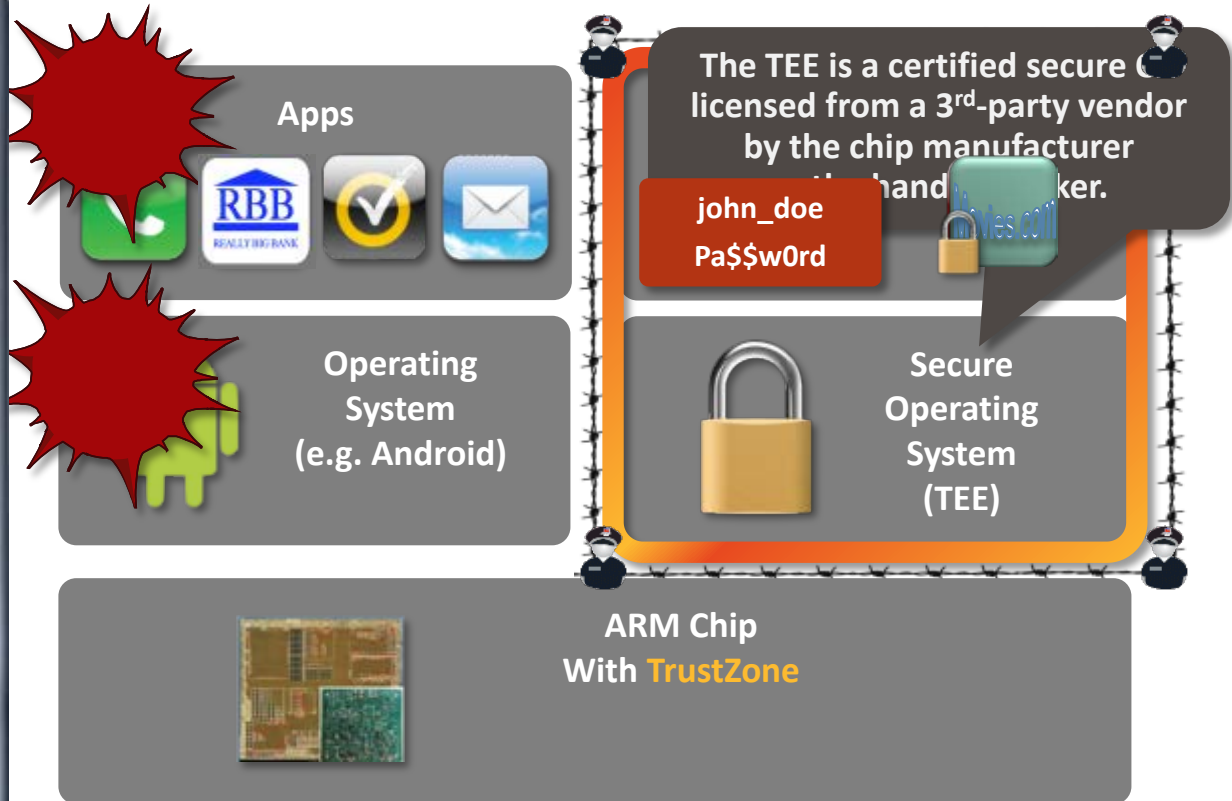
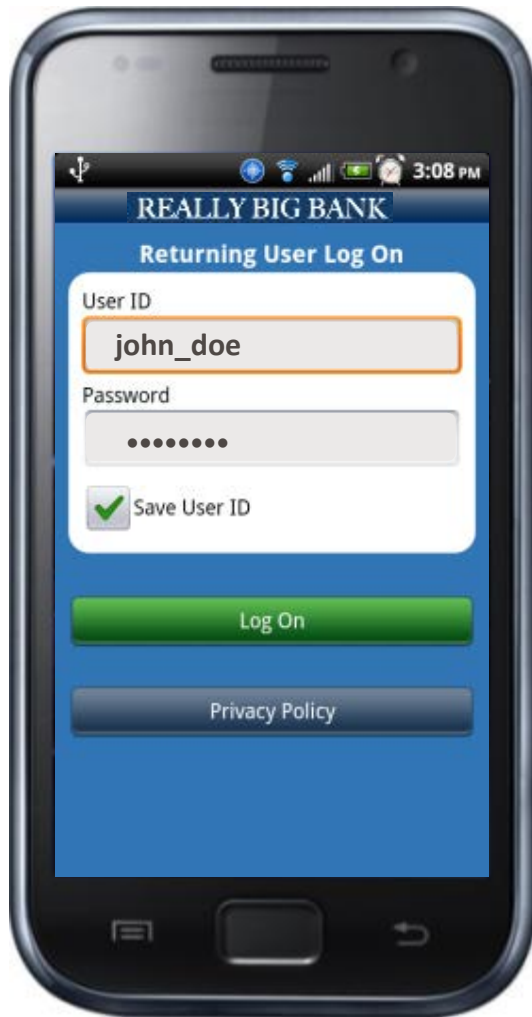
- Typically include core IT services, like email, calendar and contacts
- Apps require source code customization to operate in the container
 - One set of policies for the container
 - If container is breached, all apps are at risk

Tomorrow

Embracing a Native Experience

- All apps are wrapped and provisioned individually, embracing a native experience
- No separate corporate and personal environment
- Communication policies between apps is solvable but only in concept

TrustZone Security Model



What's Ahead in 2012?

**Macs are not
immune**

**Attackers will
capitalize on
work/personal
info on mobiles**

**Targeted attacks
will continue**

**Cloud computing
and mobile will
force IT to rethink
security**

Thank You