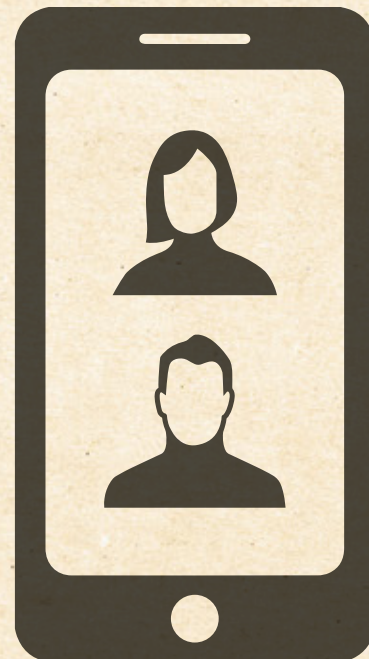


The ENTERPRISE MOBILITY



SURVIVAL GUIDE



SURVIVING IN THE MOBILE JUNGLE





“Out there” *is where you want to be.* It’s where you want your people to be. Opportunity is out there. Customers, partners, and new business are out there. **“Out there”** is the place to be.

But it ***IS*** a jungle out there, and to survive and prosper one must learn the law of the jungle. Depending upon which dictionary you consult, **“the law of the jungle”** is said to mean **“every man for himself”, “anything goes”, “survival of the strongest [or fittest]”, “dog eat dog”, or “kill or be killed.”**

Rudyard Kipling, who originally coined the phrase for **“The Jungle Book”** in 1894, provides a poem which begins by exhorting,

“NOW THIS IS THE LAW OF THE JUNGLE –AS OLD AND AS TRUE AS THE SKY; *AND THE WOLF THAT SHALL KEEP IT MAY PROSPER,* BUT THE WOLF THAT SHALL BREAK IT MUST DIE.”

IT’S A JUNGLE OUT THERE



YOU ARE NOT ALONE

Kipling's "Law of the Jungle" speaks of rules that apply not only to an individual wolf, but to entire packs of wolves, and how they will interact and respect each other within the pack, and how communities of packs will interact and show respect to each other. It's really all about living and working together productively.

In our jungle, the same rules are important, and with all the opportunities as well as the dangers out there *"in the wild"* it is most important to be **fully prepared** before you venture out.

Fortunately, for every **"Mobile Mowgli"** who ventures out into the **"Mobile Jungle"** there are **"Jungle Gurus"** with the knowledge and experience to provide much needed guidance and support all along the journey. They help make sure that you have everything you need and that **everything will work the way you expect it to** when you're out there, far from home.

Often, you may be able to reach out to them to **obtain new tools** and capabilities that you discover a need for during your travels. *How they create these and deliver them to you will be part of our story.*



BEING PREPARED

Every Mobile Mowgli who ventures out into the Mobile Jungle must prepare thoroughly prior to leaving the pack.

Fortunately, the Jungle Gurus have already made much of this preparation easy. It is the responsibility of each **Mobile Mowgli** to make sure they have everything they need, and that *everything is in great working order*. The worst time to discover something isn't working will always be when you're right in the middle of doing something important and, yes, there is definitely a "**Jungle Murphy**" lurking behind every tree, enforcing their Law.

To plan your travels you will draw lines on a map to chart your path. See these lines as always leading back from you to your Jungle Gurus back at Pack Central, for they will always be there for you to reach out to. In turn they'll be keeping a careful eye on you by using their magical monitoring and management tools. **More to follow on that as well.**



LET'S BUILD OUR **CHECKLIST** TO MAKE SURE WE'VE COVERED EVERYTHING:

SUSTENANCE

→ *In the real jungle, we'd probably start talking about food,* but in the **Mobile Jungle**, the most important supply will always be data. **All kinds of data.** Far more data than you could possibly carry around with you, so when a user ventures out, they will need to have ready, secure access to all the data entities they will need while out there. This often takes the form of customer and inventory data, and can include design specifications, survey results, analytics, all kinds of information that all kinds of Mobile Mowglis may need to get their specific job done.

Fortunately for those users, they'll now be able to bring the access device of their choosing with them on the journey. The popularity of **"Bring Your Own Device [BYOD]"** initiatives has provided cost savings to many corporations along with great flexibility for users. Of course some of the Jungle Gurus back in IT still grumble about the difficulty in managing multiple platforms, but today's Enterprise Mobile Management has made it much easier for them to assure ready access that is also fully secure and compliant with any potential regulatory requirements.

Data is sustenance. Without data, there's not much we can do.



BAGGAGE

➔ ***IT professionals understand,*** and most users soon come to understand as well, that there are those travelers who will “**pack light**” and those who will be heavy packers. Every mobile user should consult with the experts to help them determine their specific personal user requirements, **select the right “baggage”**, the right devices for their use, and make sure they neither underpack nor overpack. ***Either can be a costly error.***

IT professionals will benefit from this as well, as they can **more precisely** provision precious resources, including **access, management and security**, to accommodate each kind of user correctly.



TOOLS

➔ ***Every traveler brings a set of tools*** with them. These may be as simple as pencil and paper to take notes, though with today’s mobile business traveler the tools are far more varied, ***far more powerful,*** and far more complex.

Members of the IT support community are responsible for **forging** these software tools. The apps they create must be optimized for the types of devices mobile users will have, and provide **maximum ease-of-use** and breadth-of-function. While design is absolutely a component of this, how apps are delivered becomes more of a differentiator every day. Optimized applications **become even more efficient** when the networks that they are being delivered on are optimized as well.

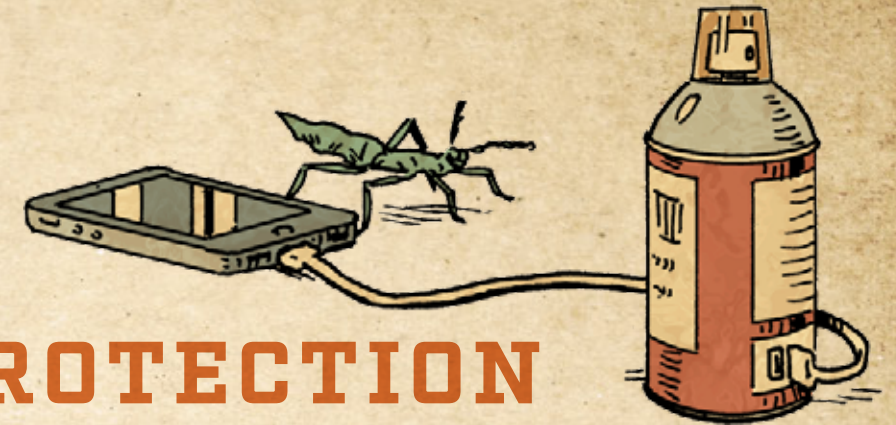
CONTAINERS

➔ *In any “BYOD” environment the key to success lies in “portability.”* Many environments are turning to “**containerization**” to help achieve this and secure their data. Like packing everything in neat bundles to make it easier to carry them, information containers bring everything needed for an application to operate together into one tidy bundle. Apps, data, everything every workload needs is completely contained in the package which can be utilized across various platforms and devices. ***The more flexibility, the more interoperability, the less cost.*** Also, security data leak prevention and work information and productivity reside in one place.

Many of today’s line-of-business (LoB) apps must be managed to assure greatest optimization of delivery and utilization in the field.



PROTECTION



➔ *It is always vital to bring protection with you on your journey into the jungle.* Certainly your devices and the data they use **must be protected**, but this goes far beyond the device and back along that line we drew from you back to Jungle HQ.

Devices themselves are always vulnerable to many mobile threats. ***Malware protection is not optional.*** There are just too many dangers lurking in the thick internet underbrush.

When you go to access your corporate resources you will be asked to authenticate yourself.

Jungle HQ wants to make sure it’s you out there using your device. This may take the form of simple ID and password, though more and

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more companies are **preferring multi-factor authentication (MFA)** which combines the password you know with one that is automatically generated for you on a device you carry with you. That device **generates a new password** every minute or so, so you must have the device with you when you attempt to contact your corporate network resources.

Even as you are authenticating yourself, **your device is also authenticating itself** and confirming that it has not been tampered with. It still has all the required security, encryption, and other **protections in place** that allow it to connect to your network.

The ultimate security concern returns us back to the data. The devices that are most vulnerable are those that are out in the field, far from home. **Data on those devices is highly vulnerable**, especially if the user does what most BYOD users do, and shares one device for their personal and business use.

Once again, containerization steps in. Many establish completely separate containers on each device. You have one work container and all of the other personal information on the device does not mix with it. **Data and applications never cross between containers.** This way, no user can inadvertently communicate corporate data across their personal networks, such as email, text, or social media.

Of course the data is always encrypted whether traveling between the user and elsewhere, or at rest in storage.



TRAINING

➔ **The success of any tool is in how it is used.**

A properly prepared set of tools is valueless until it is employed by a **trained user**.

The biggest cause of failure in mobile initiatives is the failure of users to adopt the system. **A trained user, fully enjoying a robust environment, is the likeliest to accept new technologies enthusiastically.**

CONTINGENCY PLANS

Despite the best planning, contingency plans must be put in place just in case something unforeseen goes wrong while out there in the wild.

For example, the traveler **who loses their device** will be completely cut off without some alternative way to access corporate resources. A web-based alternative access method perhaps. **Perhaps a location-tracking service or a highly facilitated device replacement program that self-configures in the field.**

What about all the data that was on that lost device? If it's encrypted, someone finding the device will not have the key required to use the data. But everyone will **breathe easier** if we know we can remotely wipe all the corporate assets on that device. Of course, if the device was just misplaced and is later found, the user will breathe a sigh of relief that corporate **didn't delete all their personal content.** This has been the basis of too many successful employee litigations for corporations to ignore the advantage of selective remote wipe.





The CALL OF THE WILD

Today's information worker works best the closer they are to the customer, the closer they are to the real-life action.

All of the Enterprise Mobile Management tools and services needed to deliver the optimal user experience to every user, wherever they are, whatever app they are using, and whenever they need resources, are ***well-integrated into the MaaS360 suite from IBM.*** From app development platforms, to containerization and “**app-wrapping**” to increase portability and interoperability, your **Jungle Gurus** will find what they need to enable and support every **Mobile Mowgli** in your organization. ■



IBM MaaS360



To truly navigate the uncharted reaches of mobile security, productivity and control.

