



The Radicati Group, Inc.
www.radicati.com

MOBILE APP SECURITY

A Radicati Group Web Event

*** Please dial-in by phone to listen to the audio portion of this event. The dial-in number is in your registration confirmation email as well as on the side panel of your screen.*

9:30 am, PT
May 30, 2013

Speakers & Agenda



The Radicati Group, Inc.
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Speakers:

- ▶ Ojas Rege, *VP of Strategy*, **MobileIron**
- ▶ Mike Siegel, *VP of Products*, **Mocana**

Agenda:

- ▶ *Overview Presentations from **MobileIron** and **Mocana***
- ▶ *Guest Speaker Discussion – moderated by Sara Radicati*
- ▶ *Audience Q & A session*



Journey to the Mobile First Enterprise

Ojas Rege, VP Strategy
@orege



MobileIron



Definition...

Mobile First organizations embrace mobility as their primary IT platform in order to transform their businesses and increase their competitiveness

In a Mobile First Company...

APPLICATIONS

New apps are developed and delivered to mobile devices first

Core business processes can be performed on any device

CONTENT

Content of all types is easily and securely available on any device

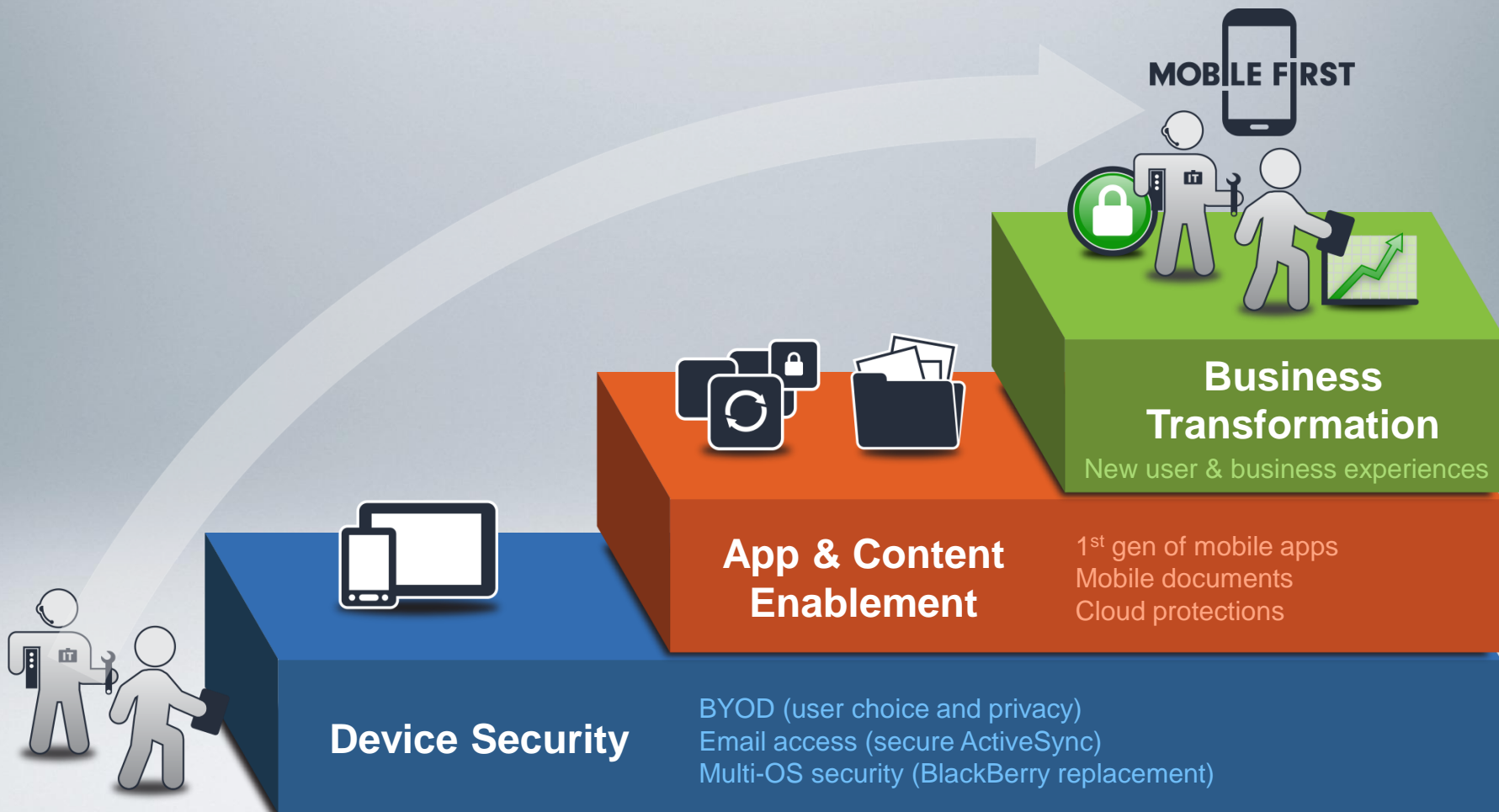
USER EXPERIENCES

End users choose their devices

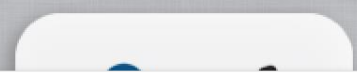
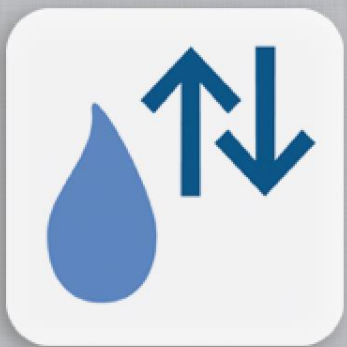
Security is invisible to end users

User experience is the #1 design criteria

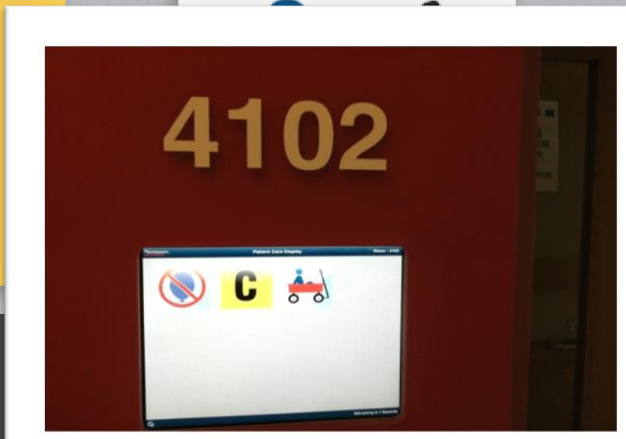
Journey to the Mobile First Enterprise







CLEAN





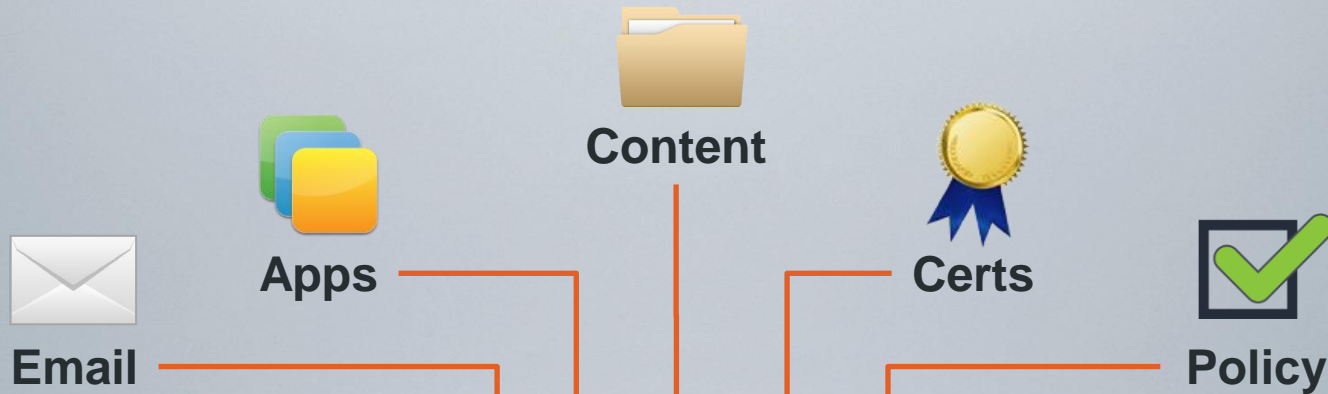
GLOBAL MOBILE AWARDS 2013

WINNER

Best mobile enterprise service



Enterprise persona



- ✓ Native experience
- ✓ Data separation
- ✓ Shared policy

- ✓ Federated identity
- ✓ Secure communications
- ✓ Selective wipe

The evolution of app security

Distribute



Private Storefront
App Delivery Network
App Control



Apps@Work

Containerize

Protect data-at-rest



AppConnect
SDK



AppConnect
Wrapping



Authentication
Authorization
Configuration
Encryption
DLP Controls
Analytics
Deletion

AppConnect

Tunnel

Protect data-in-motion



AppTunnel

AppTunnel



MobileIron®

Security and management platform for mobile enterprise apps, documents, and devices



Innovation and Customer Success

4500+

Customers globally

95%+

Customer support satisfaction

Recognized



Deployed

8 of top 10 global automotive
7 of top 10 global pharma
5 of top 10 global banks
Strong mobile ecosystem

First

Enterprise app store
BYOD privacy
Selective wipe
Jailbreak detection
Email attachment DLP



MobileIron[®]



Mocana Mobile App Protection™ (MAP)

Radicati Group – Mobile App Security Panel

May 30, 2013

Mobile is Transformative, yet the Enterprise App Economy is Stalled

52%

of Large Enterprises have <4 Enterprise Mobile Apps, while the avg # of apps on a smartphone is 41

61%

of large enterprises say data security is #1 challenge with developing & managing apps

30%

of app development time is spent on security implementation (up to 6 mos)

Sources: Mocana aggregate data from Customers and Partners ; Forrester Research

Unlocking the Enterprise App Economy

BEFORE...

- Enterprise employees have email, calendar & contacts on their devices



WITH MOCANA...

- DOZENS of Enterprise apps mobilizing business processes



Reframing the Mobile User

BEFORE...

- Mobile entitled employees (B2E)



WITH MOCANA...

- Anyone with a mobile device
- Extended enterprise of partners, contractors, and affiliates (B2B)
- Customers (B2C)



Partners &
Suppliers (B2B)

All employees (B2E)

Customers
(B2C)



Security Evolves

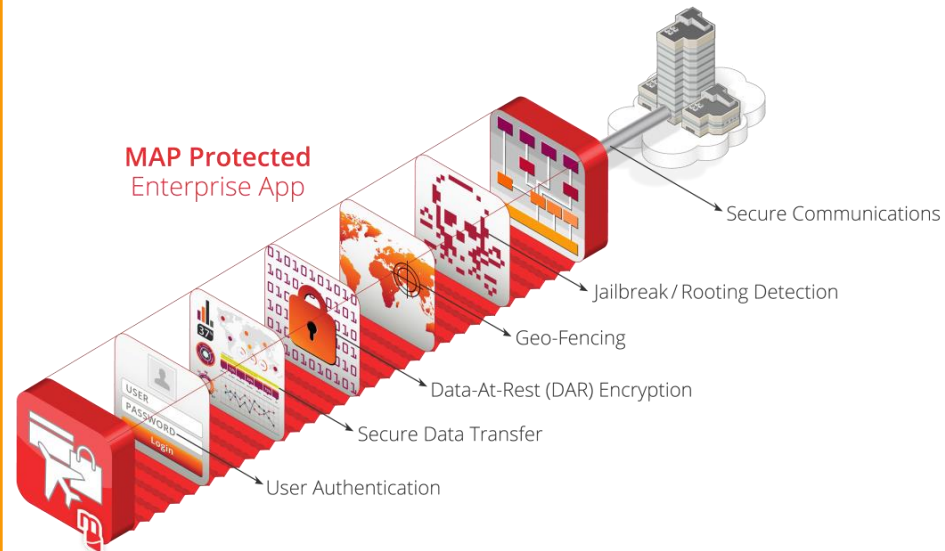
BEFORE...

- Device-centric control based paradigm
- Security fence around the entire device – hard problem exacerbated when you don't own the device



WITH MOCANA...

- Usage enabling data-centric security
- Get BETTER security by narrowing the surface of protection to the company's data, connection to the network and the app that uses both



Manual vs Automated Mobile App Development

BEFORE...

- 30% of development cycle devoted to security implementations
- Adoption of non-standard SDKs
- Even then, implementation of basic, binary security (on/off switches)



WITH MOCANA...

- Automated injection of security and policy controls to the specifications of each customer



Mocana Rapidly Enables Transaction Assurance

- Mocana provides end-to-end ***transaction assurance*** on untrusted mobile devices
 - Enabling Line of Business to quickly deploy mobile apps at scale
 - Device and operating system agnostic without dependencies on fragmented network infrastructure
- We accelerate the creation of secure mobile apps by automating data protection, network access, authentication and policy control
- Mocana approaches the problem in a novel way:
 - No dependency on a device's native capabilities
 - No need to install a client on a device
 - No touch for app developers and IT
 - Maintain the native user experience of the device and the apps

Mobile App Protection™ (MAP)

Zero to Secure in 6 Seconds

IT Admin / LoB

Mocana MAP
Web Console & Server

Managed or Unmanaged
User Devices



1

2

3

Upload Enterprise App:

“Point & Click” Policies:

Distribute Wrapped App:



- | | |
|---|--|
| <input type="checkbox"/> Passphrase | <input checked="" type="checkbox"/> Data Wipe |
| <input checked="" type="checkbox"/> Secure Copy-Paste | <input type="checkbox"/> Jailbreak Detection |
| <input checked="" type="checkbox"/> Per-App VPN | <input type="checkbox"/> Location Masking |
| <input type="checkbox"/> Smart Firewall | <input type="checkbox"/> Geofencing |
| <input checked="" type="checkbox"/> DAR Encryption | <input type="checkbox"/> App Expiration |
| <input checked="" type="checkbox"/> FIPS 140-2 | <input checked="" type="checkbox"/> User Agreement |
| <input type="checkbox"/> Lockout Recovery | |

MDM
MAM
Enterprise App Store
Email
Intranet

Mobile App Protection™ (MAP)

Better Mobile App Security from the Security Experts



- ▶ App-based security **in seconds**
- ▶ Wraps comprehensive access and data security policies into apps
- ▶ Zero coding, SDK integration, or development
- ▶ Accelerates deployments by separating app security from app development
- ▶ Supports iOS and Android
- ▶ Does not require device to be managed



**MAP Protected
Enterprise App**

May 28, 2013

For Internal Use Only – Mocana Confidential



Your Speaker Panel



The Radicati Group, Inc.
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- ▶ **Sara Radicati**
President & CEO, The Radicati Group
- ▶ **Ojas Rege**
VP of Strategy, MobileIron
- ▶ **Mike Siegel**
VP of Products, Mocana

Thank You!



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- ▶ Corporate Web Security Market, 2013–2017
- ▶ Email Statistics Report, 2013–2017
- ▶ Microsoft SharePoint Market Analysis, 2013–2017
- ▶ Microsoft Exchange, Office 365 and Outlook Market Analysis, 2013–2017
- ▶ Content-Aware DLP Market, 2013–2017
- ▶ Mobile Device Management Market, 2012–2016

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