

whitepaper

## A whitepaper on Enterprise Mobility-as-an-Ecosystem

Mobile devices and workers have been an IT concern for decades -- PDAs, mobile phones, notebooks are not new, and an entire sub-industry has emerged to figure out how to support them. But the smartphone revolution of the last three years has changed how mobile workers operate and moved them into "The Fast Lane of the Information Superhighway." Instead of IT departments being able to mandate a particular set of mobile solutions (including hardware, software and carrier plans) on the workforce, employees now expect to be able to use in the workplace the smartphones -- and increasingly, tablets -- they purchased for their own personal use. The Bring Your Own Device (BYOD) trend is having a major impact on how enterprises manage and secure their infrastructure.

VeliQ Vision Paper, September 2011, **Author:** Alex Bausch (CEO/Founder VeliQ)

## Enterprise Mobility-as-an-Ecosystem

In the past year, the tablet has become a game changer in the mobile enterprise, reducing the importance of the smartphone as a productivity tool to a communication and “read-mostly” device. The tablet allows employees to not only consume information while mobile, but more easily interact with and enter information on a mobile device. The key differentiators for the tablet are the more powerful and functional apps that take full advantage of the devices’ larger screen sizes. Applications developed specifically for tablets drive mobile adaptation in the workplace and fuel the continued need for traditional business processes to be reexamined when being adapted for the increasingly mobile workforce. While there have been significant changes in the mobility industry over the last 12 months, the most

important and overarching trend in IT in the past 18 months has been “the Cloud.” The Cloud provides organizations tremendous advantages both in terms of significantly reduce capital expenditures, as well as “on demand” access to computing infrastructure and services. While Software as a Service (SaaS) has been available since the beginning of the century, only recently has the discussion evolved to also consider how mobile solutions can complement Cloud offerings or vice versa.

### ICT EVOLUTIONARY DRIVERS:

3 FOLD COMPLEXITY IMPLICATES INCREASED VALUE OPPORTUNITIES



## Choice vs. Complexity

Over the last three years, there has been an explosion in the number of options available to both individuals and organizations in terms of the number of mobile operating systems and mobile device form factors. The complexity in mobility can be overwhelming if one considers not only the multitude of devices and applications available in the market, but more importantly, the enormous rate of change in those options.

The complexity of the mobile ecosystem is not relegated only to mobile devices and platforms. As organizations continue to look at mobility options beyond basic email and calendaring functionality, and look to mobilizing enterprise grade applications, they see that there too, there is a broad set of technological choices. There is a wide variety of ways to develop

mobile applications, including native applications, as well as applications leveraging Mobile Enterprise Application Platforms (MEAPs) and of course, web based applications – each with their advantages and disadvantages.

While there is no question that mobile apps are driving the success of enterprise-managed mobility today, there do remain unanswered questions. Specifically, IT departments are seeking answers as to how to manage these new mobile applications from both a security and an identity point of view. How can an organization be sure that the mobile applications being deployed are secure and used by the right people? Using these applications in the wrong context by the wrong person will create significant legal and financial risk to the organization.

## Understanding The Risks and Potential Pitfalls

As IT decision makers consider migrating enterprise systems – and more importantly enterprise data – from behind company firewalls to have them run on a cloud-based infrastructure, these individuals also recognize a new set of risks. While there is significant value and convenience in having anytime, anywhere access to data and apps stored in the cloud, there is a greater need for data security and data loss prevention that is becoming increasingly evident.

On the mobile front, mobile hardware manufacturers have moved into the product development Fast Lane and continue to flood the market with an increasing number of mobile devices and form factors on multiple mobile platforms. Each of these devices is tailored to provide unique options for the increasingly technologically savvy consumer. Many IT departments struggle today with the continued consumerization of (enterprise) mobility and are under significant pressures to keep up with the constant state of change in the industry.

As a result of these converging forces, organizations around the globe have prioritized management and security of both their cloud and mobile infrastructure

as a key objective in a comprehensive “ecosystem” approach of managing the full mobility life cycle. Because of this pressure, and the realization that mobility is not (and should not be) a core competency, IT departments have started to outsource either partially or fully the management of their mobile infrastructure.

### MANAGE THE MOBILITY FAST LANE... COMBINED ACCELERATION AND INTEGRATION



Making managed mobility simple, has been the starting point for MobiDM, thereby uniting the fragmented challenges of the Cloud and mobility faced by IT.

## VeliQ's MobiDM Vision

VeliQ believes that the convergence of mobile devices, solutions and “the Cloud” is a marriage made in the heavens. They were made for each other. Smartphones and tablets can and should access apps and data in the Cloud seamlessly. In addition, the Cloud service model lends itself especially well for managing (and securing) mobile devices. Cloud-based mobility management solutions such as

VeliQ's MobiDM are compelling to the Small Medium Enterprise market, traditionally cautious in making investments in infrastructure. VeliQ believes that cloud-based solutions for enterprise business mobility will allow not only SMBs, but also larger organizations to accelerate the development and adoption of mobile solutions.

At first glance, MobiDM delivers a turn-key managed

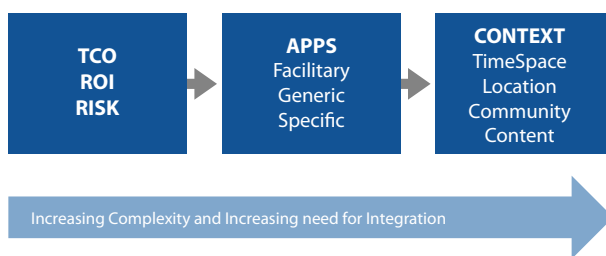
mobility solution in the cloud...just like the electricity grid that is delivering power to its users. Enterprise subscribers pay per device per month without having to invest in hardware, software, manpower or research & development. The MobiDM solution covers key features around Mobile Device Management, Security and Application Management.

MobiDM is, at the same time, an intelligent framework offering an end-to-end suite of operational, tactical and strategic mobile functions. The benefits for clients and partners to work with MobiDM, besides enabling an instant time-to-market, are:

- **A clear – and low - total cost of ownership (TCO);**
- **A higher return on investment (ROI) and quicker Pay- back time;**
- **A significant reduction in “mobile risk” (for increased compliance)**

## THE VELIQ VALUE VISION : 3 ELEMENTS

VALUE FOCES MIGRATES FROM MDM TO INTEGRATED USER EXPERIENCE



Today's reality is that the market fundamentals have changed dramatically. Never in the history of IT have the stakes been so high. The big four (Microsoft, Apple, Google, RIM) have a lot to loose (and gain).

The winning platform is uncertain at best - it is more likely to be an industry with multiple players. For organizations trying to develop a mobile strategy, it is analogous to playing 3-dimensional chess – where strategic or even tactical choices made today are irrelevant tomorrow. Because of this complexity and uncertainty, VeliQ believes that IT departments can and should be able to move from having to:

- **Consider just a Mobile Device Management solution to a solution that provides Mobile Context Management;**
- **Be forced to follow ONE strategic approach to instead having MULTIPLE tactical choices;**
- **Use one cumbersome tool that is available “on demand” and instead combine together only what they want and NEED;**
- **Choose whether to build or buy for mobility, to instead having the ability to build AND buy the best tools for their needs;**
- **Spend time and money trying to integrate MULTIPLE point solutions to leveraging ONE ecosystem.**

# Building an Ecosystem for Mobility Management

Consider Merriam-Webster’s definition of an ecosystem as “the complex of a community of organisms and its environment functioning as an ecological unit.” This is the core of VeliQ’s vision for enterprise mobility management. In the spirit of that definition, our objective is to create a superior, customer-centric, experience by enabling and seamlessly integrating best of breed mobility technologies and services via the cloud. To date, we have partnered with leading:

- **Technology providers such as Sybase and SAP;**
- **Global system integrators such as Capgemini and ICT resellers;**
- **Mobile network operators such as Vodafone and KPN;**
- **Mobile device manufacturers such as Samsung.**

Each of these strategic partners brings best-of-breed technologies and capabilities to the table. However, these partners also recognize that working in tandem with VeliQ’s MobiDM ecosystem offers them additional opportunities to provide their (mutual) customers superior value and convenience as they explore and develop their own mobility strategy. VeliQ invites you to learn more about our vision for a mobile ecosystem that provides value and ROI to the entire enterprise mobility value chain.

