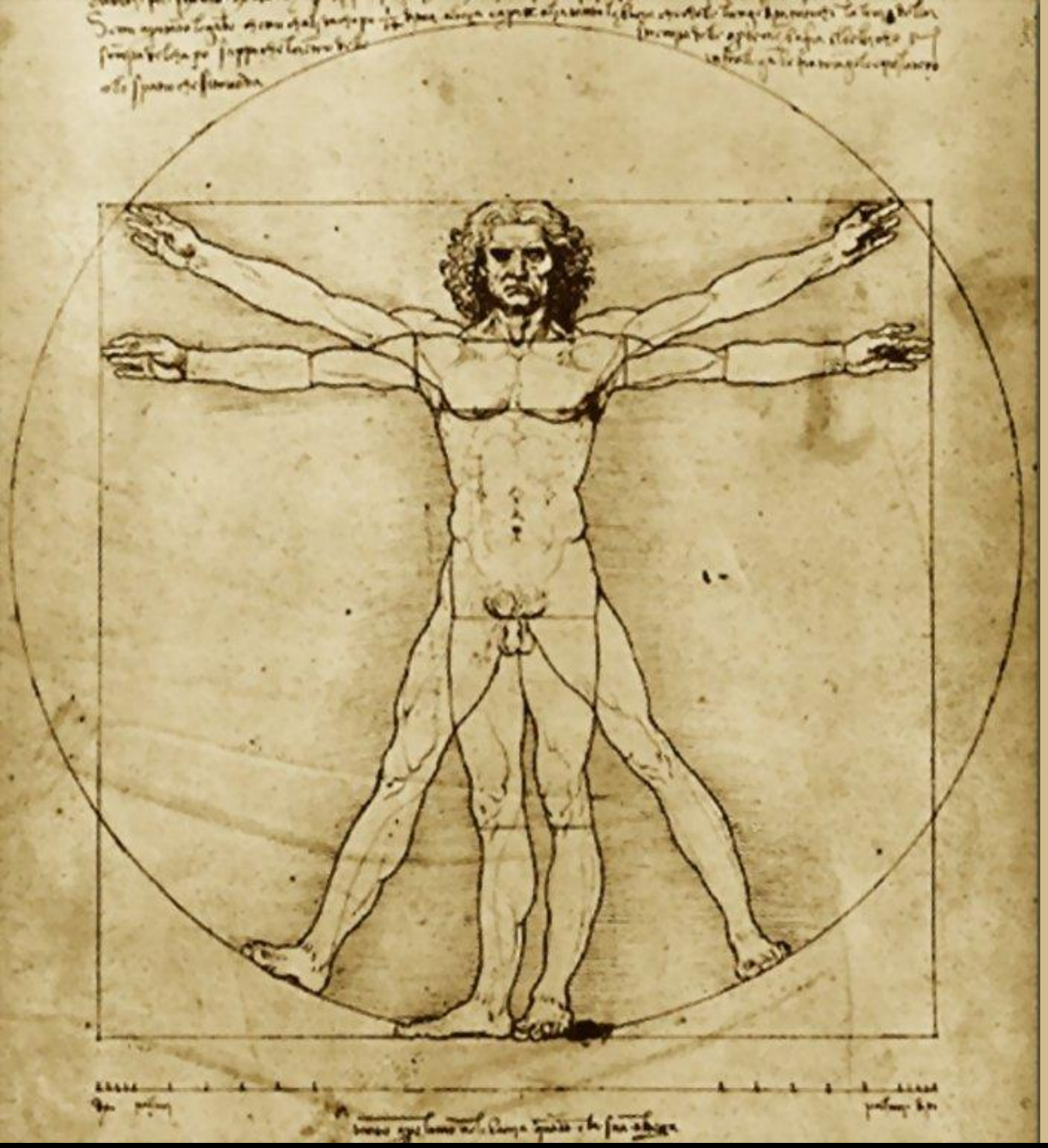
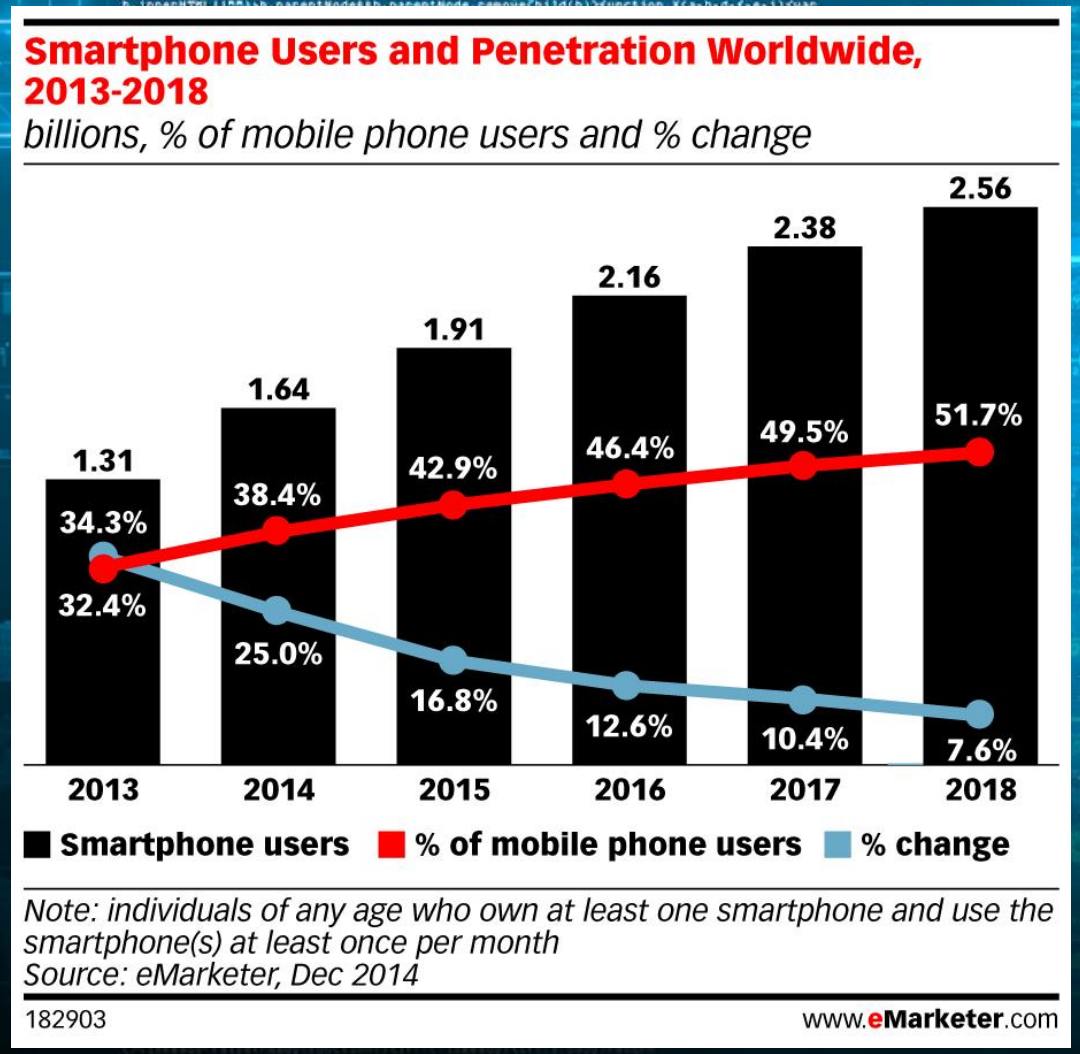
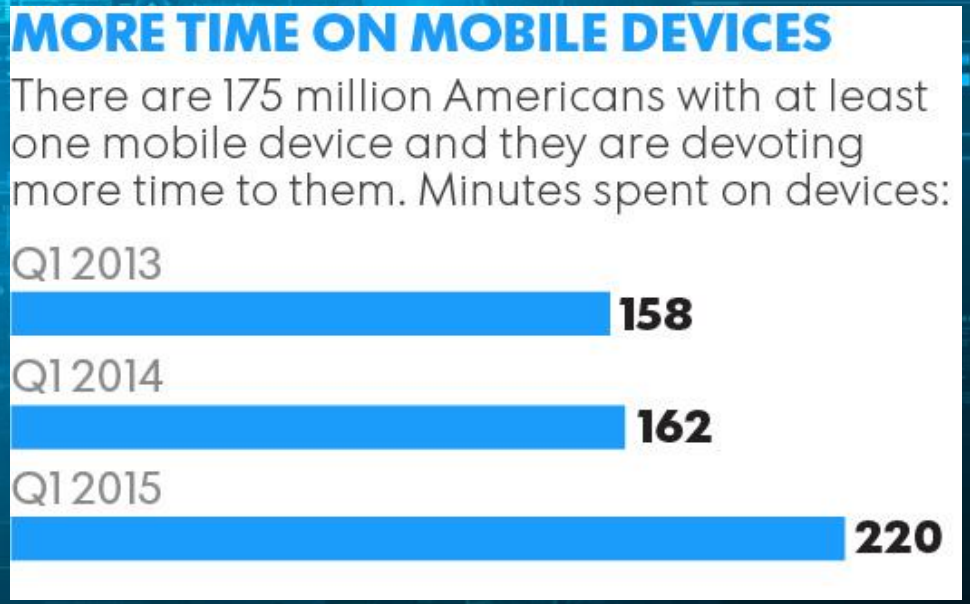
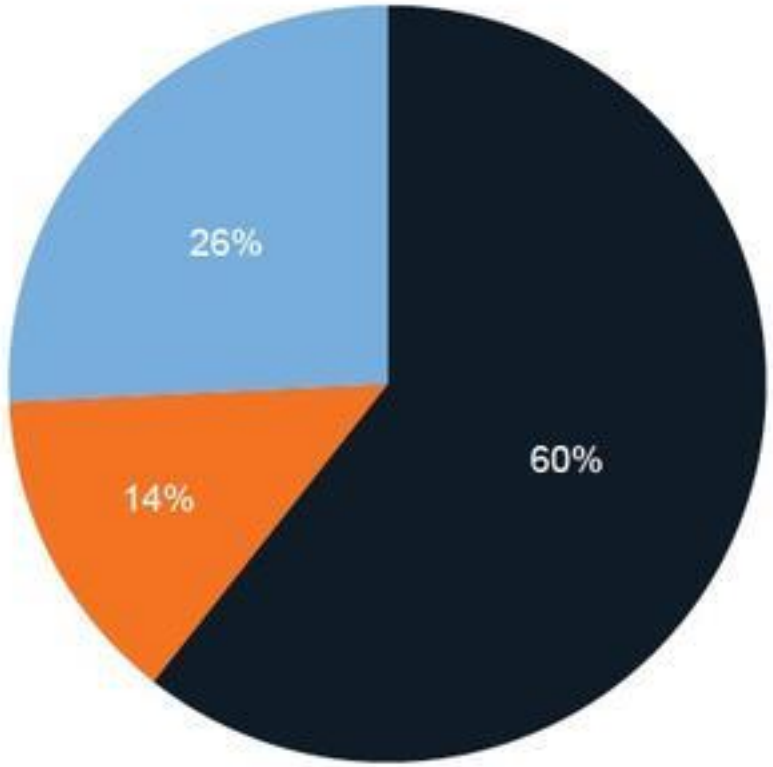
BYOD is coming, are you ready for this?




Smartphone Users and Penetration Worldwide, 2013-2018
billions, % of mobile phone users and % change
1.31
1.64
1.91
2.16
2.38
2.56
34.3%
38.4%
42.9%
46.4%
49.5%
51.7%
32.4%
25.0%
16.8%
12.6%
10.4%
7.6%
2013
2014
2015
2016
2017
2018
Smartphone users
% of mobile phone users
% change
Note: individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month
Source: eMarketer, Dec 2014
182903
www.eMarketer.com


MORE TIME ON MOBILE DEVICES
There are 175 million Americans with at least one mobile device and they are devoting more time to them. Minutes spent on devices:
Q1 2013
158
Q1 2014
162
Q1 2015
220

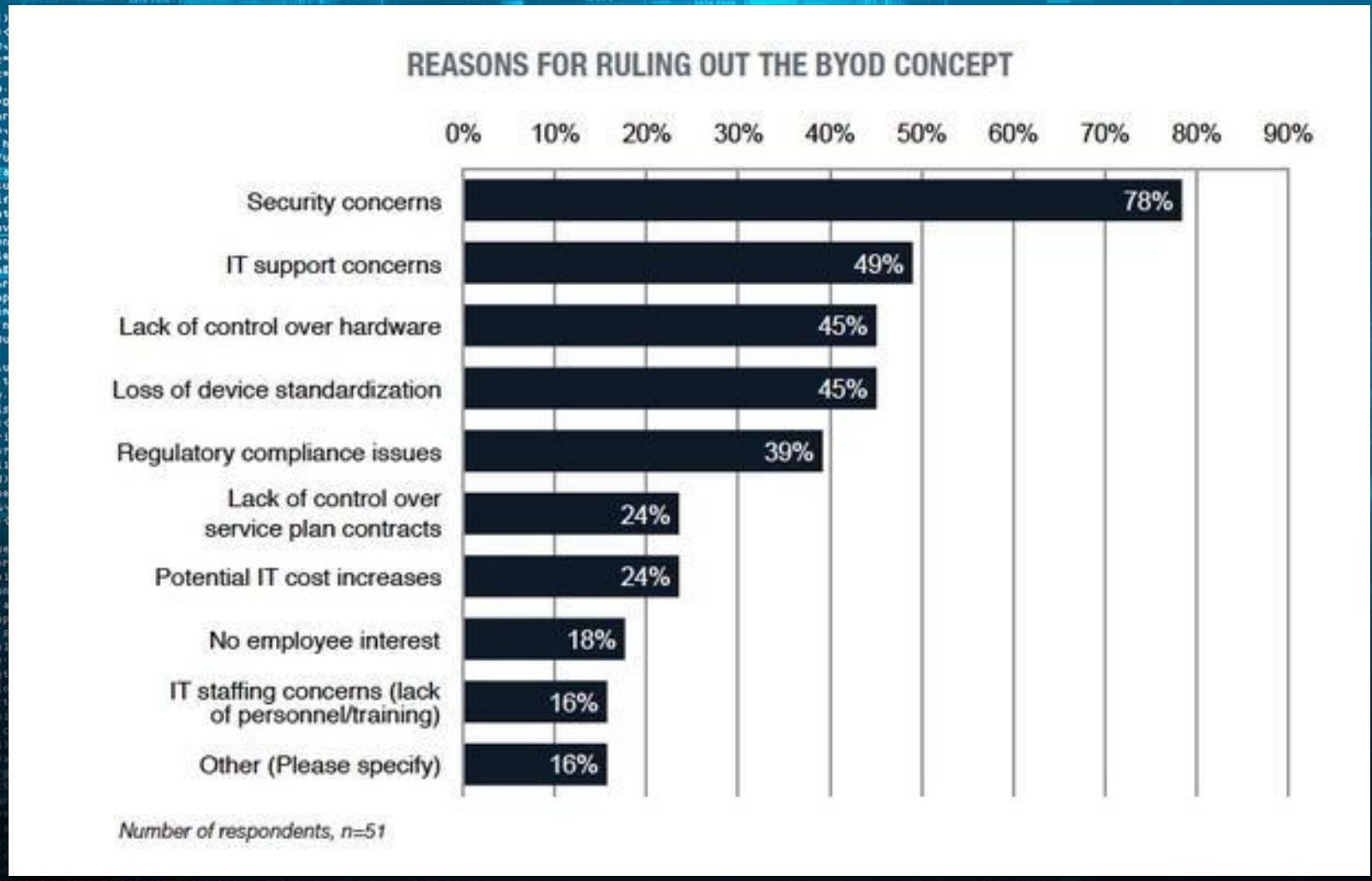
DOES YOUR ORGANIZATION CURRENTLY ALLOW BYOD?



- Yes, we currently allow the use of personal devices for work purposes (i.e. to access company networks and data
- We do not currently allow, but within the next 12 months we plan to begin allowing the use of personal devices for work purposes
- No, we have no plans to allow the use of personal devices for work purposes

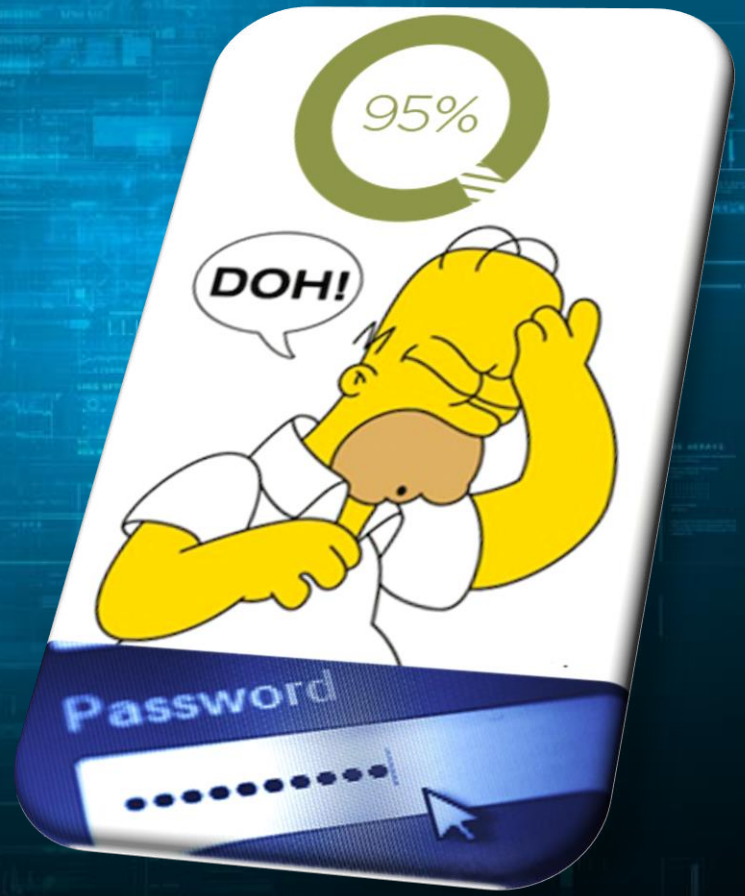
Number of respondents, n=198

Fuente: Tech Pro Research Enero 2015

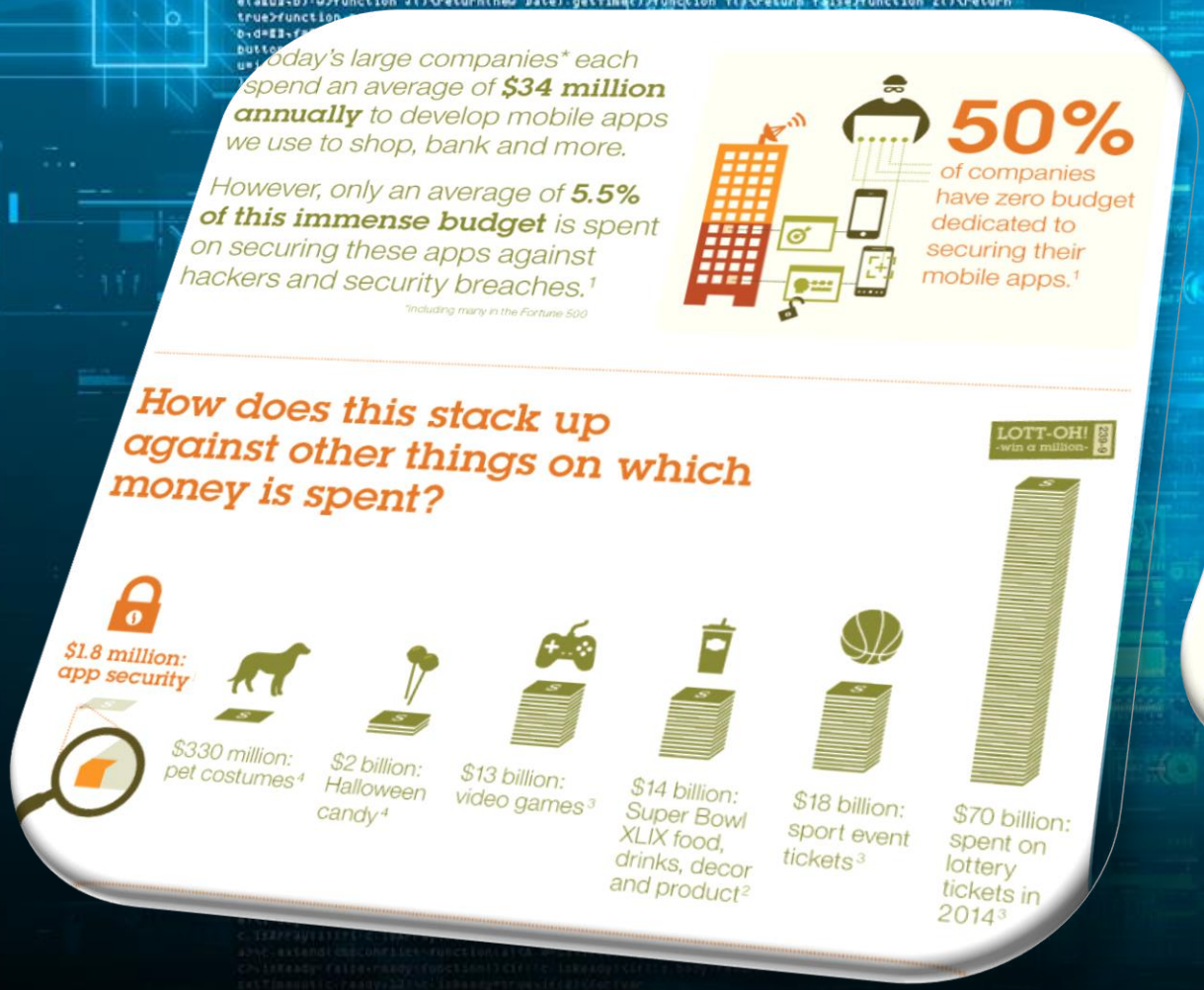


Fuente: Tech Pro Research Enero 2015

Preocupaciones asociadas a la seguridad

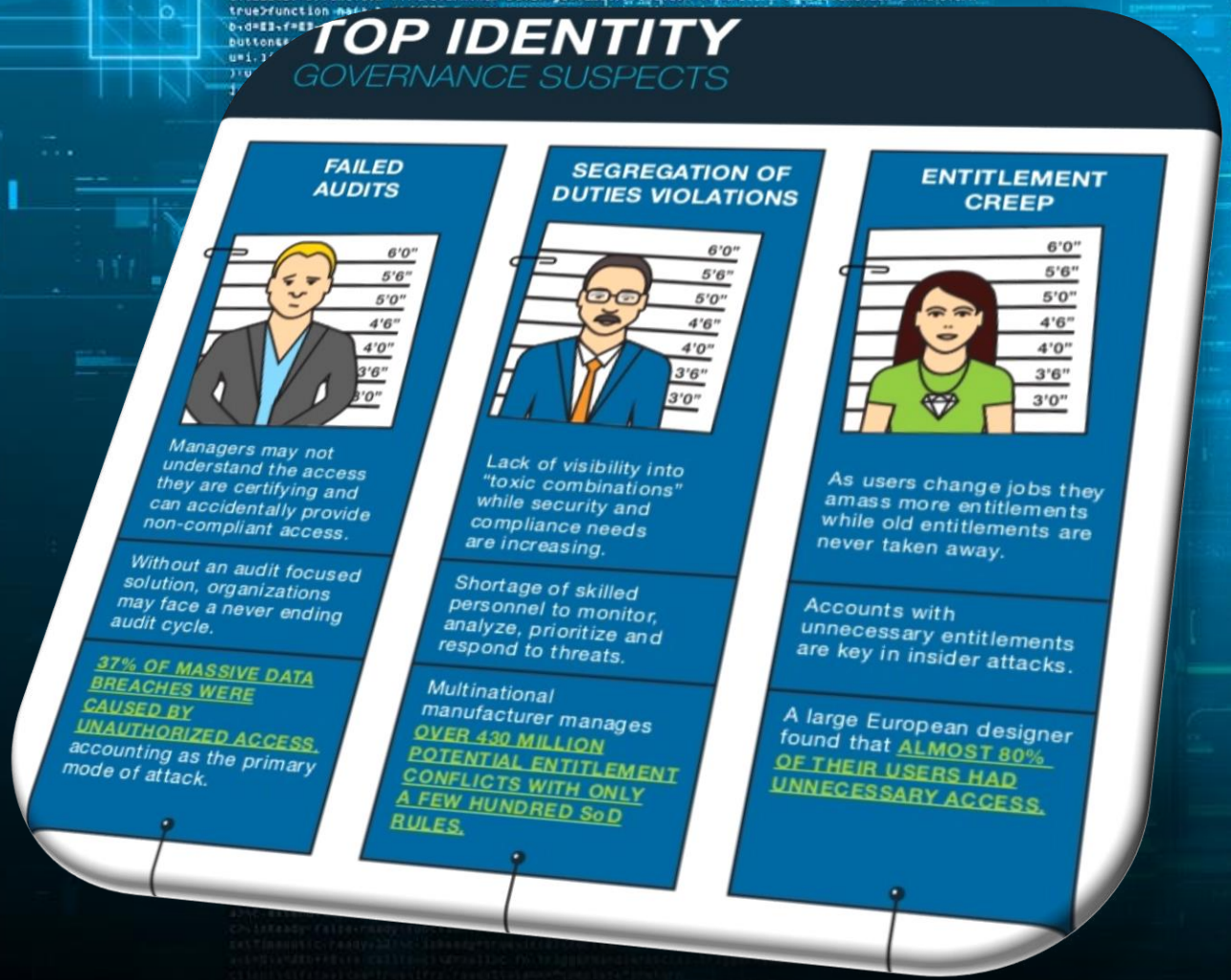


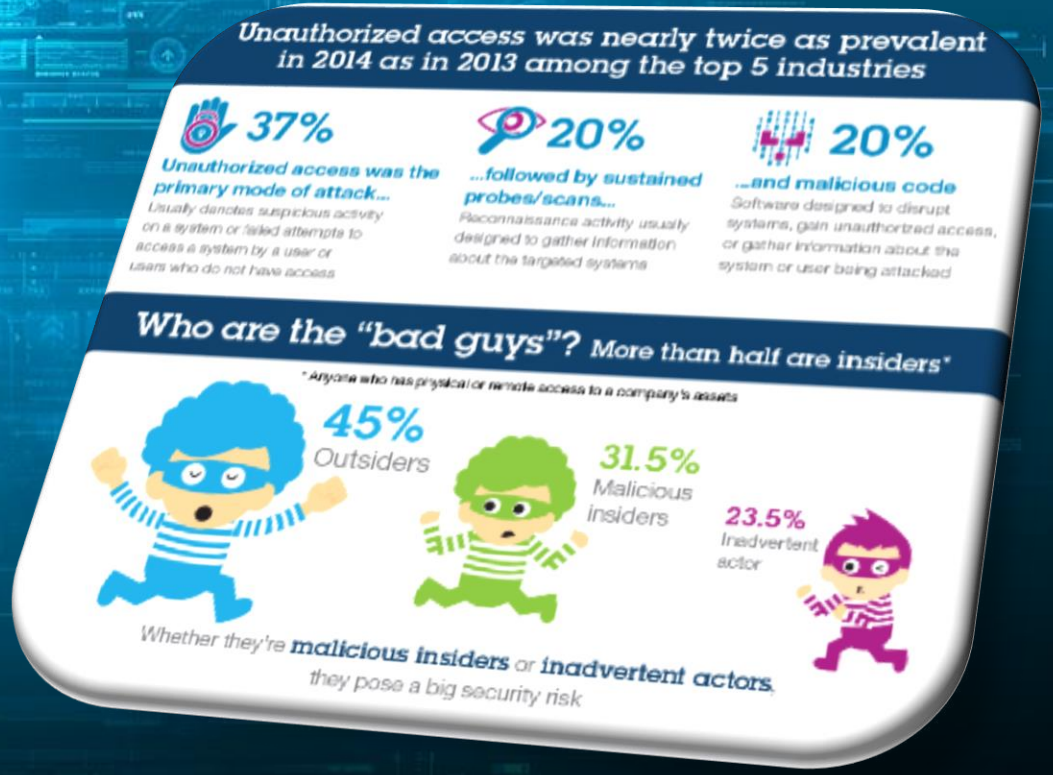
Preocupaciones asociadas a la seguridad



Fuente: IBM Security

Preocupaciones asociadas a la seguridad





Fuente: IBM Security

Preocupaciones asociadas a la seguridad

Preocupaciones asociadas a la gestión de los dispositivos

- En Mobile se fusionan los datos personales con los del trabajo
- En Mobile los dispositivos se mueven fuera del perímetro corporativo
- Mobile es multiplataforma
- Las Apps se actualizan automáticamente de los Apps Stores
- En Mobile las conexiones son por 3G/4G, WIFI.

Caso ficticio

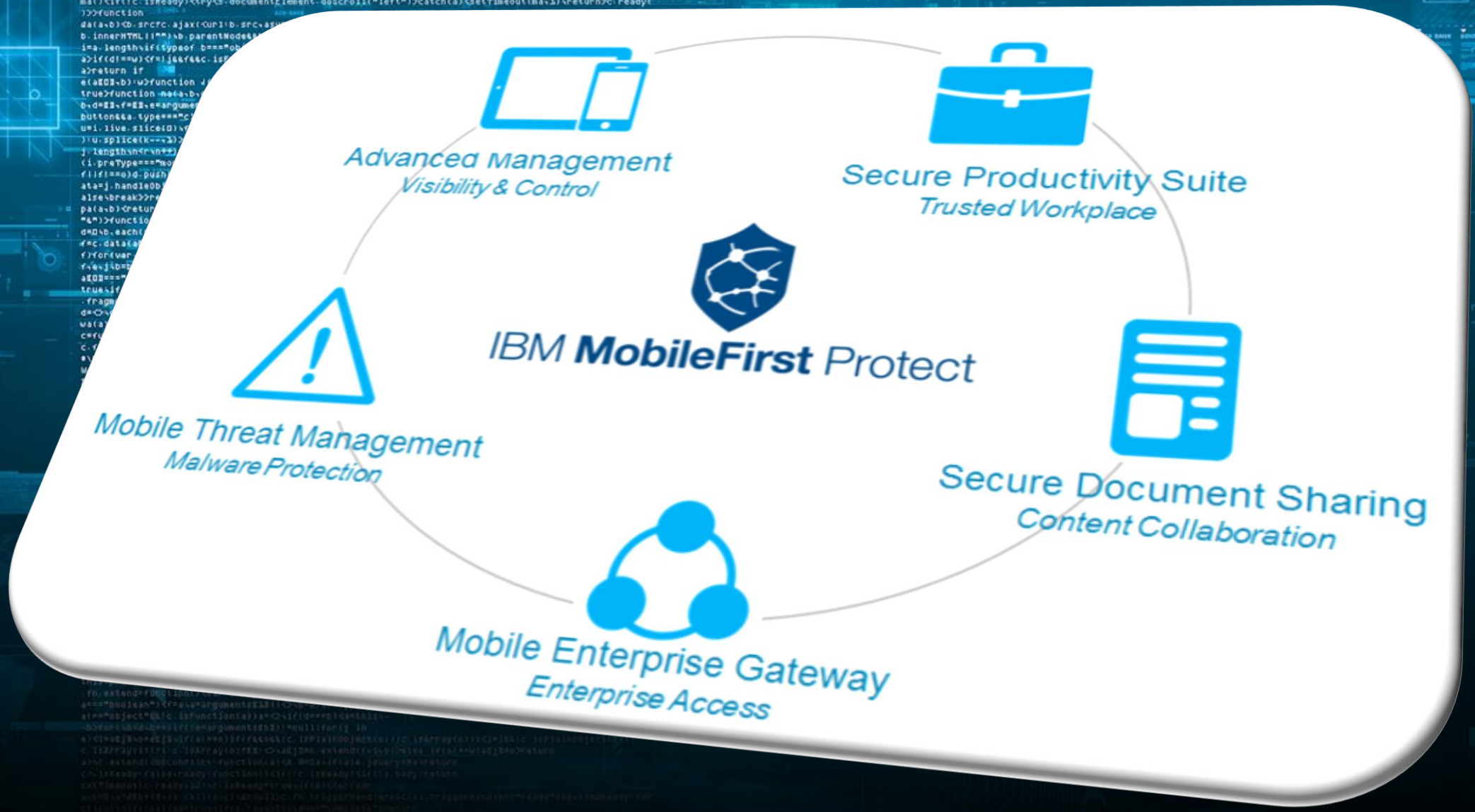

Les presento a parte del equipo de la empresa!
uando ago los partos del martes, almuerzo con la patrona y nadie se da cuenta..
Siempre chequeo las paginas de futbol durante el día y me cuelgo con algún partido en rojadirect
Que buenos que están los nuevos videos de maquillaje en youtube… suerte que no se enteran de la selfies que me saco con con el ipad para mandárselas a mis amigas por el whats…
A veces le envío a mi sobrino los balances anuales (que vienen adjuntos al mail) así los toma de ejemplo para la facultad
Hace dos días estaba en un café en ciudad vieja y cuando salía me robaron el iPad con todos los datos de la empresa y todavía no le dije a nadie..
Mi novio le hizo jailbroken a mi iPhone así puedo bajar las apps sin pagar… el Candy Crush versión Uruguay me encanta…
“Somos una compañía de di de productos, hago foc rsonal y en garantizar la seguridad tanto de ellos recurso corp ativos mos varios iPads para algunos funcionarios de ara aumentar la produ que varios utilizan sus smartphones personales a la wifi corporativa. preocupe porque me parece que los celulares no corr to a seguridad. Toda la seguridad la tengo enfocada en el firewalls y no se cuanta cosa mas…”
Yo hace 1 mes que me fui de la empresa xq conseguí otra laburo en otro lado… todavía guardo con “cariño” algunos documentos y la app corporativa

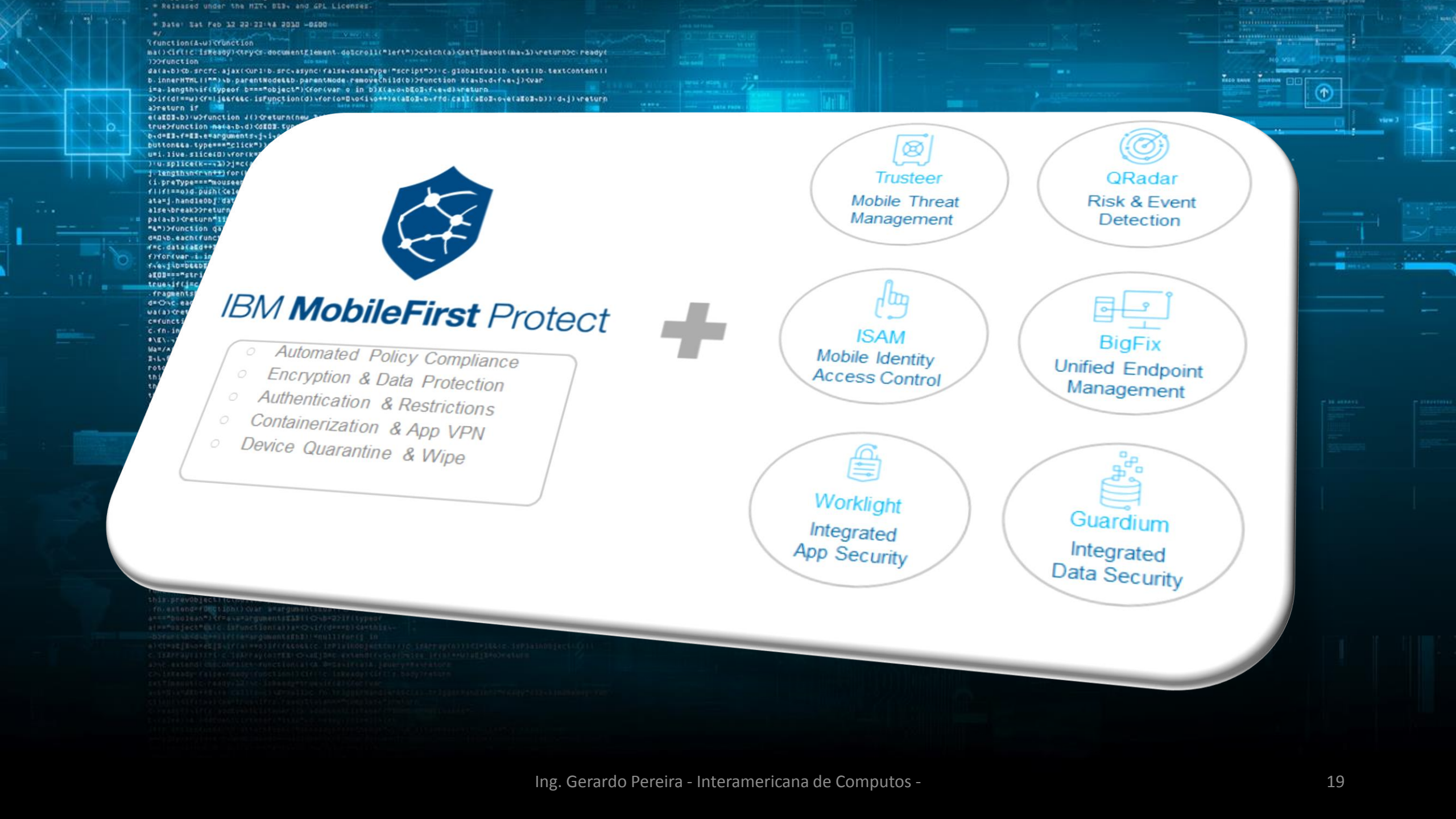

34

Solucionándole la vida al Capitán Con Mobile First Protect

Mobile Modjo (MaaS360)

Mobile First Protect (MaaS360)

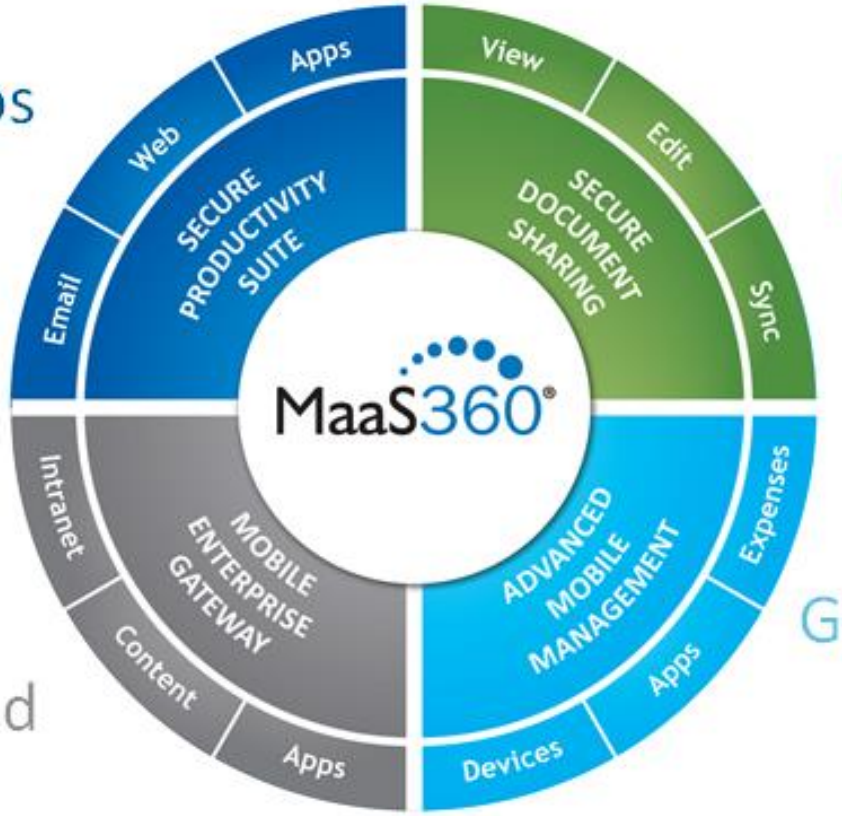

Advanced Management
Visibility & Control
Secure Productivity Suite
Trusted Workplace
IBM MobileFirst Protect
Mobile Threat Management
Malware Protection
Secure Document Sharing
Content Collaboration
Mobile Enterprise Gateway
Enterprise Access


IBM MobileFirst Protect
Automated Policy Compliance
Encryption & Data Protection
Authentication & Restrictions
Containerization & App VPN
Device Quarantine & Wipe
Trusteer
Mobile Threat Management
QRadar
Risk & Event Detection
ISAM
Mobile Identity Access Control
BigFix
Unified Endpoint Management
Worklight
Integrated App Security
Guardium
Integrated Data Security

MaaS360 Ofrece una integración completa

Contenidos seguros para Movilidad

Colaboración de contenidos segura



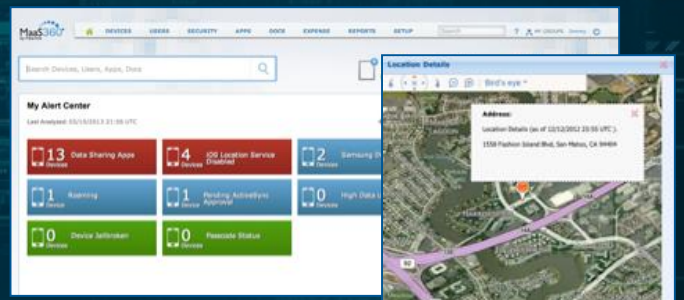
Acceso seguro y sin discontinuidad

Gestión completa de la Movilidad

IBM MobileFirst Protect Management Suite

Mobile Device Management

- Manage smartphones, tablets & laptops featuring iOS, Android, Windows Phone, BlackBerry, Windows PC & OS X
- Gain complete visibility of devices, security & network
- Enforce compliance with real-time & automated actions

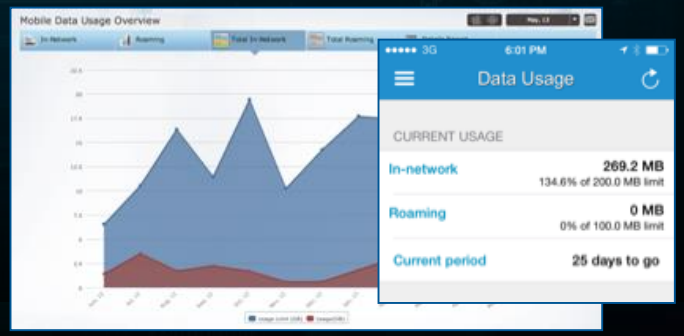


Mobile Application Management

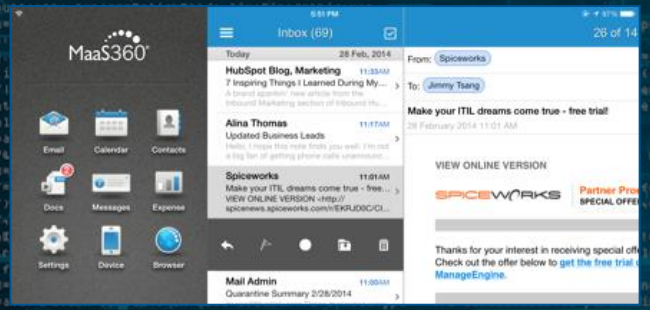
- Deploy custom enterprise app catalogs
- Blacklist, whitelist & require apps
- Administer app volume purchase programs

Mobile Expense Management

- Monitor mobile data usage with real-time alerts
- Set policies to restrict or limit data & voice roaming
- Review integrated reporting and analytics



IBM MobileFirst Protect Productivity Suite

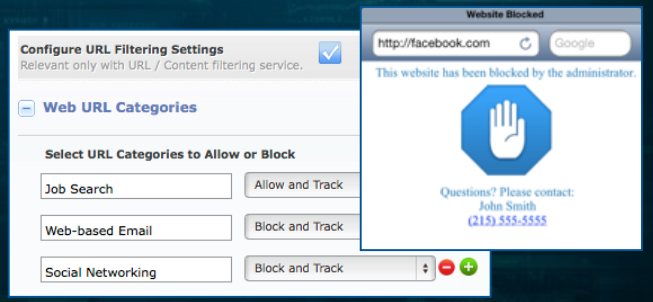


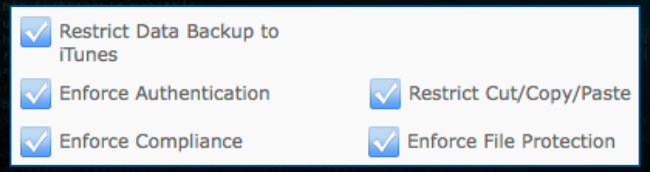
Secure Mail

- Contain email text & attachments to prevent data leakage
- Enforce authentication, copy/paste & forwarding restrictions
- FIPS 140-2 compliant, AES-256 bit encryption for data at rest

Secure Browser

- Enable secure access to intranet sites & web apps w/o VPN
- Define URL filters based on categories & whitelisted sites
- Restrict cookies, downloads, copy/paste & print features





Application Security

- Contain enterprise apps with a simple app wrapper or SDK
- Enforce authentication & copy/paste restrictions
- Prevent access from compromised devices

IBM MobileFirst Protect Content Suite

Mobile Content Management

- Contain documents & files to prevent data leakage
- Enforce authentication, copy/paste & view-only restrictions
- Access IBM MobileFirst Protect distributed content & repositories such as SharePoint, Box & Google Drive

Secure Editor

- Create, edit & save content in a secure, encrypted container
- Collaborate on Word, Excel, PowerPoint & text files
- Change fonts & insert images, tables, shapes, links & more

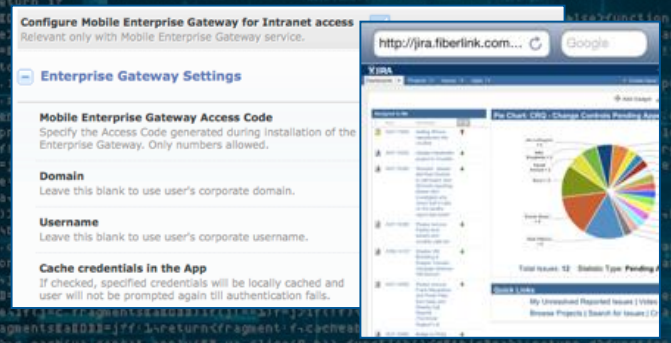
Secure Document Sync

Synchronize user content across managed devices

Restrict copy/paste & opening in unmanaged apps

Store content securely, both in the cloud & on devices

IBM MobileFirst Protect Gateway Suite



Mobile Enterprise Gateway for Browser

- Enable MobileFirst Protect Secure Browser to access enterprise intranet sites, web apps & network resources
- Access seamlessly & securely without needing a VPN session on mobile device

Mobile Enterprise Gateway for Documents

- Enhance MobileFirst Protect Content with secure access to internal files, e.g. SharePoint & Windows File Share
- Retrieve enterprise documents without a device VPN session

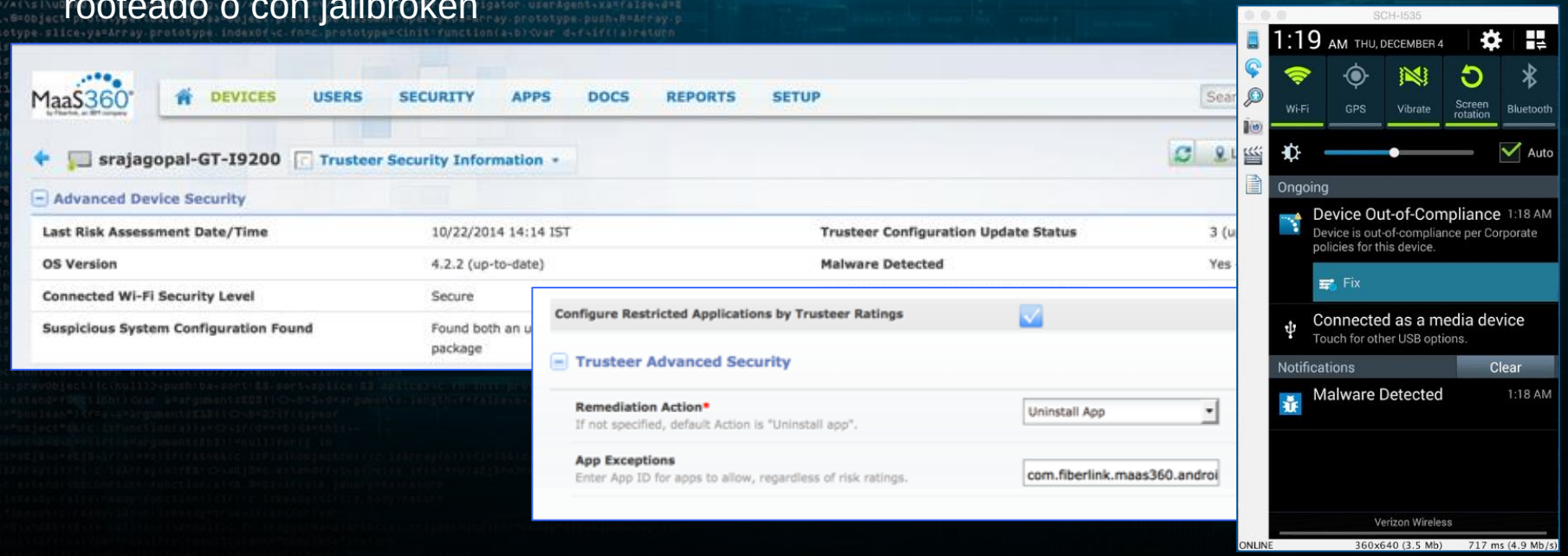
Mobile Enterprise Gateway for Apps

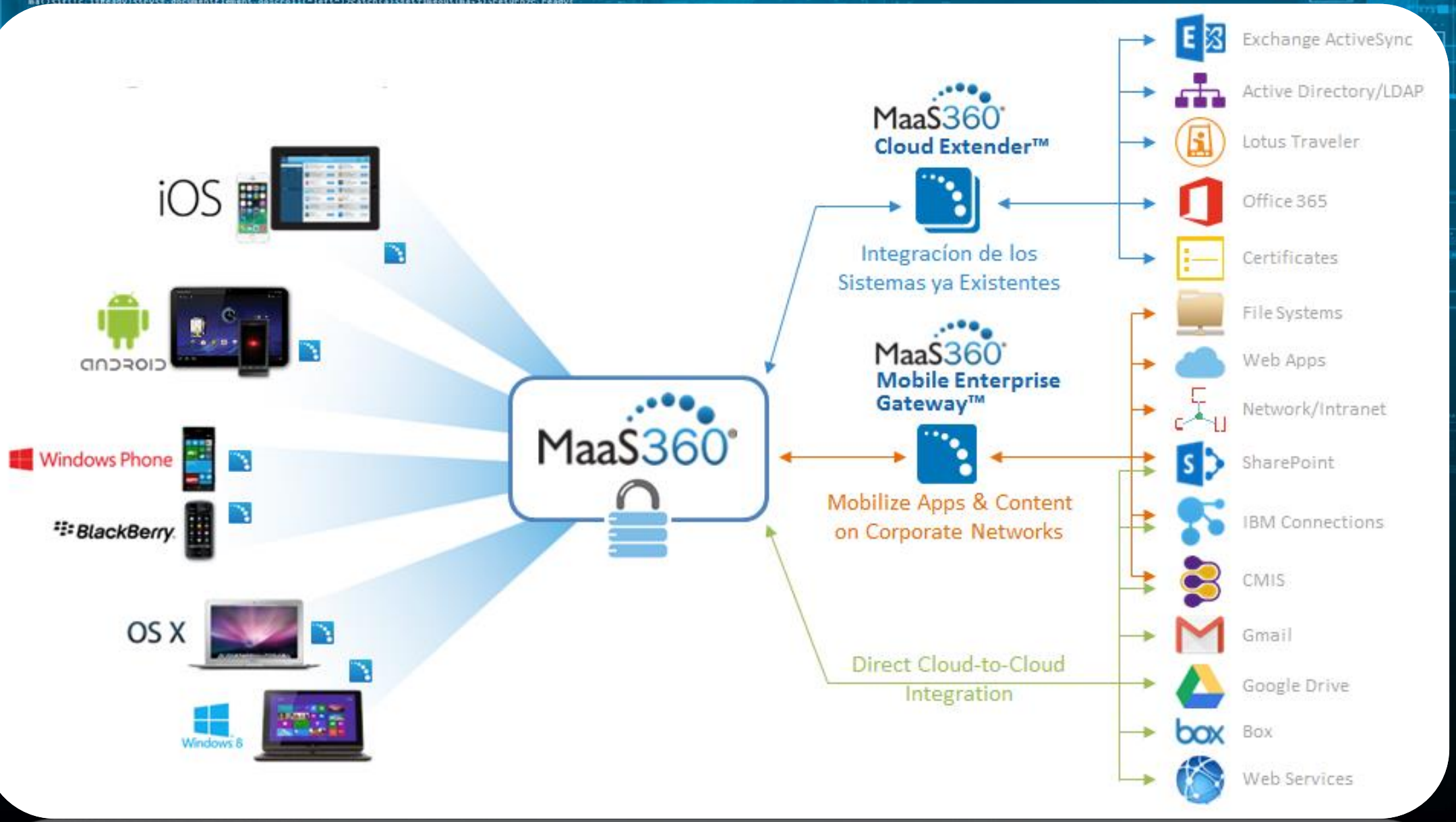
- Add per app VPN to MobileFirst Protect Application Security to integrate behind-the-firewall data in private apps
- Incorporate enterprise data without a device VPN session

IBM MobileFirst Protect Threat Management

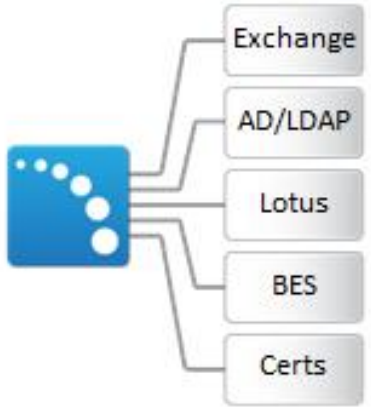
Combina las capacidades de monitoreo de amenzas de IBM Trusteer con controles en tiempo real de MobileFirst Protect EMM dentro de una solucion integrada

- **Detección, análisis y remediación de** mobile malware y dispositivos comprometidos
- **Remediacion automática** con reglas de cumplimiento en tiempo real
- **Deteccion de actualizaciones "over-the-air"** para tomar acciones sobre dispositivos rooteado o con jailbroken




iOS
android
Windows Phone
BlackBerry
OS X
Windows 8
MaaS360
MaaS360
Cloud Extender™
Integracíon de los
Sistemas ya Existentes
MaaS360
Mobile Enterprise
Gateway™
Mobilize Apps & Content
on Corporate Networks
Direct Cloud-to-Cloud
Integration
Exchange ActiveSync
Active Directory/LDAP
Lotus Traveler
Office 365
Certificates
File Systems
Web Apps
Network/Intranet
SharePoint
IBM Connections
CMIS
Gmail
Google Drive
box
Box
Web Services

¿Por qué MaaS360?



Demostrado
Centrado en la gestión de movilidad para cloud

Potentes
características para administrar el ciclo de vida completo de la movilidad

Seguros
contenedores para separar el trabajo de la vida privada

Sin sobresaltos
integración con todo la infraestructura de su empresa

Fácil
y rápido con una experiencia excepcional

1 **Instant**

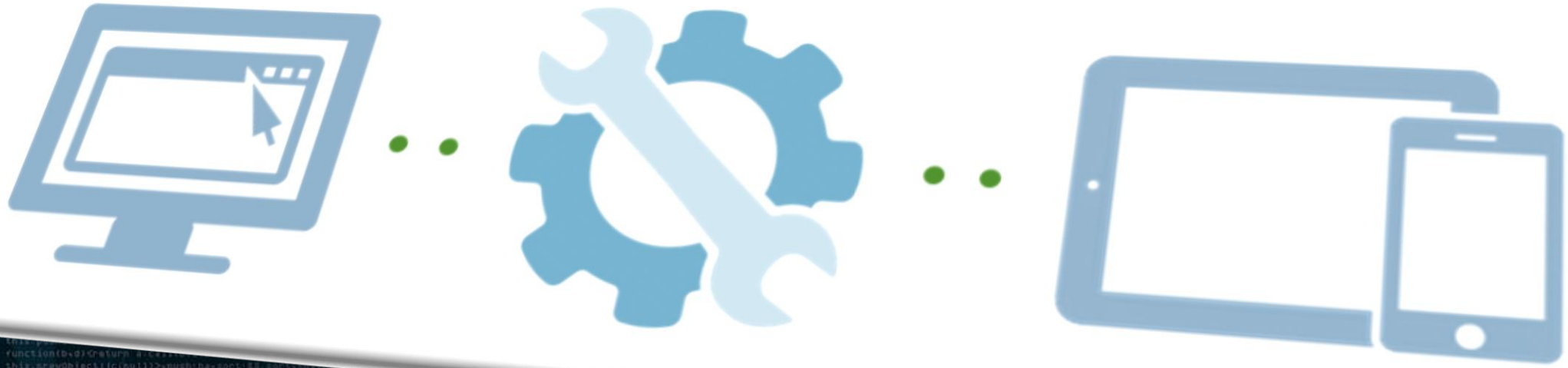
Access a free, fully functional trial for 30 days

2 **Easy**

Set up and configure your service in minutes

3 **Mobile**

Manage and secure your devices, apps and content



Y... el capitán?


IBM MobileFirst Protect


THANK
YOU
GRACIAS
ARIGATO
SHUKURIA
DANKSCHEEN
BÏYAN
SHUKRIA
TINGKI
YAQHANYELAY
TASHAKKUR ATU
SUKSAMA
EKHMET
MEHRBANI
GRAZIE
MAAKE
KOMAPSUMNIDA
GOZAIMASHITA
EFCHARISTO
JUSPAXAR
PALDIES
BOLZÏN
MERCI

BYOD is coming, are you ready for this?