

# Carrying the Can

## The impact of consumerisation on businesses

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Quocirca Ltd

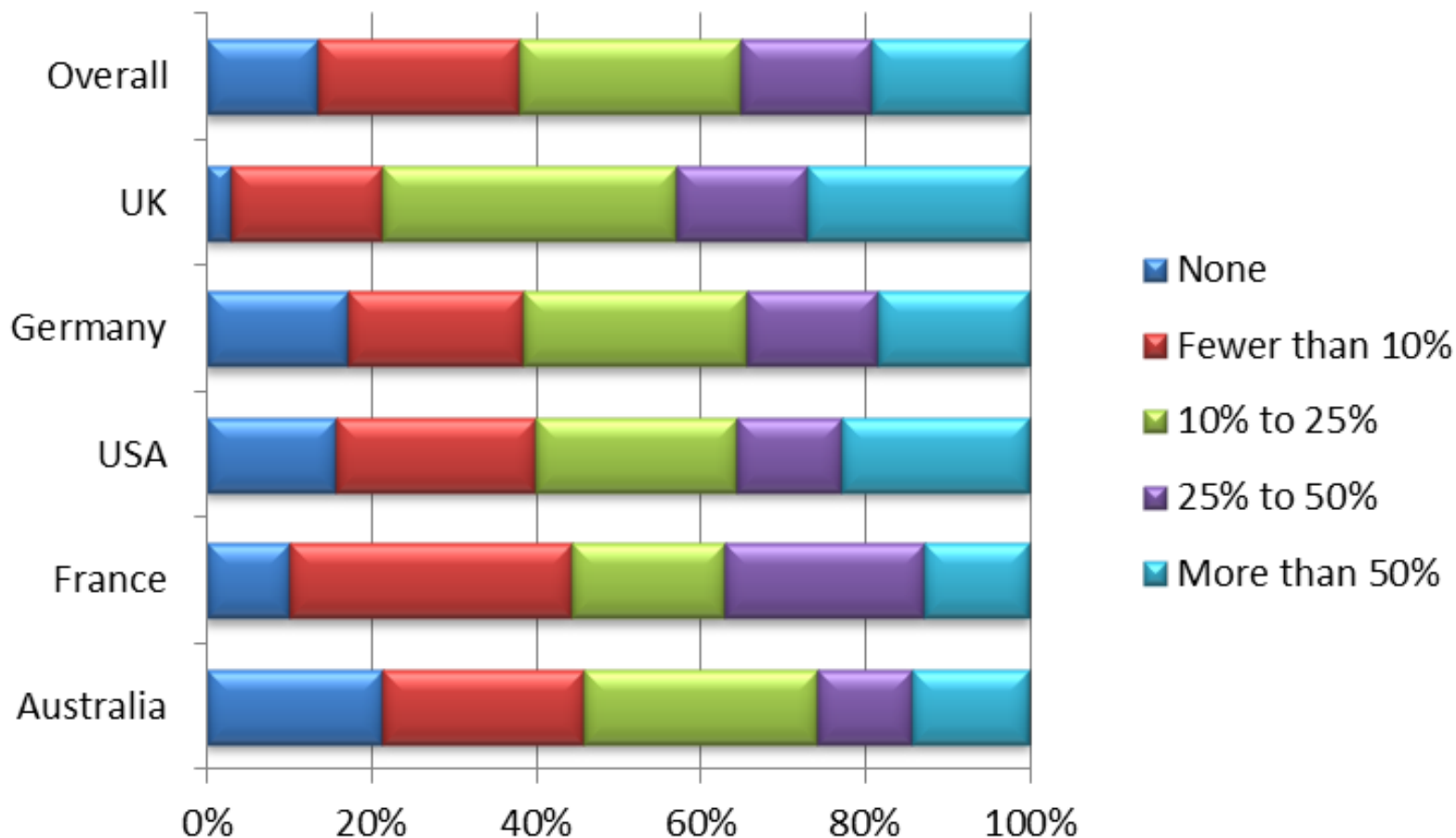
October 20<sup>th</sup> 2011

# CONSUMERISATION



**Everyone is talking about it why does it matter?**

# What proportion of the staff in your organization works remotely at some point during the week?



Source: Quocirca

The data sharing paradox – Sept 2011

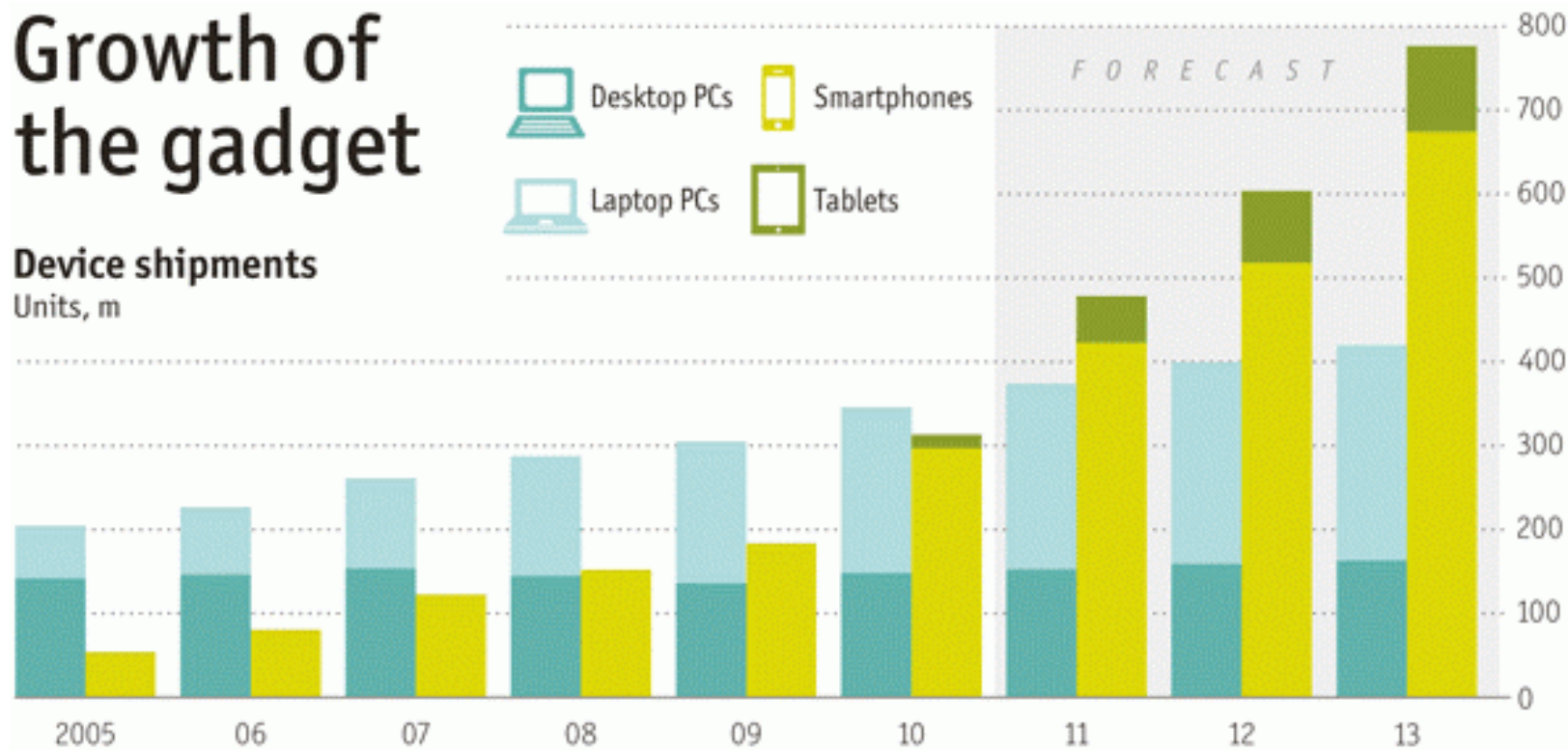
# For businesses there are three areas of impact

- **Devices** (what most people focus on)
- **Content** (the hidden risk)
- **Contracts** (the hidden cost)

# Growth of the gadget

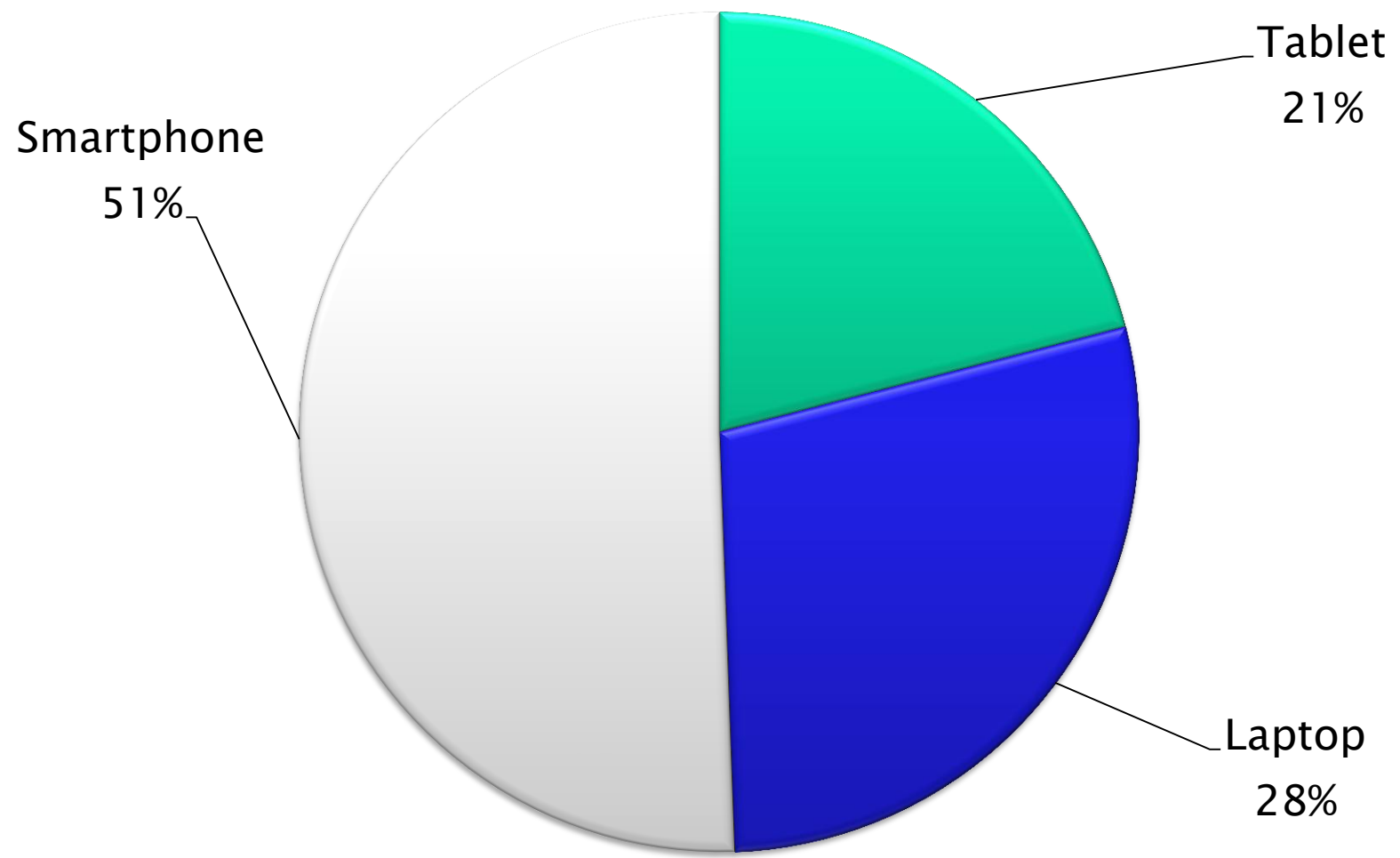
## Device shipments

Units, m



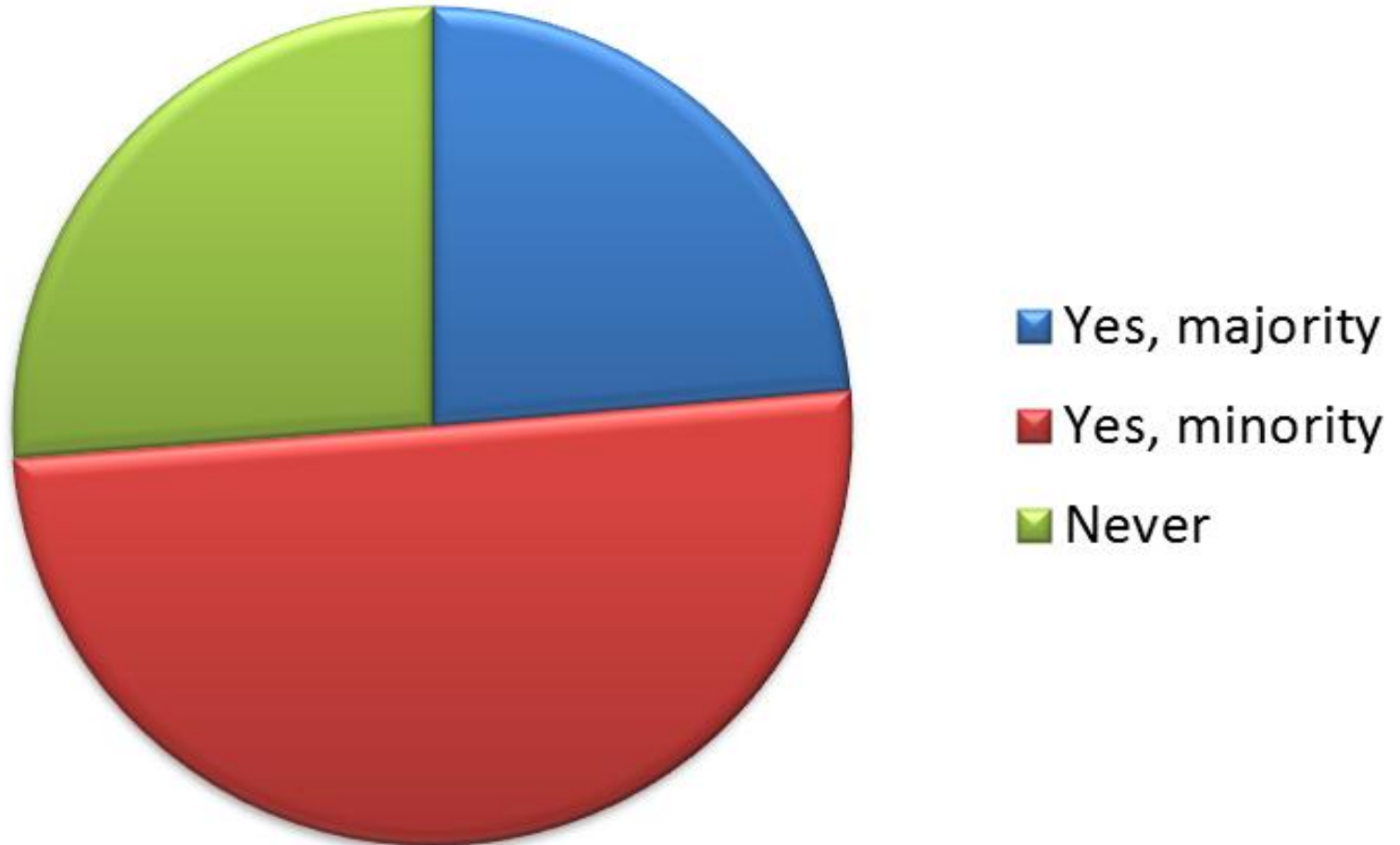
Source: Economist  
Beyond the PC– Oct 2011

# If you had only one mobile device, what would it be?



Source: iPass  
Mobile Workforce Report – April 2011

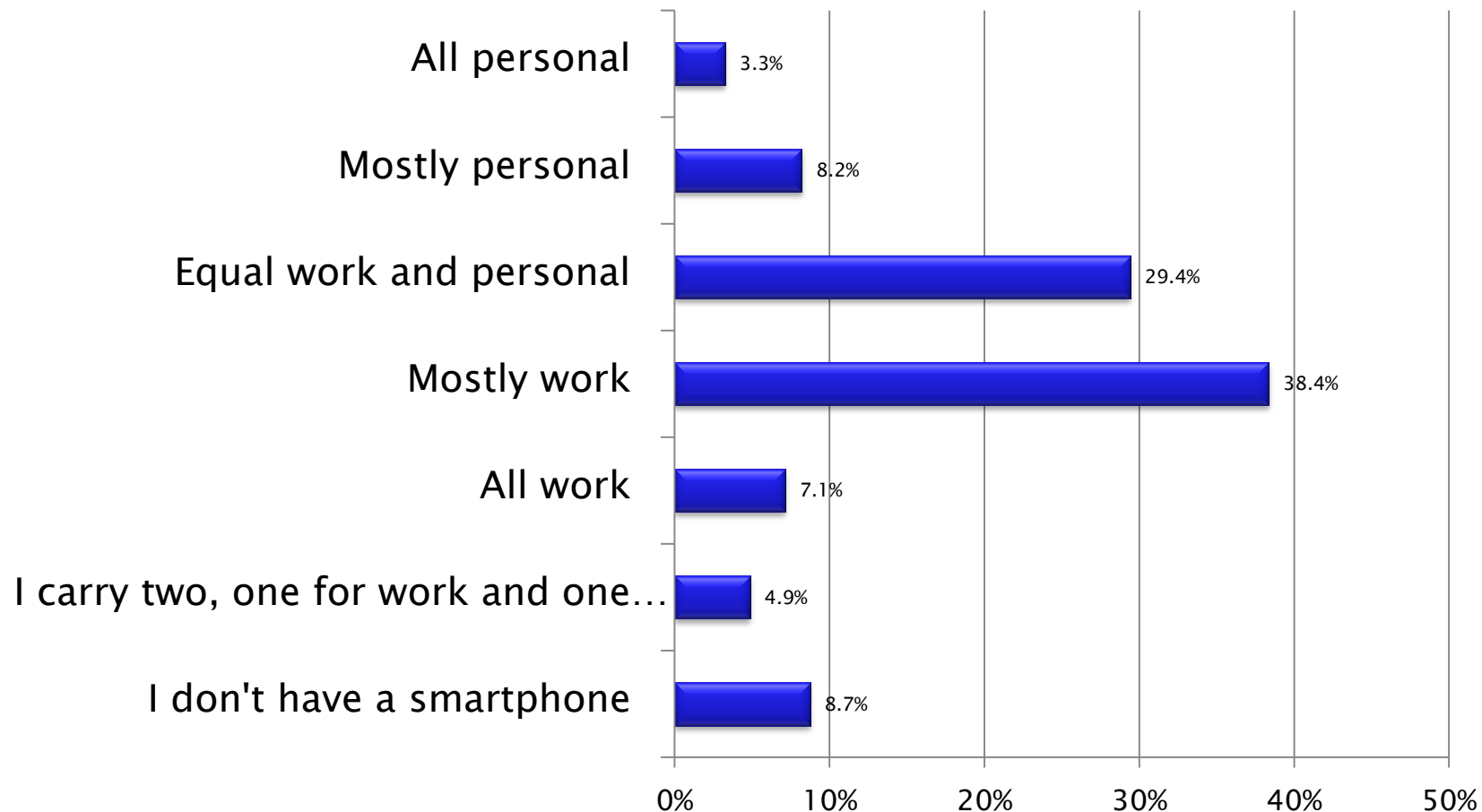
# Do you allow employees to use their own devices to access data and certain applications?



Source: Quocirca

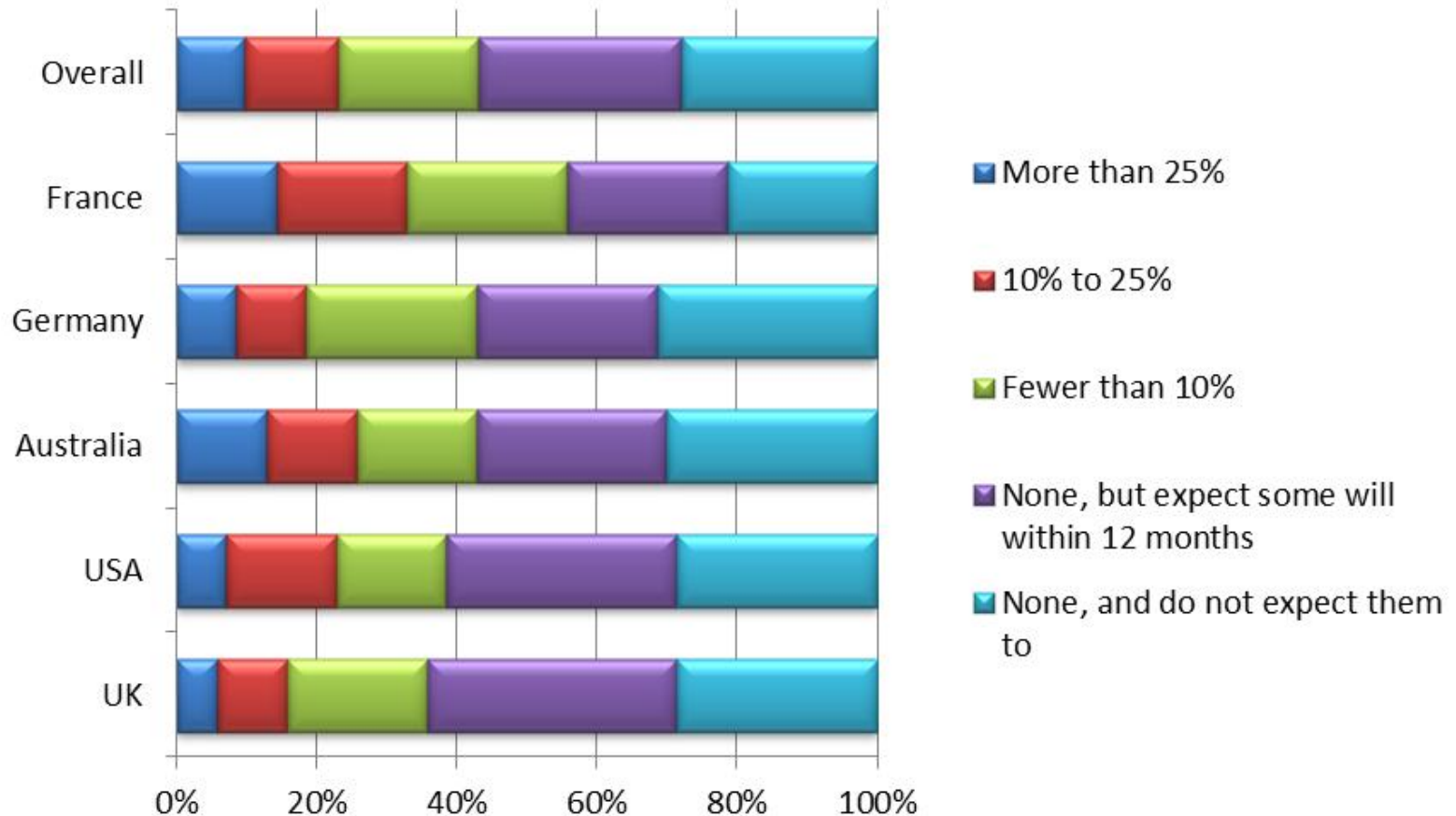
The data sharing paradox – Sept 2011

# Balancing work and life – how are smartphones being used?



Source: iPass  
Mobile Workforce Report – April 2011

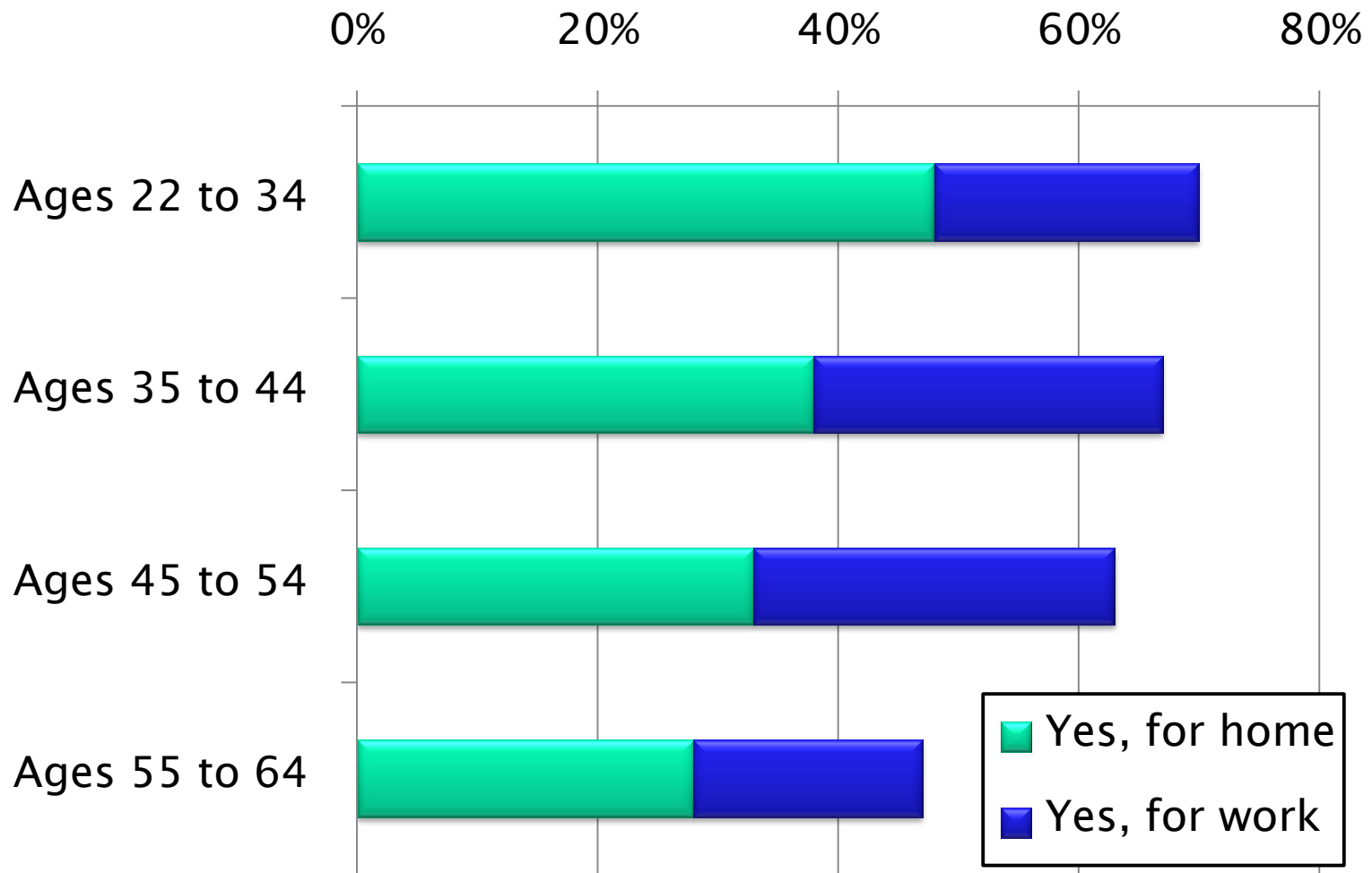
# How many of your employees are now using tablet computers to access your IT systems?



Source: Quocirca

The data sharing paradox – Sept 2011

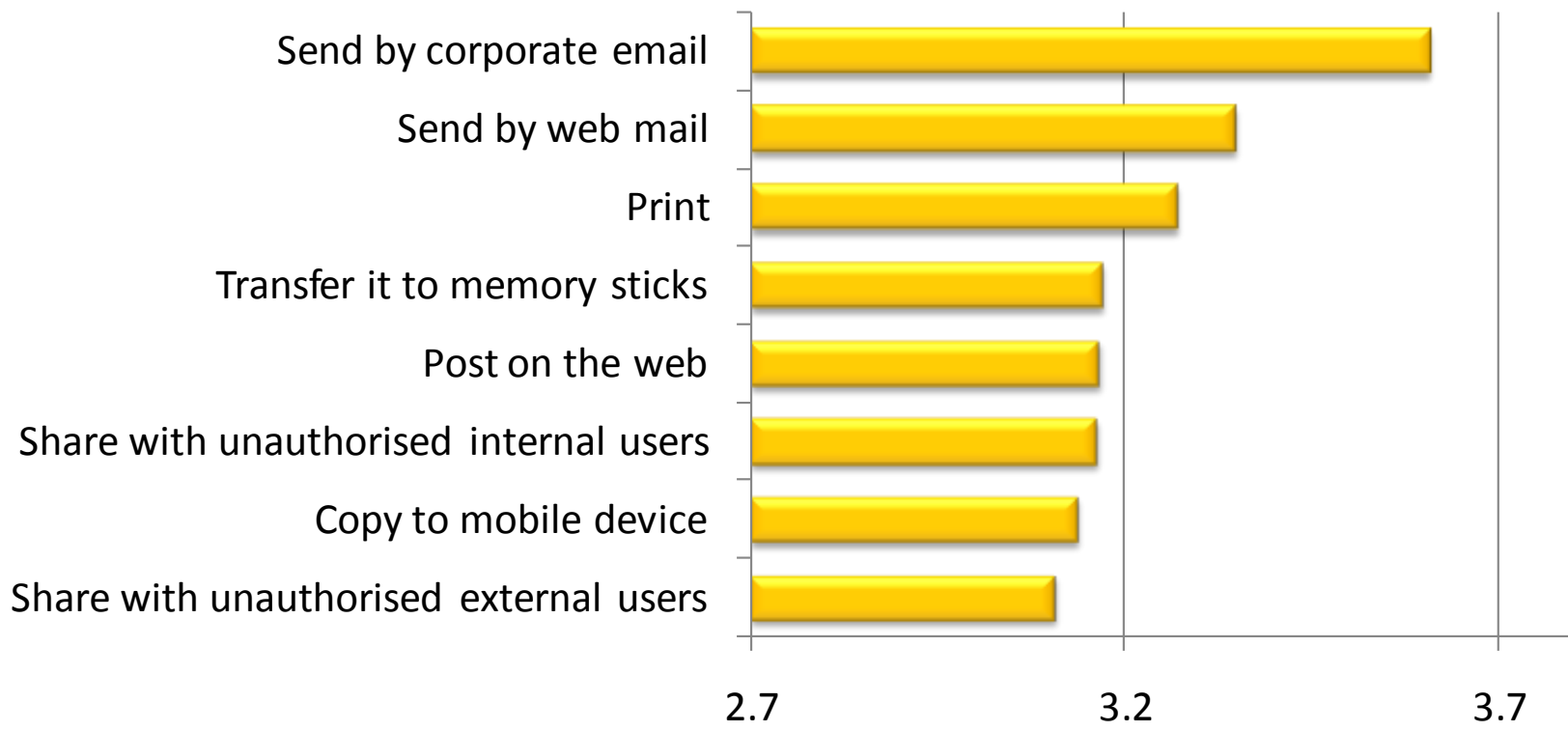
# Do you currently have a tablet device?



Source: iPass  
Mobile Workforce Report – April 2011

# CONTENT

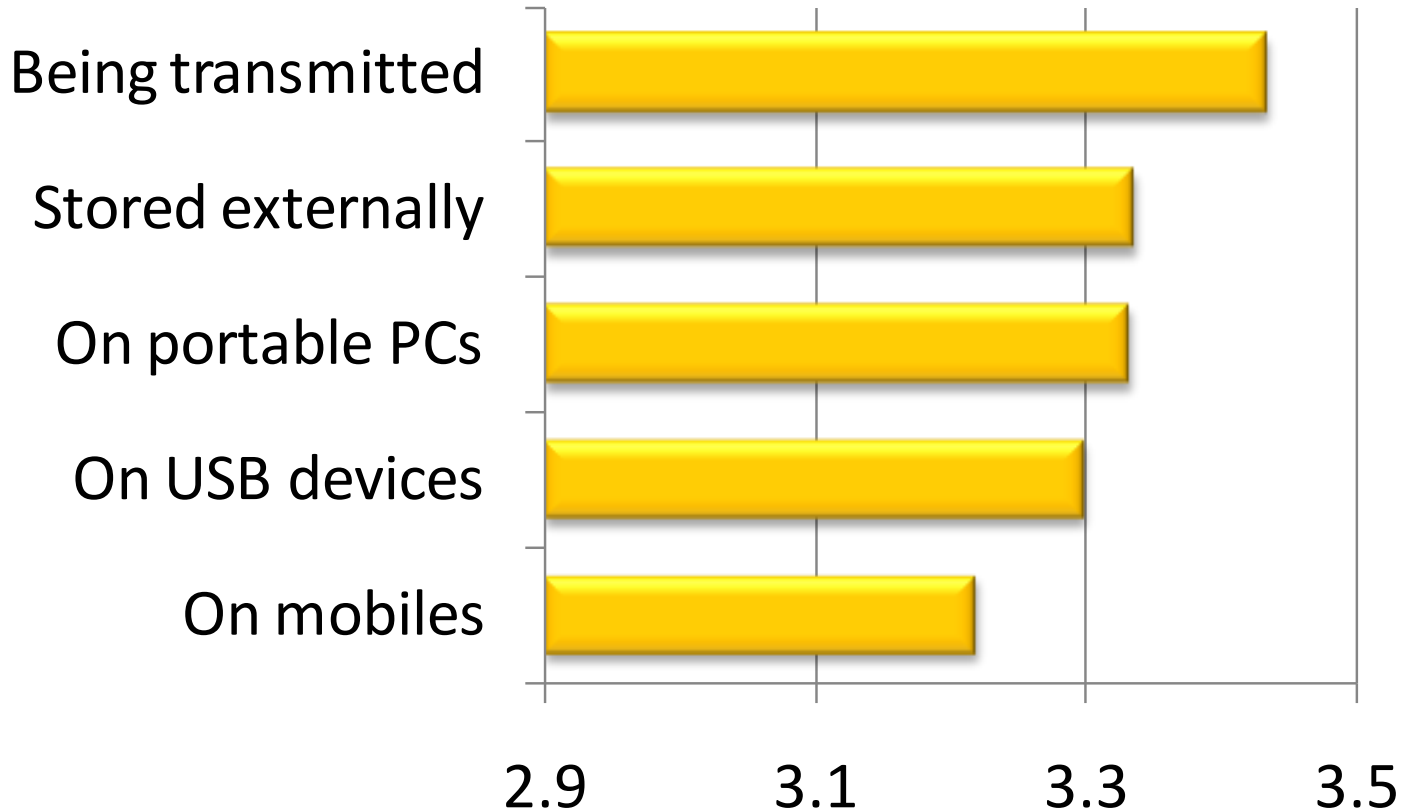
# When users have legitimate access to data how confident are you that you can control their ability to do the following?



Scale from 1 = “not confident” to 5 = “very confident”

Source: Quocirca  
You sent *what?* – May 2010

## How confident are you that access to data is controlled at the following levels?



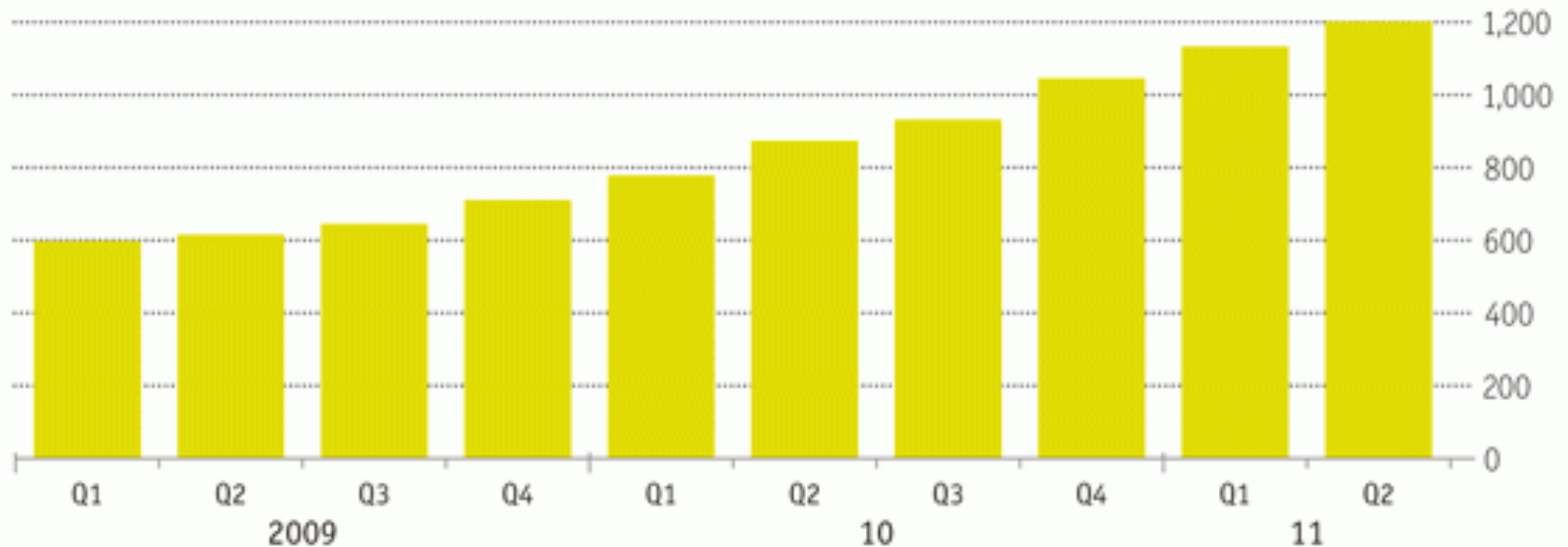
Scale from 1 = “not confident” to 5 = “very confident”

Source: Quocirca  
You sent *what?* – May 2010

# Mobile device malware

## Sneaky geekery

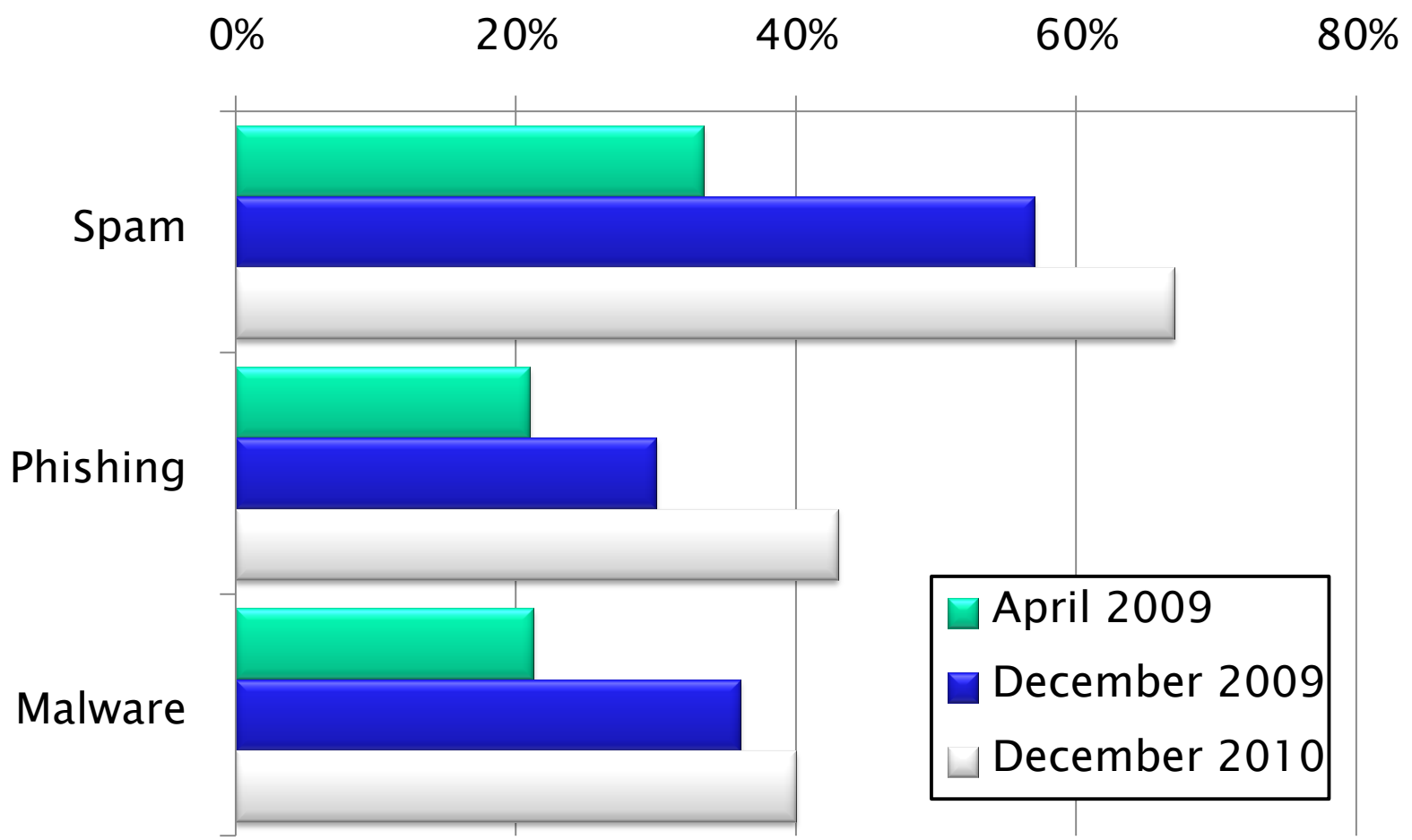
Unique pieces of mobile malware, cumulative total



Source: McAfee

Source: Economist/McAfee  
Beyond the PC– Oct 2011

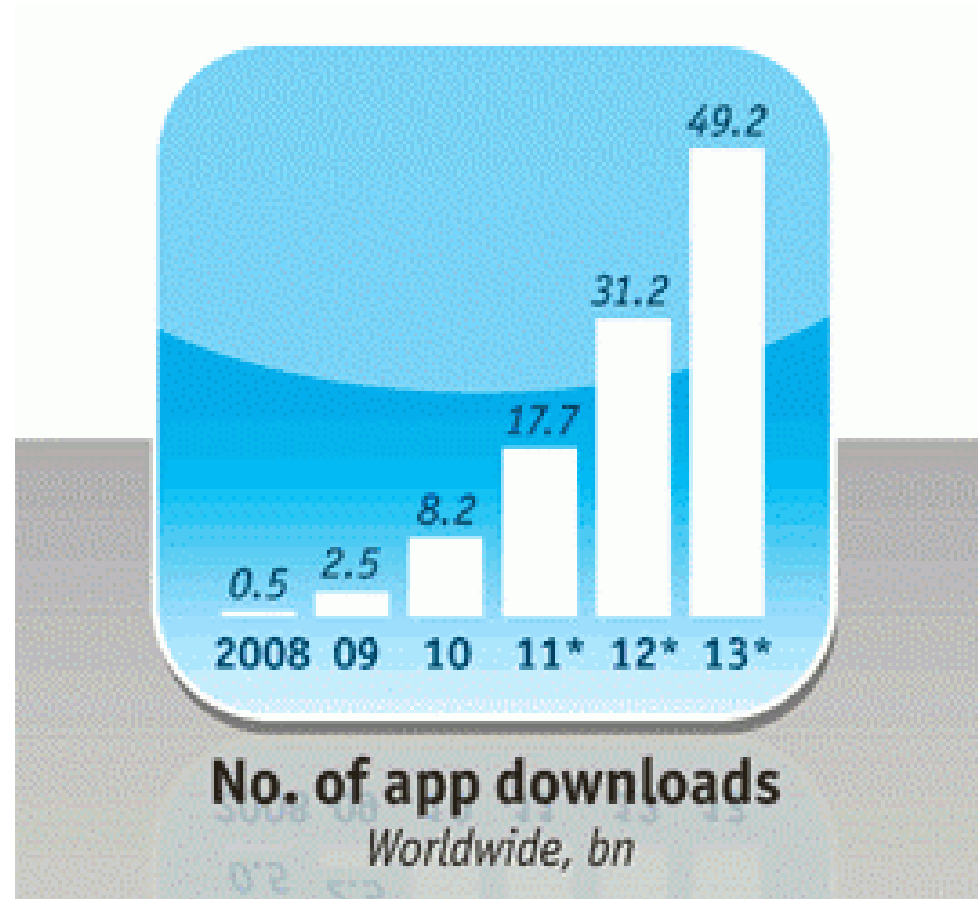
# Those reporting spam, phishing attempts or receiving malware on social networks<sup>2</sup>



Source: Sophos  
Security threat report – 2011

# Consumer cloud services





Source: Economist  
Beyond the PC– Oct 2011

# Two approaches



**Centralised  
control  
mechanisms**



**Device  
based  
security**

# Device based security

- **All devices are security in the own right (aka Jericho Forum)**
- **The only practical way to protect some smartphone use**
  - Password protection
  - Malware protection
  - Device firewall (on-device filtering)
  - Encryption
  - Remote disablement and wipe
  - SIM recognition
  - Geolocation using GPS
  - Protected sandbox
- **Problems**
  - Hard to manage
  - Consumes resources
  - Consumerisation/licencing

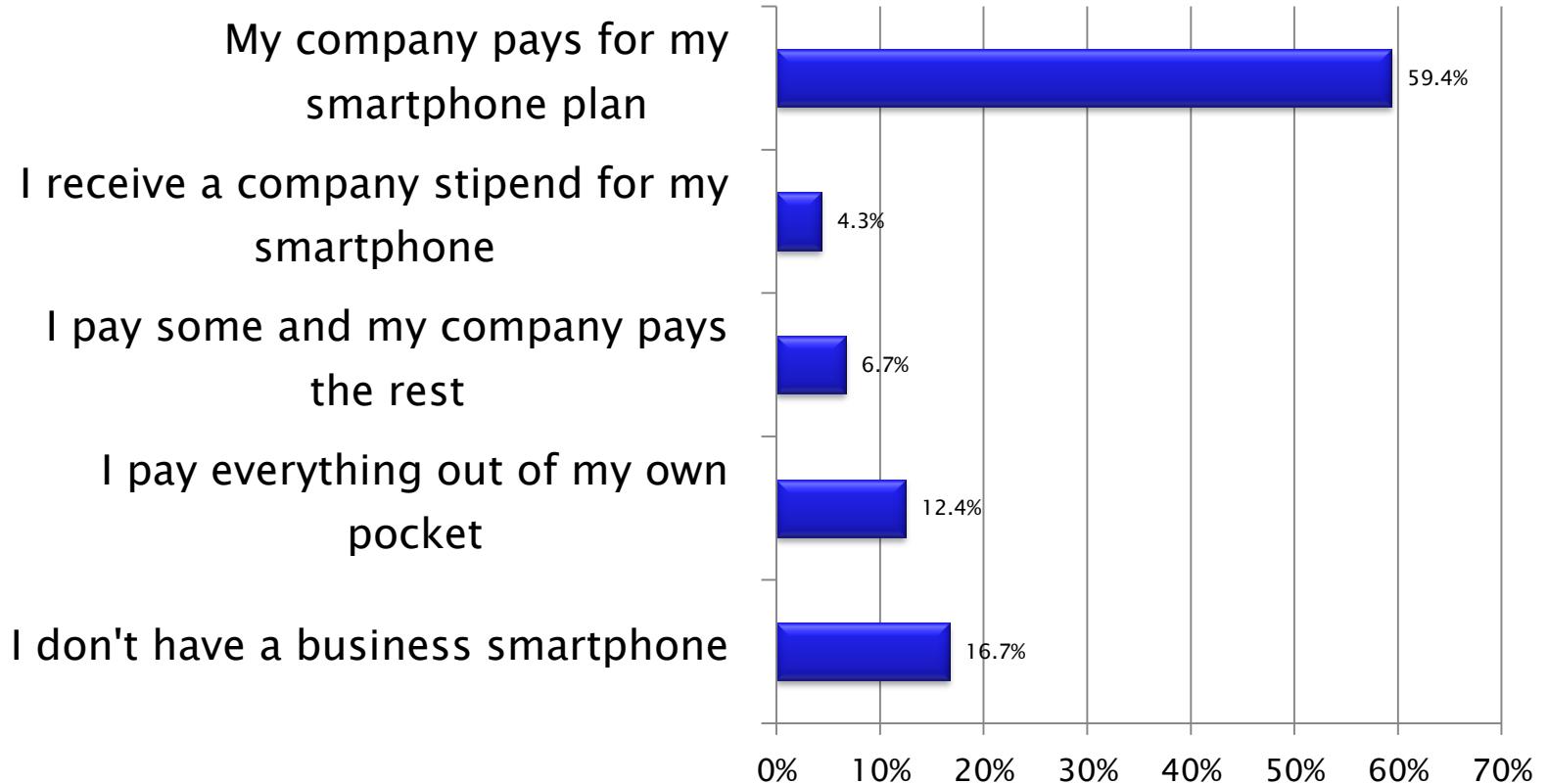
# Centralised control

- **Force all application and/or internet access via central control points**
- **Suits**
  - Some mobile PC use
  - Remote/home workers
  - Limited use for smartphones (getting better fast)
- **Tools**
  - VPN
  - VDI
  - Restricted data stores
  - Locked down apps
  - Next generation firewalls
  - Web proxies
  - Email filtering
  - Enterprise app stores
  - Central data stores
- **Problems – creates choke points**

# CONTRACTS

# Contract commitments

- Who pays for your business smartphone service plan?

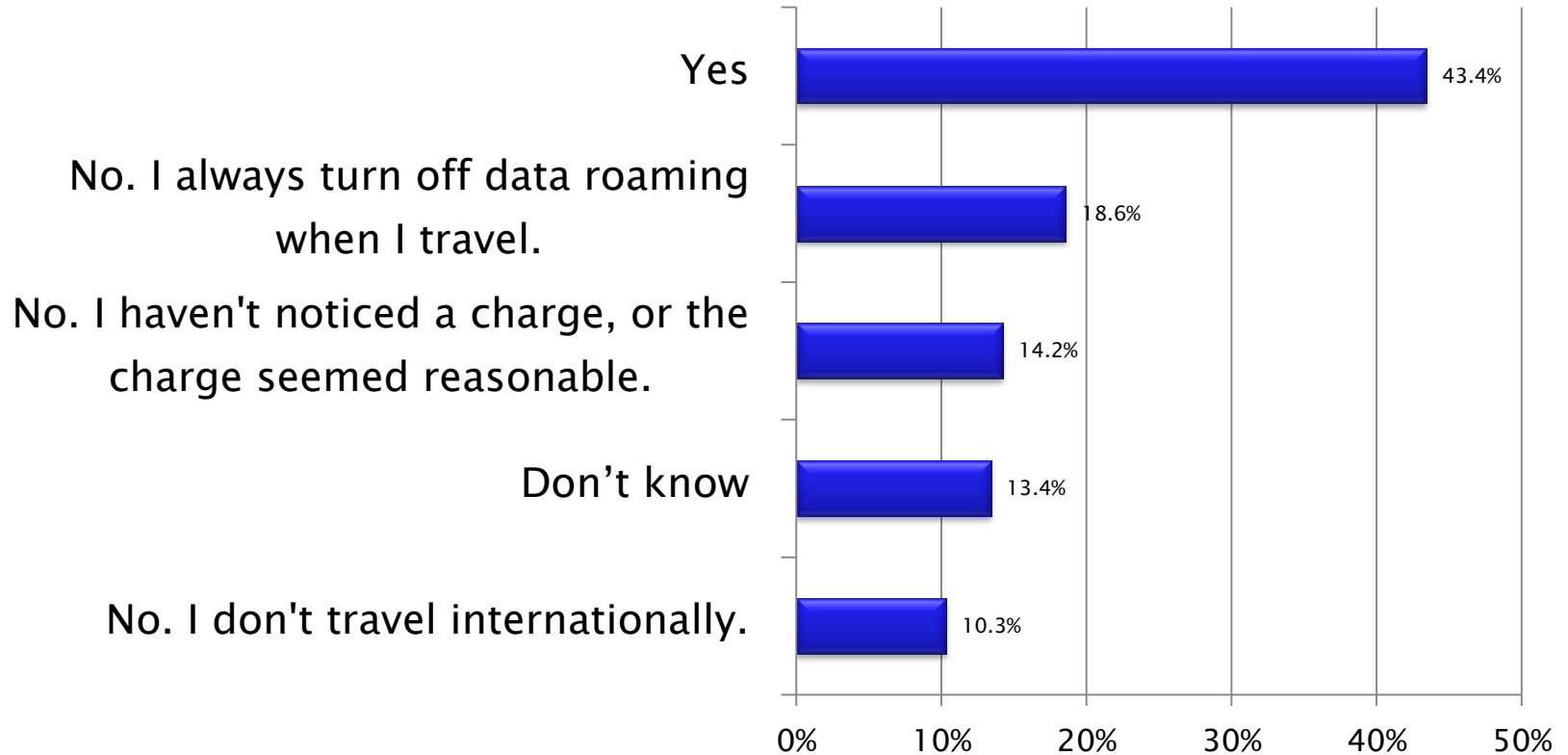


Source: iPass

Mobile Workforce Report – April 2011
















# Contract awareness

- Have you ever had a data roaming bill that you thought was too expensive?



Source: iPass  
Mobile Workforce Report – April 2011

# Not a binary decision

|   | Contract  | Device  | Payment   |
|---|---|---|---|
| <b>CORPORATE</b><br>Complete corporate liability                            |    |    |    |
| <b>CHOICE</b><br>Corporate liability, with consumerisation                  |    |    |    |
| <b>CHARGED</b><br>Corporate liability with end user payment                 |    |    |    |
| <b>CONSEQUENCES</b><br>Corporate liability with consumerisation and payment |   |   |   |
| <b>PERSONAL</b><br>Complete individual liability                            |  |  |  |

This presentation will be available on  
[www.quocirca.com](http://www.quocirca.com)

Thank you

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