

# The Mobile Enterprise: 7 Strategies To Manage Risk & Maximize Opportunity



## PANELISTS:

**Rob Evered**  
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# Panel Introductions: Representatives from SBIC Member Companies



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Group Head of  
Infrastructure  
Security  
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**Dave Martin**  
Vice President and  
Chief Security Officer  
EMC



**Janne Uusilehto**  
Director,  
Head of Nokia  
Product Security  
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# New SBIC Research

## Guidebook for Managing Mobile Enterprise Risks

- Unprecedented surge of consumer mobile devices being used for work
- Growth of mobile enterprise apps and corporate app stores
- As more and more untrusted devices access corporate networks and store corporate data → Risks Escalate
- Report provides practical guidance for balancing risks and rewards
  - Released October 9, 2012
  - Provided in RSA Conference materials



# Overview of SBIC Report Findings: 7 Strategies to Manage Risks & Maximize Opportunity

1. Focus on mobile endeavours that deliver real business value
2. Construct a complete picture of fast-changing risks
3. Establish cross-functional mobile governance
4. Create an action plan for 12-18 months
5. Build core competencies in mobile app security
6. Integrate mobile into long-term vision
7. Expand mobile situational awareness



# Panel Discussion: Representatives from SBIC Council Companies



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# How to Apply What We have Discussed Today

- Realize it's not the same old security model
- Implement security in a way does not hinder user experience
- Develop different approaches for different use cases
- Focus on protecting data rather than protecting devices
- Understand the security architecture of the mobile platform