

# EMBRACING NEW MOBILITY TRENDS

## HOW TO EMPOWER YOUR USERS (SAFELY)


Dave Ewart | Sr Director Product Marketing



# A MOBILE WORKFORCE



OF EMPLOYEES USE A  
LAPTOP FOR WORK

63% 


OF EMPLOYEES USE A  
SMARTPHONE FOR WORK

48% 

OF EMPLOYEES USE A  
TABLET FOR WORK

21% 

OF SMARTPHONE USERS  
WANT ONE DEVICE FOR  
BOTH WORK AND HOME

61% 

OF SMARTPHONE USERS  
WANT TWO PHONES

39% 

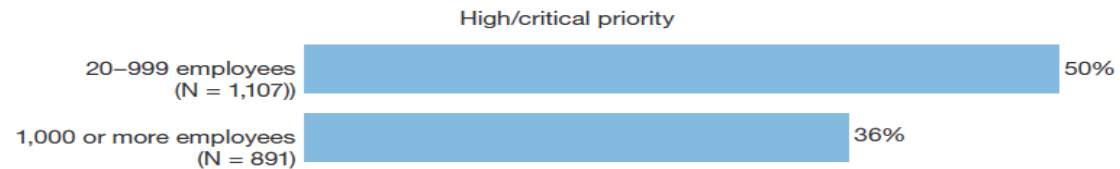
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From: Forrester. 2013 Mobile Workforce Adoption Trends. 2013.

## PRIORITIZING EMPLOYEE MOBILITY = BYOD

*Figure 2* Many Firms Are Focused On Deploying BYOD Programs In The Coming Year

**“How important are each of the following initiatives in your firm’s mobility strategy for supporting your employees over the next 12 months?”**  
(Implement a bring-your-own-device policy and program for employees)



Base: network and telecommunications decision-makers

Source: Forrsights Mobility Survey, Q2 2013

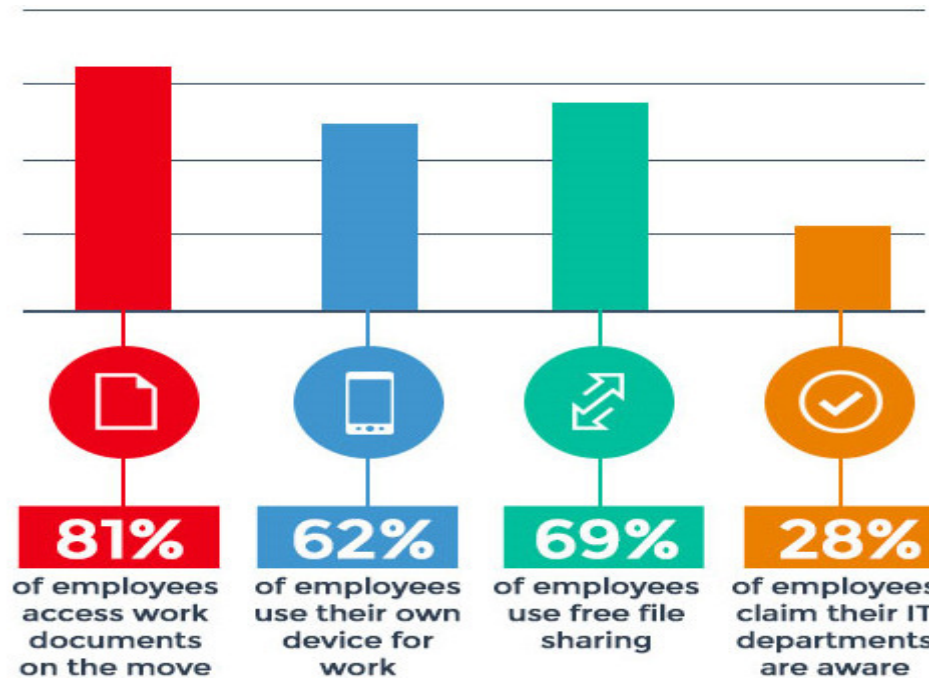
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Source: Forrester Research, Inc.



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# WORKSHARE SURVEY FINDINGS

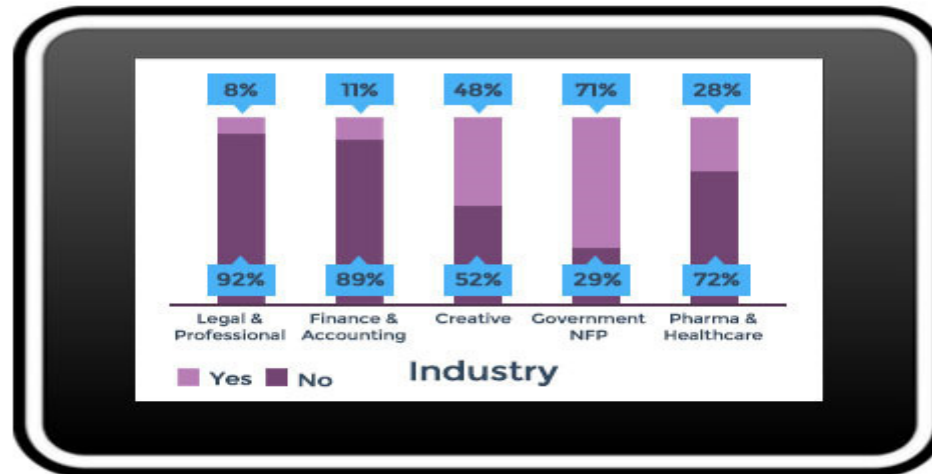


# BYOD

49% of IT managers strongly agree that BYOD improves worker productivity (Intel)



Do you use your own mobile device or tablet for work?

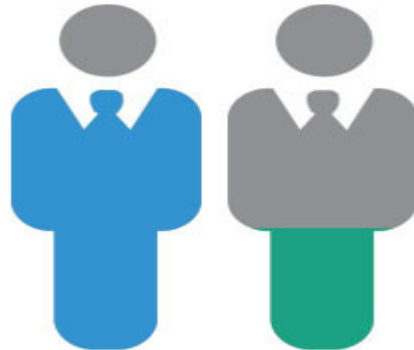


# BYO-EVERYTHING ELSE

Has your IT department authorised your file sharing solution?



Finance Employees



**78%** of finance employees use free file sharing platforms but only **35%** are authorised by their IT department

Legal Employees

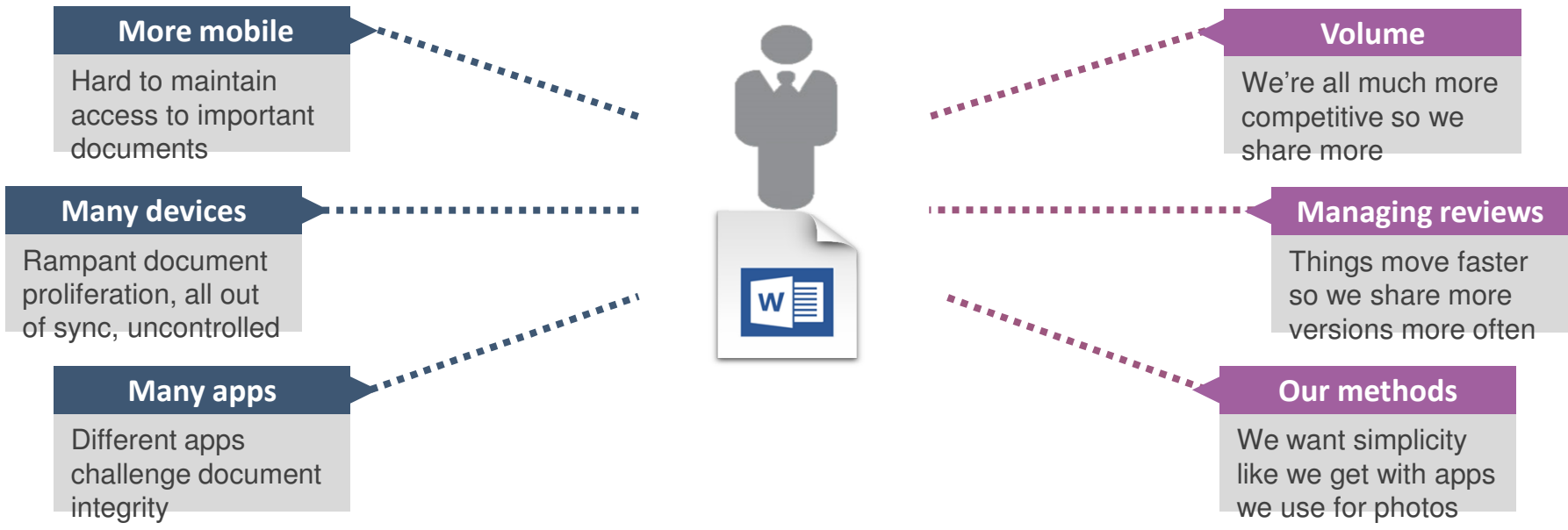


**88%** of legal employees use free file sharing platforms but only **33%** are authorised by their IT department

# DRIVERS, BEHAVIORS & RISK



## THE WAY WE EXPECT TO WORK **ALWAYS ON!** THE WAY WE COLLABORATE



# ANATOMY OF A DOCUMENT

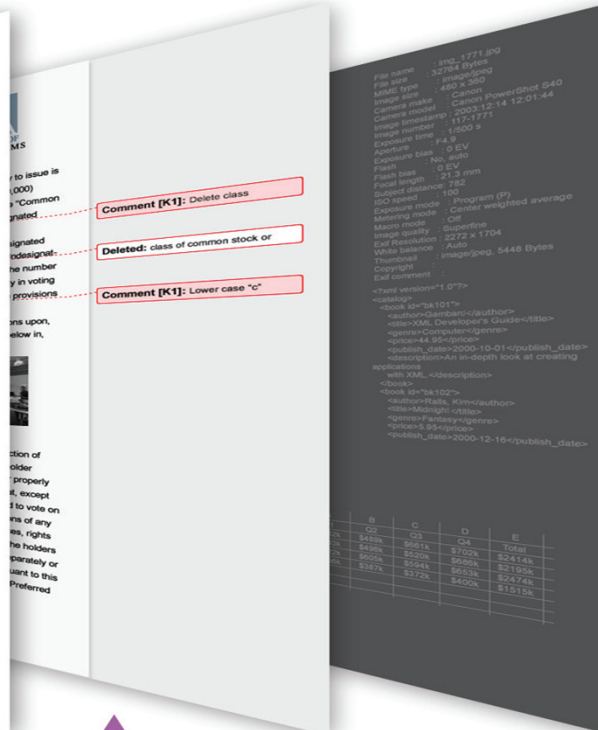


FORMAT



What's on the page itself:

Don't forget the header, footer and small fonts - and even white text.



What's there but hidden:

Text-level commenting, tracked changes in review and undo information.

What's included in the file:

Statistics and file dates:

When it was created, modified, and saved. Authors and reviewers:

Everyone who has worked on or reviewed.

Total editing time:

How long the document

has been worked on.

Custom properties:

Departments and

proprietary information



## IMPLICATIONS OF MOBILITY



No control or guarantee of security.  
No metadata management.  
No control over document integrity.

## FOCUS MOVING FORWARD

IT departments must equip themselves for the BYOD trend



### Requirements:

360° control over all methods.  
Metadata management / awareness.  
Policy and audit trail.

# WHAT EMPLOYEES MUST CONSIDER



## How?



Email attachments?



Free file sharing?



Cloud file storage?

How am I sharing my business documents?

## What?



Sensitive information?



Private information?



Embarrassing comments?

What am I disclosing in my shared documents?

## Who?



Trusted recipients?



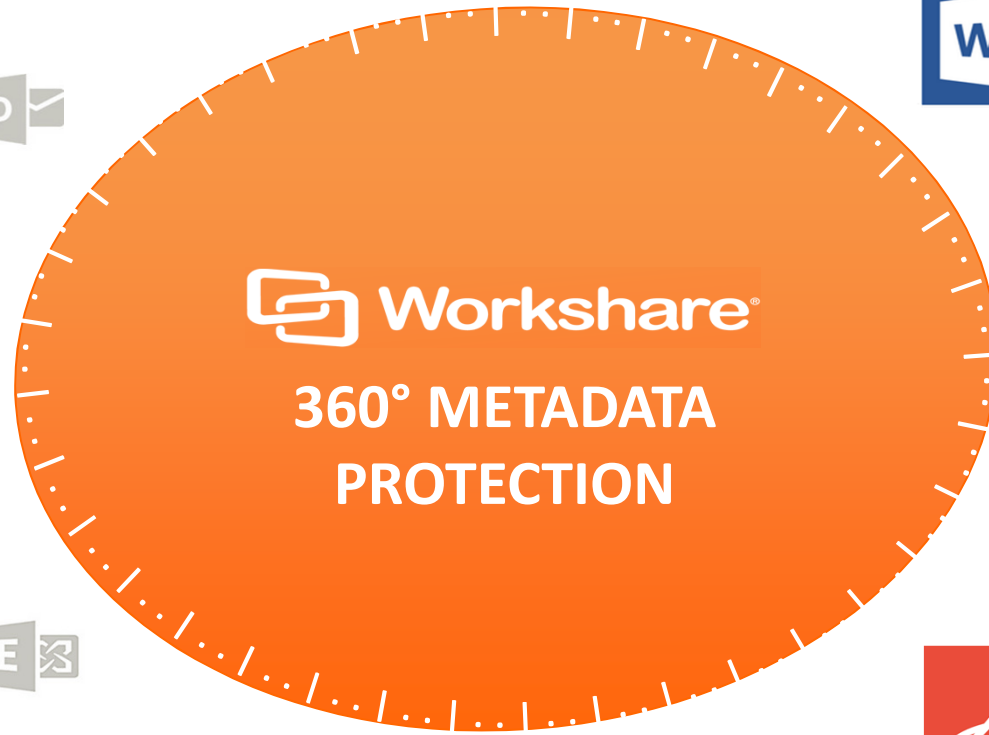
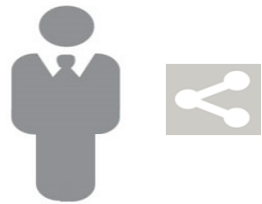
Unencrypted files?



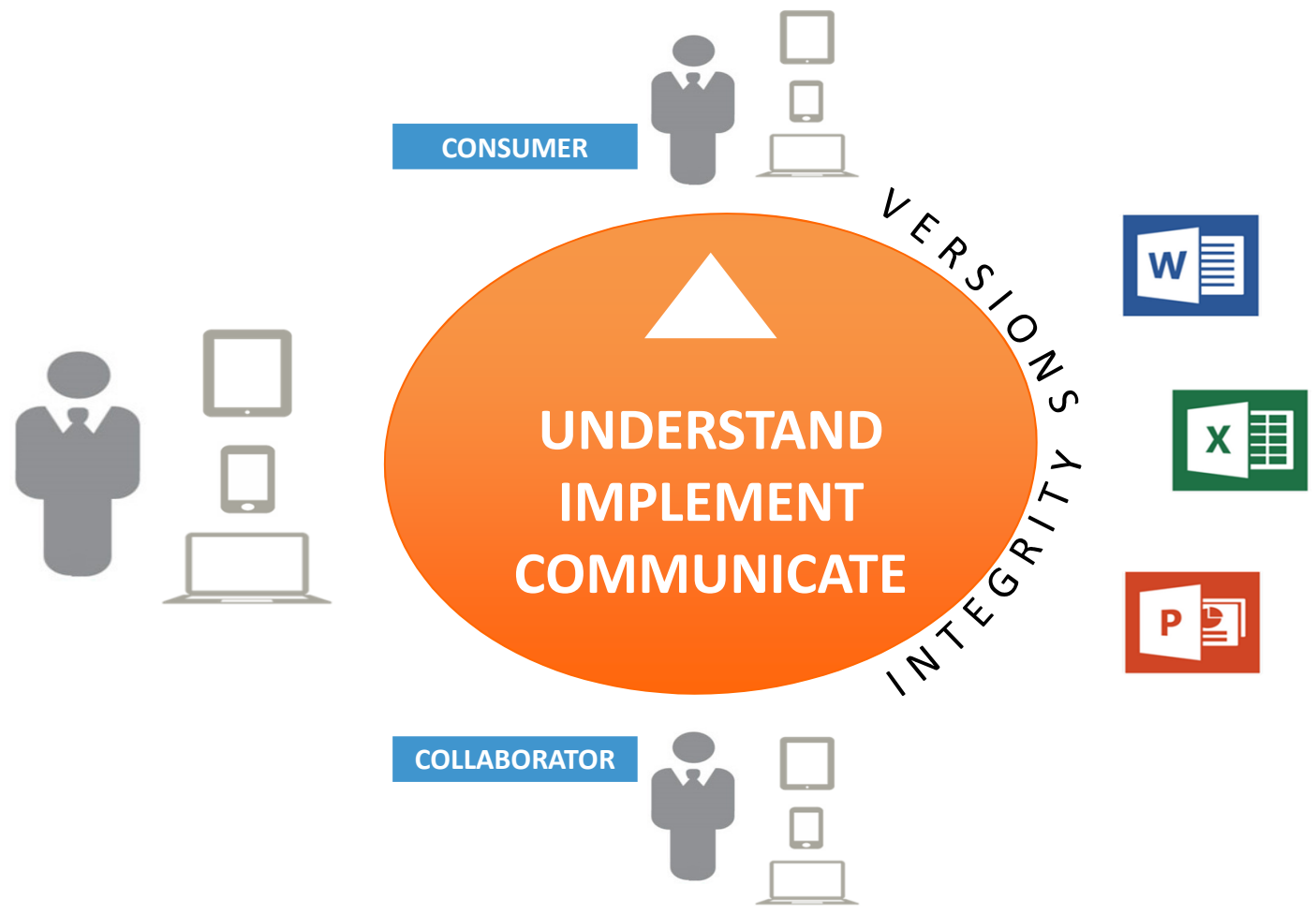
Storage jurisdiction?

Who might get to see what I'm sharing?

# 360° METADATA PROTECTION



# CONTROL OVER DOCUMENTS



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