



# IT Guide for Mobility: Making the Case to Security Leaders



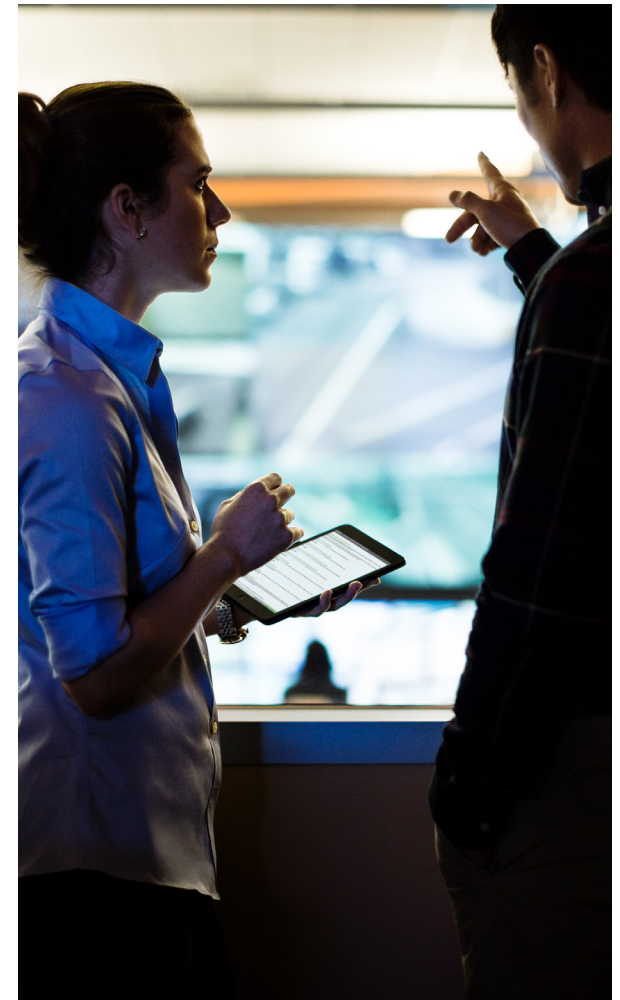
# IT and Security: Better Together Mobility

Modern organizations are expanding mobility initiatives across virtually every business function. According to [Cisco's 2015 Mobility Landscape Survey](#), 72 percent of business leaders believe mobility is a strategic imperative for their organization's success. In fact, in many businesses today, line-of-business (LoB) leaders are increasingly funding and making decisions about mobile applications and solutions.

But mobile app deployments show best results when they're based on a coordinated, organization-wide mobility strategy and platform. IT leaders responsible for mobility can play a central role in building a coordinated strategy that helps the business realize more value from mobile experiences. IT can help the organization roll out mobility projects faster, more securely, and at a lower cost.

If you're going to be an advocate for mobility in your organization, you need to be able to communicate with business leaders about what IT can do for them. You need to shift the perception of your role as a responsive manager of technology services. Instead, you can be a proactive, trusted advisor who understands their business objectives and needs and is invested in their long-term success.

***This primer offers some strategies to help IT communicate the full value of mobility to key security stakeholders in the organization. It explains why partnering with IT is their smartest path to success.***



# Opportunities and Challenges

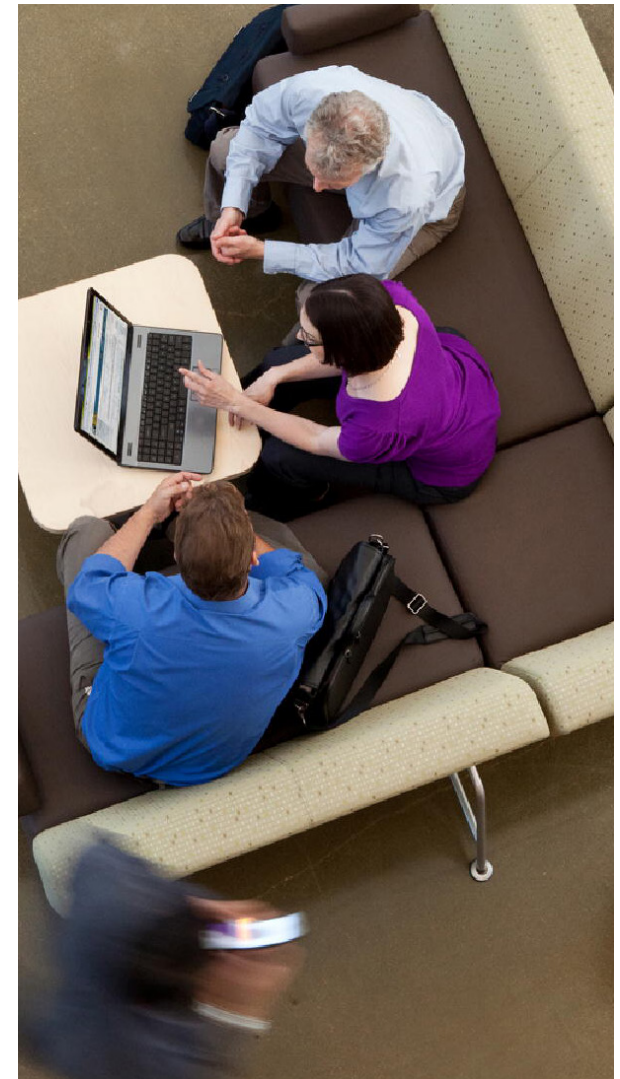
## The World Is Going Mobile

Mobility is broadly recognized as one of the foundational pillars for a digital business, together with cloud, analytics, and social.<sup>iii</sup>

Mobility is creating transformation and disruption across industries and organizations by:

- Delivering more personalized experiences to customers
- Enabling flexible, collaborative, and productive work styles in the workplace
- Providing rich contextual data from mobile apps and devices to power innovative business models and business optimization

Everywhere you look, organizations are using mobility to power new employee and customer experiences, create new opportunities and insights, and increase revenues and cost savings.



i. Cisco Mobility Landscape Survey, 2015.

iii. Leading Digital: George Westerman, Didier Bonnet, and Andrew McAfee, October 2014.



- i. Cisco Mobility Landscape Survey, 2015.
- v. Accenture Mobility Insights Report 2014 – Mobility: Fueling the Digital Surge.

### Barriers to Capitalizing on Mobility

With the enormous potential of mobility, most organizations are seeing huge demand across multiple business groups for mobile apps and experiences. But too often, they're not realizing the value from these initiatives that they should be. The biggest culprit: the lack of a coordinated mobility strategy and platform for the business.

Without a consistent application and infrastructure platform for mobile apps and experiences, you get fragmentation, data inconsistencies, inefficiencies, and increased security and compliance risk. Worse, the business will likely end up with mobile experiences that aren't well suited to the organization or the users—resulting in diminished ROI.

Organizations trying to capitalize on mobility must contend with **security concerns**: Without a centralized identity, access, compliance, and policy strategy for mobile devices and apps, LoBs can introduce significant risk. Device, network, and app security are all equally important. Apps must be designed in compliance with organizational policies. But properly enforcing a security policy for mobile devices is a prerequisite for getting on the network and accessing the application as well.



# Unlock the Business Value

## Seeing the Complete Mobile Landscape

Your organization can accelerate and realize the full value of mobility. IT can play a central role by creating a unified, consistent mobility framework that aligns to the business priorities of the organization. This should encompass a high-performance mobile network infrastructure and app platform. And it should include network, security, management, and application delivery best practices.

A unified mobility strategy helps ensure that when your business stakeholders need mobility apps, they can be delivered as quickly, cost-effectively, and securely as possible. Those apps can then use an existing application infrastructure to access data from ERP, CRM, supply chain systems, and more. A unified platform also gives your employees and customers a consistently good user experience across all the mobile

## Benefits of a Unified Mobility Strategy

- **Speed app rollouts** through consistent practices for implementing mobile apps and experiences for all lines of business.
- **Reduce risk** through consistent policy management, verified security enforcement, and compliance across all devices, locations, and users.
- **Enable mobile workstyles** by delivering secure access to all apps, data, and communications services on any device, from any location.
- **Lower costs** through a reusable mobility application platform, rather than lines of business continually building one-off solutions from scratch.
- **Increase innovation** by capitalizing on context-rich mobility data across the network, the organization, and its customers.



i. [Cisco Mobility Landscape Survey, 2015.](#)  
 iv. [Kinvey CIO and Mobile Strategist Survey, 2014.](#)



# Business Case for Risk and Compliance

## Transform Mobile Security from Defense into Business Enabler

Risk and compliance leaders, such as chief information security officers (CISOs) and security operations (SecOps) managers, are consumed with reducing risk and protecting the organization against threats. But they also must create the conditions for innovation and growth. To do this, they need to find ways to enable the business across strategy, policy, compliance, operations, and crisis management.

From an operational perspective, these stakeholders need to implement a sustainable security model that improves efficiency while maintaining continuous, up-to-date protection. And they want to implement a holistic security strategy, drawing on a comprehensive set of technologies to guard against new threats.

Security leaders' main challenges include:

- The need to discover attacks faster
- Changing business models and attack vectors
- A dynamic threat landscape
- The complexity and fragmentation of security solutions
- An increasing attack surface driven by mobility, cloud and the proliferation of networked devices
- Data privacy and protection
- Contending with the spike in the number of business and collaboration applications, as well as public mobile apps, public web services, and tools, that can increase exposure to threats
- The blurring or disappearance of network boundaries, and the dramatic increase in data volume





### What Can Secure Mobility Do for Your Business?

Mobility provides both an opportunity and a challenge for security leaders. Organizational leaders consistently cite security and risk as the top obstacles to deploying mobility. But when done right, mobile security can be an important business enabler. A well-planned and maintained secure mobility framework can accelerate adoption of mobile technologies and allow companies to realize their benefits faster.

CISOs have legitimate concerns that need to be addressed. Mobility expands the traditional security perimeter and attack surface. It can dramatically increase the number of endpoints and the amount of network traffic that must be secured. And it can intensify demand by workers for expanded access to corporate assets using the mobile devices they choose.

Employees' mobile devices are also prone to loss and theft. When employees use unsecured Wi-Fi networks, they can put sensitive corporate information at risk. And their mobile devices are at constant risk of exposure to web-based threats, including data-stealing malware.

By collaborating with IT on a coordinated, organization-wide mobility strategy, security leaders can create the conditions for successful mobile deployments with minimum risk. Without strong coordination between IT and security teams, the organization will struggle to keep pace with mobility and IT consumerization trends such as BYOD.



## Scenario: Mobility for Greater Protection and Compliance

As the chief security officer of a hospital, Jared is fully aware of the dangers and opportunities mobility offers his organization. He is determined to help accelerate the hospital's digital journey, while protecting it from the many hazards that journey opens up.

By working with IT to create a unified mobility infrastructure and app platform, Jared can enable secure mobile access for clinicians, support staff, patients and visitors:

- **Detect and contain attacks:** Gain ongoing, up-to-date visibility into the threats on your networks and systems.
  - **IT support:** Deploy network-based systems that provide visibility before, during, and after an attack.
- **Safely launch BYOD and choose-your-own-device (CYOD) initiatives:** Allow clinicians and support staff access to patient records and systems on any device, anywhere, without risking patient data or compliance.
  - **IT support:** Centralize contextual policy management and enforcement based on user, application/data, device, and location.
- **Secure application delivery:** Improve patient care and clinician efficiency by securely delivering information to the right device, in the right place, at the right time.
  - **IT support:** Deploy a security framework that enables secure delivery of applications to any device, using the most appropriate delivery model (native, web, cloud, or virtual).
- **Protect mobile devices:** Help ensure that data cannot be leaked or malware introduced through mobile devices connecting to the network.
  - **IT support:** Use cloud-based enterprise mobility management for simplicity, scale, and efficiency.
- **Improve the patient experience:** Provide patients and visitors with personalized healthcare information, appointment details, hospital navigation, and secure access to personal records from their mobile devices.
  - **IT support:** Provide an easy-to-use yet secure guest mobile experience, segmented from the internal hospital network.
- **Enable mobile innovation:** Create a secure environment for mobile innovation, including wearables and medical device tracking.
  - **IT support:** Apply end-to-end segmentation and mobile device management to protect new mobile innovations. Use advanced network and security analytics to identify threats and anomalies.

# Capitalize on Mobility with Cisco

Cisco can help you at every step of your organization's mobility journey. As you implement a unified, coordinated mobility infrastructure and platform, we can provide end-to-end solutions and services to help you capitalize on mobility.

Cisco provides innovative mobility solutions, from **Cisco® Connected Mobile Experiences (CMX)** that delight your customers to **Cisco Mobile Workspace** and **BYOD** solutions that empower employees.


With **Cisco Enterprise Mobility Services Platform**, quickly create and deploy context-aware experiences that engage people on their mobile devices.

Cisco also delivers strategy and analysis services that can help IT work with business leaders to develop an overarching mobility roadmap using a structured and methodical approach. **Cisco Services** provides strategic guidance to design a comprehensive mobility framework that encompasses the IT infrastructure, security, and mobile application strategy.

Working in partnership with you, we can help you:

- **Engage:** Elevate customer experiences and build workspaces that move with workers.
  - Quickly create mobile experiences with a cloud-based software platform.
  - Influence customers at the point of decision with location-specific captive portals or enhancements to existing native and web apps.
  - Provide workers anytime access to digital tools, services, and experts on any device.
- **Protect:** Extend security and compliance everywhere, identify and contain threats, and reduce the attack surface.
  - Deliver secure access to applications, data, and collaboration services from anywhere, on any device.
  - Create a defense-in-depth strategy with multilayer, context-based policy management and enforcement.
  - Provide guest access with fast, secure onboarding.

- **Accelerate:** Enhance mobile experiences and optimize access to apps, data, and services.
  - Assure quality mobile access in high-density environments.
  - Improve user experiences for business-critical applications everywhere: on the campus, in the branch, at home, or on the road.
  - Optimize all app delivery models—native, web, software as a service (SaaS), virtual, and more.
- **Discover:** Uncover insights to continuously optimize the workplace and improve customer engagement.
  - Monitor workplace efficiencies to enable workplace optimization.
  - Turn network data into actionable intelligence for faster threat detection.
  - Gain actionable insights into in-venue behavior and preferences of workers, consumers, fans, patients, students, travelers, and more.

A man in a white shirt and glasses is sitting at a wooden table, looking at a tablet. The tablet displays a dashboard with a pie chart and a video call window. There is a white mug on the table next to the tablet.

As IT leaders, you have the opportunity to create the conditions for your organization's mobility strategy to flourish.

Engage your business leaders to understand how mobility can best serve the organization.

Create a technology foundation that delivers the security, application experience and seamless connectivity your business leaders, employees and customers need.

Reach out to Cisco and our partners to learn how we can help you every step of the way.

[www.cisco.com/go/mobility](http://www.cisco.com/go/mobility)