



# New Imperatives for Mobility, Content & Governance in the Enterprise

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# New Imperatives for Mobility, Content and Governance in the Enterprise.

Chris Marsh, November 2016.

# Workforce Productivity in the Post-PC Era

## PC

Only identity mattered in the PC era. Employees were authenticated on issued devices using Active Directory and granted access to corporate data residing behind the firewall.

## CLOUD

The growth of independent cloud services increasingly designed for mobile fragments the traditional identity model. Federated identity management and SSO become important to create a seamless user experience.

## MOBILITY

The proliferation of threats across devices, the cloud and on-premise infrastructure that apps connect to, and the transit of data back and forth needs combatting by more contextual authentication, user profiling, predictivity, risk management & real-time intervention.

FEW THREATS

MANY THREATS

PREDICTABLE CONTEXT

UNPREDICTABLE CONTEXT

LOW DATA MOBILITY

HIGH DATA MOBILITY

LOCK-DOWN, REACTIVE RESPONSE

PREDICTIVE INTERVENTION

SIMPLE SECURITY REGIME

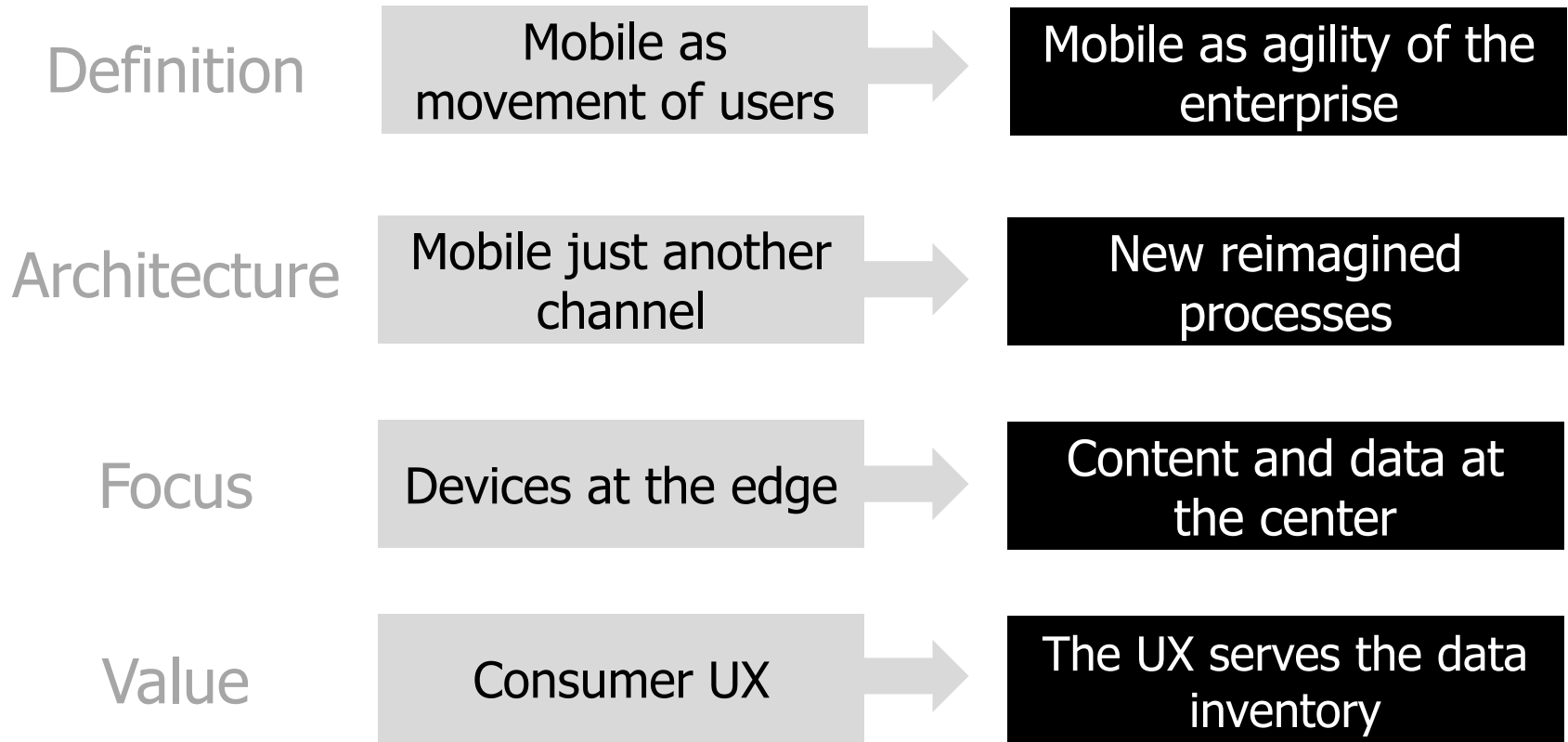
USE CASE SPECIFIC

“[...] the **way companies have been structured**, operate and monetize around their offerings have all been **derivative of the limitations of the technologies** they procure and their organizational make-up.

In the **mobile era**, for the first time, **this relationship flips** from push to pull: technologies are allowing mobile data from users' context to be the point of business value creation.”

- 451 Research's 'Mobile Middleware the Latest  
in a Long History of Enterprise Integration Technologies', 2014

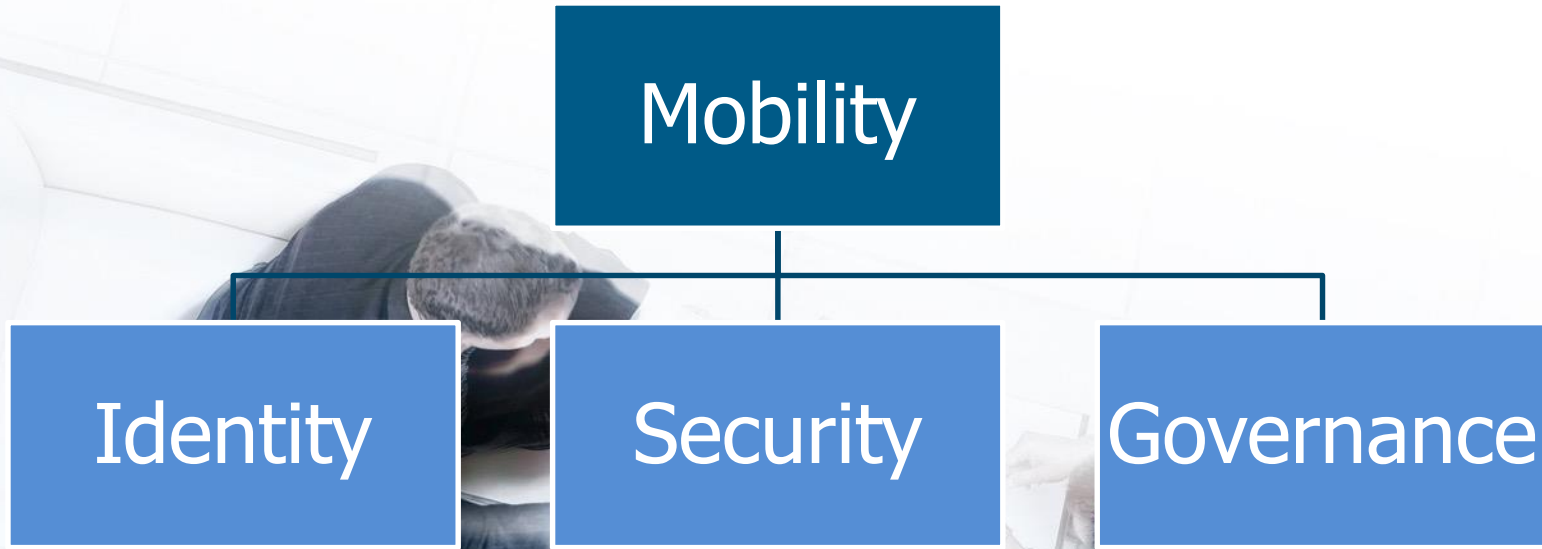
# Conway's Law



**Companies' most important monetisable** asset will become something they'll (probably) never actually sell – their **data inventory** - which gives context to how they sell their products.



# Preparing for 'Data-as-Inventory'.



Mobility

Identity

Security

Governance

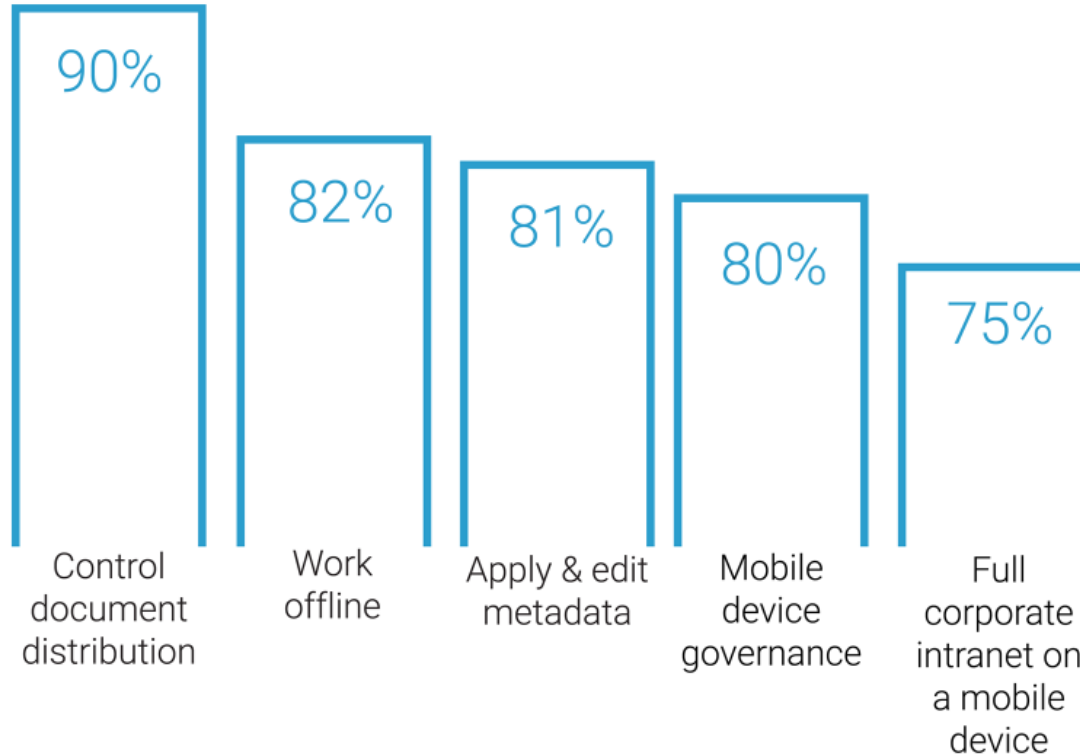
Old: Productivity shaped by new apps and devices.

**New: Converting locked-up data into manipulable, monetisable digital inventory to enable hyper-responsiveness to end user requirements.**

# Most Useful Capabilities for Mobile Apps for SharePoint

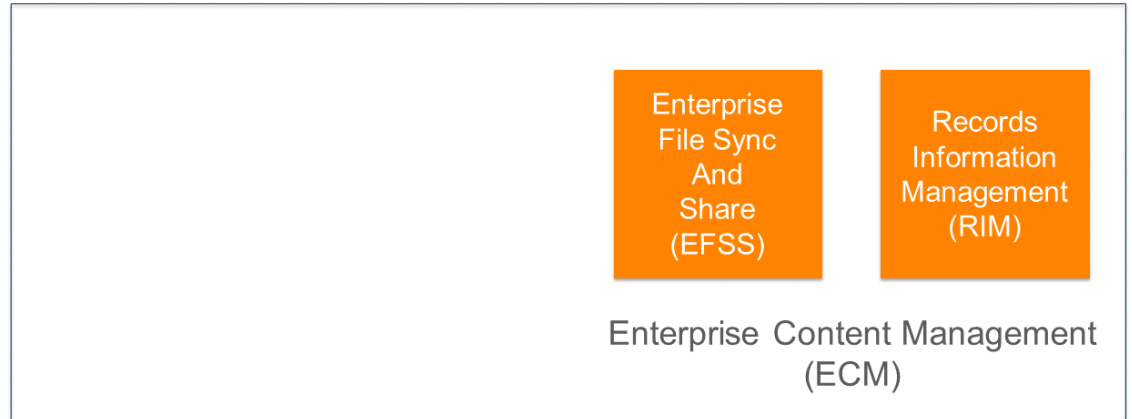
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AIIM SharePoint Industry Watch Report, August 2016



# Mobile Content Management Market

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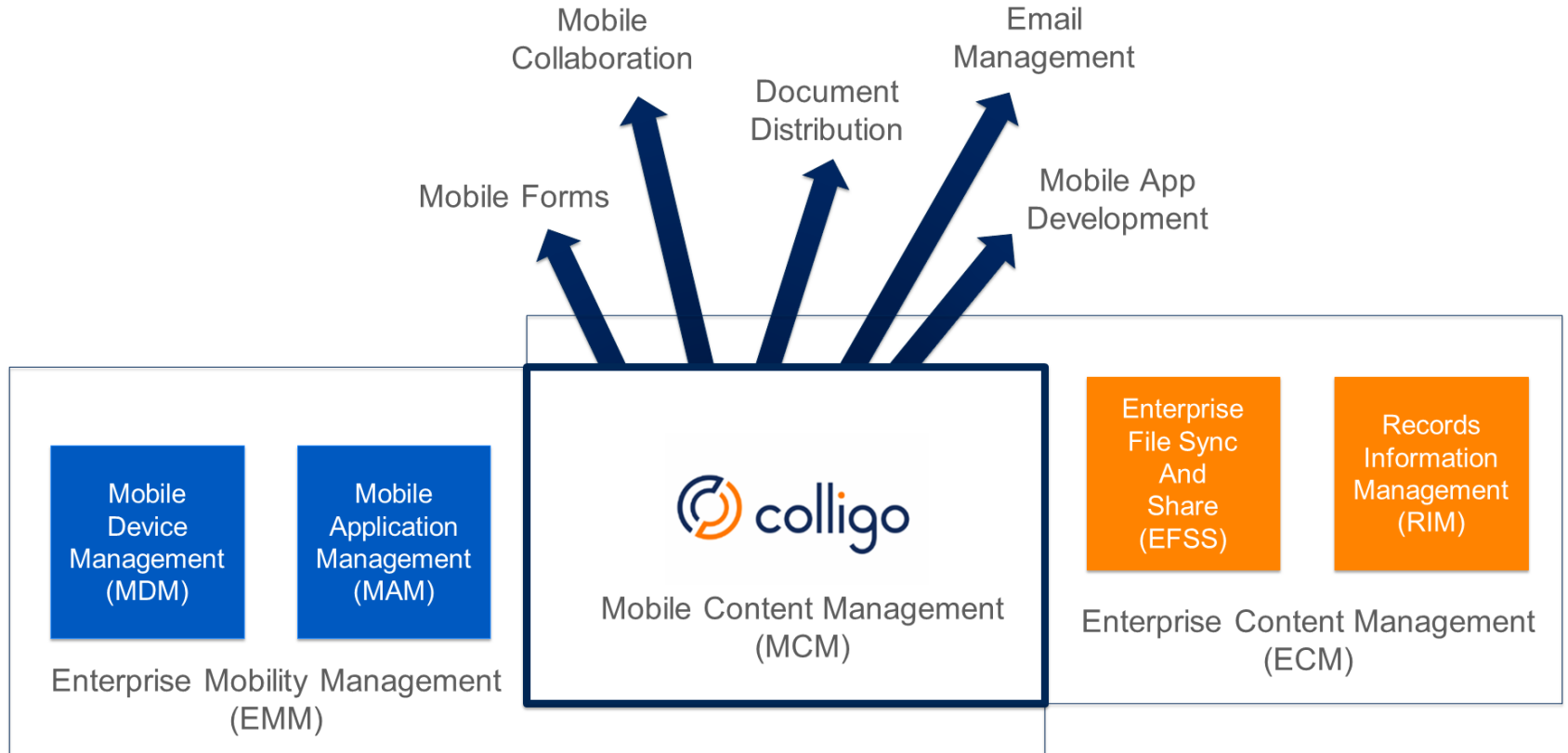
# Mobile Content Management Market

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# Mobile Content Management Market

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# MCM Architecture Alternatives

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	Secure Browser	Content Hub	Client-Side Sync
			
Data Remains in Place	●		
Native App User Experience			
Caching for True Mobility			
Metadata Fidelity on Device	●		

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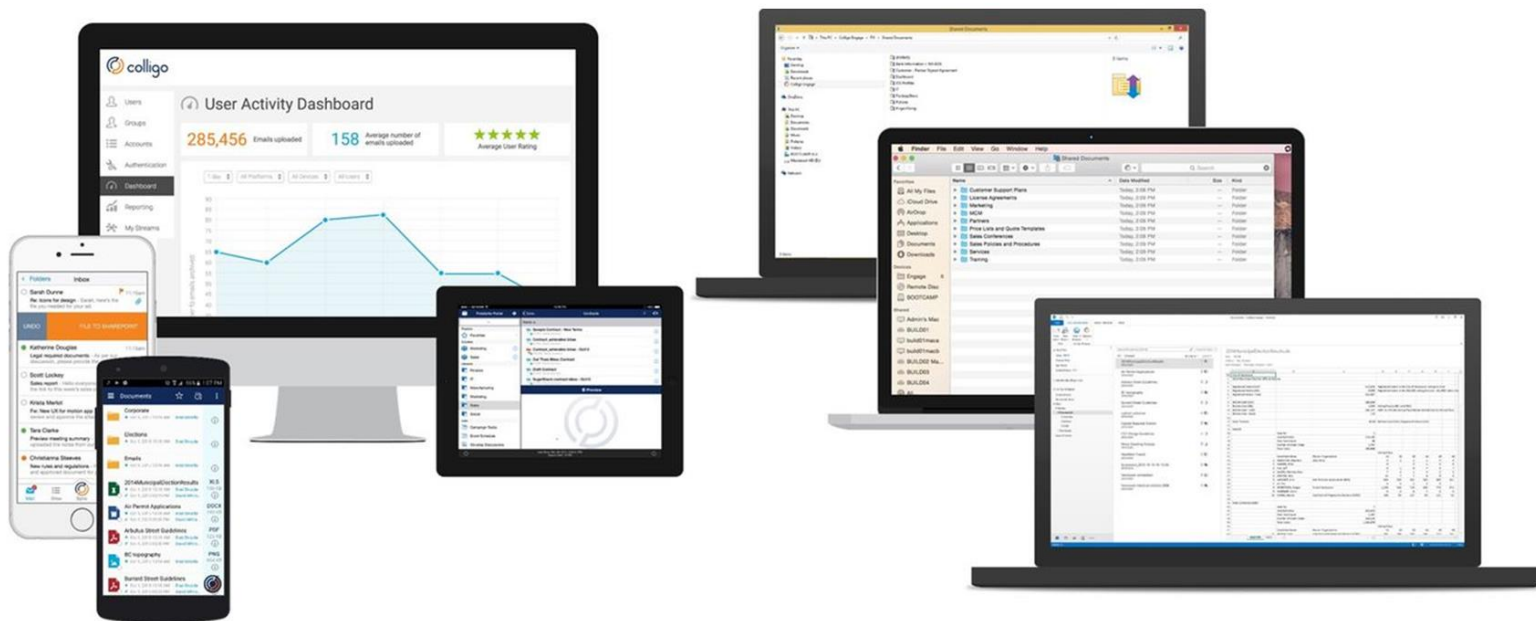
# MCM Architecture Alternatives

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	Secure Browser	Content Hub	Client-Side Sync
			
Data Remains in Place	●		●
Native App User Experience		●	●
Caching for True Mobility			●
Metadata Fidelity on Device	●		●

# Native Apps Tailored for Different Scenarios

2016 Portfolio



iOS



OS X



Mobility

Identity

Security

Governance

Old: Secure access to the right information.

**New: Build rich, semantic profiles using contextual and behavioral data determining access, as an integral part of the security regime.**

Mobility

Identity

Security

Governance

Old: Protecting information from misuse.

**New: Combine user profiles with infrastructural threat and performance intelligence to provide predictive security.**

# Security Requirements

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Made Mobile with Colligo



- AD & Sophisticated Multi-Factor Authentication
- Remote Wipe, Blacklist, Disable “Open In” & Printing
- Audit Trail Aids Data Loss Prevention & Identification
- Passcode Enabled with Automatic Data Deletion
- Encryption In Transit & At Rest

Mobility

Identity

Security

Governance

Old: Managing information to support diverse business requirements.

**New: Consistent governance schema across data and content types, dynamic meta-data policies shaping access, predictive security shaping risk response.**

# Information Governance Requirements

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Made Mobile with Colligo



- Mobile Records Management Across Devices
- Content Type Selection to Apply Retention Policies
- Managed Metadata Application for Content Classification
- Push Content & Policies to Devices
- Reporting & Analytics on User Activities



## Aerospace & Defense Company Keeps Mobile Content Secure

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Offline access in remote environments

Multi-factor authentication

Central mobile policy deployment

Tracking, reporting & analytics



# There's a Compound Effect in Early Adoption

## Investments ramping up

A third of firms "significantly" increasing mobility budgets.

A quarter increasing their dedicated mobile headcounts by over 50%.

Customer responsiveness and employee productivity the main drivers.

## Mobile Management Tools a Priority

Firms with a Center of Excellence are significantly more likely to have implemented Mobile device, application and content management services, and smartcard authentication.

## Accelerant effect across the lifecycle

75% of companies with B2E apps use analytics tracking usage, measuring the experience.

59% of companies deploying B2C apps use AB testing.

# The IT Balancing Act

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Worker Expectations



Enterprise Requirements

# The IT Balancing Act

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## Worker Expectations

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Work from anywhere

Unified view into content

Use own devices (BYOD)

Simplicity



# The IT Balancing Act

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## Enterprise Requirements

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Manage mobile records

Prevent data loss

Meet compliance

Content in SharePoint & Office 365



## Experienced

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A singular focus on helping organizations maximize utilization of their core IT systems for

**16 years**

## Leaders in Sync

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**Leaders in sync  
for SharePoint**

since 2007

## Recognized

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**27 awards**

by respected industry influencers such as Gartner, KM World and TechEd

## Strategic Alliances

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**Microsoft Gold  
Certified**

and partner of all major

**MDM vendors**

## Global

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**5,000+ customers**

in

**55 countries**

## Trusted

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Trusted by

**Fortune 500**

companies such as Microsoft, Chevron, Exxon, Merck, Abbott Laboratories and Freeport-McMoran



Oil, Gas & Utilities



Government



Health & Pharma



Prof. Services



Manufacturing



AEC



Tech & Telco





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