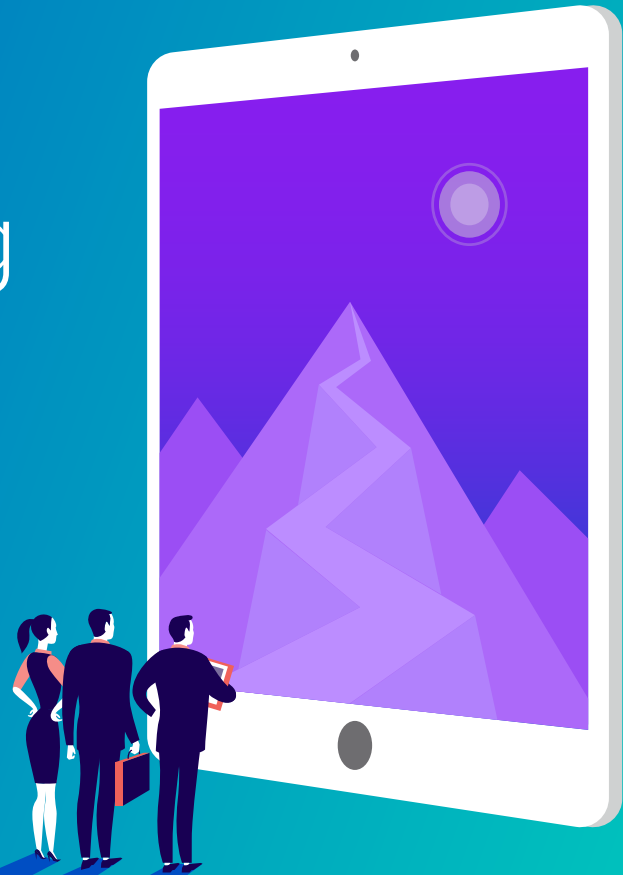


Respond to the Changing Mobility Landscape



Staying ahead of evolving trends

Mobility is in a constant state of change, and connecting the mobile world is about to get a whole lot crazier. Transformation-driven firms have a chance to tap into the incredible innovation spurred by evolving mobile communication technology and cloud-based software but, in doing so, they must rethink the fundamentals of their established applications, security, and organizational strategies.

New endpoints, new apps, and new business demands emerge on an almost daily basis. While leading organizations are using mobility as a competitive edge, IT is challenged to enable services to meet these ever-changing requirements.

The stunning positive impact of the invention and mass proliferation of smartphones and tablets has also driven a chaotic period that requires IT management to rapidly transform itself to manage the new status quo of BYOD-driven endpoint security and management. As employees rapidly adopt mobile devices for work communications, in addition to a constant waterfall of new apps for business use, a challenge was created for organizations needing to capture and review all business communications for regulatory or public records response purposes. That challenge centers on recognizing the modern communications landscape for what it is now, not what it was.

Concerns center on mobility

At our Customer Advisory Board (CAB) event this year, I had some very interesting discussions with our large financial services customers. I attended a workshop focused on supervision and I repeatedly heard participants confidently sharing their own best practices and recommendations of how they solve challenges. These leaders were not at all worried about their supervision “coverage” and were instead sharing how they use the Smarsh platform and ideating what comes next.

The second workshop was a bit different. The topic of that workshop was mobility and it was clear that there’s much more uncertainty and concern surrounding this topic than supervision. I heard varying examples of where organizations were at in trying to create a compliant mobile ecosystem. Some allowed Corporate Owned Personally Enabled (COPE) mobile device scenarios with approved corporate messaging platforms and carriers, some allowed Bring Your Own Device (BYOD) mobile scenarios with Enterprise Mobility Management (EMM) solutions that help wrangle a collection of applications, communications platforms and carriers, and many firms employed both COPE and BYOD.

Financial services organizations worldwide are struggling with similar complexities when it comes to the specific mobile applications requested by employees for work purposes, which are already widely-used outside of work. These firms know that in order to be compliant they must capture, archive, and supervise all these electronic communications according to applicable regulatory requirements and consumer protection laws. As you could imagine, multi-national corporations are having a heck of a time trying to build the perfect, compliant, global mobile ecosystem.





It's about the user, not the device

Soon, IT, Security, and Compliance professionals will find that the capture and presentation of electronic communication data is about the user, not the device. The Internet of Things has connected all of us to more devices and applications than have ever existed previously. The world of enterprise mobile communication is not locked down to devices — rather this new “Enterprise of Things” has driven us to a complex user-centric compliance strategy.

Workplaces are becoming increasingly mixed environments of mobile business communications. Some employees use personal devices to communicate for work purposes, others use work-issued devices, and some use both. Without the right solutions in place to manage them, these mixed environments expose organizations to compliance and security risks. In the past, many organizations have simply relied on prohibition of certain channels like text and instant messaging or prohibition of personal devices for work communications to cover their regulatory bases, but time and again we've seen that this approach simply doesn't work. Oftentimes, instead of following prohibition demands, employees will go around the rules and utilize their preferred communication apps anyway. If your organization is prohibiting these channels, it will be impossible to respond to any discovery requests involving policy violations and bad actors outside of the IT purview. Organizations need to be able to support the latest mobility trends, whether they be BYOD, carrier-based, or a mixture of both — all while remaining compliant. If the past few years have taught us nothing else, prohibition does not work, and in fact increases a firm's potential risk by effectively blinding it to the activities that will inevitably take place on any prohibited channels.

The global enterprise mobility market accounted for **\$206.13 billion** in 2017 and is expected to top **\$1.2 trillion** by 2026¹



Microsoft has announced FY19 Q1 earnings results indicating that Enterprise Mobility is a strong growth area for Microsoft. Their installed base increased to **88 million** (up from 82 million) — a **55% growth**.



Unhappy user-experience = unhappy users!

Contrary to popular belief, it's not the technology that is the most important component during a mobility transformation - it's the people. There was a time not too long ago when enterprise mobility was rigid, fixed, and siloed. Mobile governance was solely managed by IT and security, and they effectively bound the workforce to a minimally effective, communication-restrictive, often antiquated, company-owned device.

Happily, the past decade has taught us that user convenience and information security can no longer exist in opposition to one another. A poor mobile user experience leads not only to employee dissatisfaction but also to the reduction of employee productivity by restricting the most important part of their job: communicating!

Mitigating the risk of advisors using text messaging has been top of mind for customers. No longer is it acceptable to stand behind a NO TEXTING policy.



Transformation will not materialize without executive sponsorship

Your mobility roadmap will continue to be a wish list or akin to a science project gone wrong with the absence of early and committed support from appropriate C-level executives. It's critical to involve key stakeholders in the development of mobile strategy — from compliance, to security, to IT, to HR and legal. This includes clearly defining the firm's main mobility challenges, sharing updates of successful initiatives put into play, and seeking their input and help on challenges and roadblocks along the way.



Conclusion

The mobile revolution has been a decades-long journey to the modern workplace. The past ten years saw the rise of Android and iOS mobile experiences, as well as an incredible growth of business-driven productivity App services brought to market. In the coming decade, we'll see a greater focus on transformation, when actual workflows and business processes will fundamentally change to create new value propositions and new companies. Organizations will have to allow and build strong, compliant mobility ecosystems as business communications move increasingly away from the desktop, and regulatory scrutiny undoubtedly remains in lockstep with this ongoing evolution. The requirement to capture and respond to all mobile business communication is not taken lightly by regulators. It's high time industries started to redefine strategies for both their mobility and archiving. Capture, Reveal, Respond!

1) <https://www.prnewswire.com/news-releases/the-global-enterprise-mobility-market-is-accounted-for-206-13-billion-in-2017-and-is-expected-to-reach-1225-78-billion-by-2026-growing-at-a-cagr-of-21-9-during-the-forecast-period-300704783.html>

2) <https://mspoweruser.com/microsoft-q1-fy19-earnings-revenue-was-29-1-billion-and-operating-income-was-10-0-billion/>

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Smarsh helps organizations get ahead – and stay ahead – of the risk within their electronic communications. With innovative capture, archiving and monitoring solutions that extend across the industry's widest breadth of channels, customers can leverage the productivity benefits of email, social media, mobile/text messaging, instant messaging/collaboration, websites and voice while efficiently strengthening their compliance, recordkeeping and e-discovery initiatives. For more information, visit www.smarsh.com.

