Bottom Line Up Front for CMDs

- There is a large amount of excitement around a $500 priced mobile network access device – 10x cost, 10x functionality
  - Adding extra security solutions quickly raise this beyond COTS
  - No one has defined how much is “enough” security
  - Some organizations are using these for Secret data

- There are multiple distinctive Use Cases for CMDs
  - 1) Tactical users 2) Field users 3) VIPs 4) Enterprise Users 5) Public

- None of this is “new” – we have been linking devices for 30 yrs
  - What’s new is the hardware endpoint (the Commercial Mobile Device)

- The commercial world is evolving faster than Gov’t planning
  - Standards within the government are lacking
  - There are many organizations creating application stores
It’s all about the Apps

Apps/Device = Average 60 Likely 80!

Source: Company Reports
© asymco.com

http://www.asymco.com/2011/01/16/more-than-60-apps-have-been-downloaded-for-every-ios-device-sold/

Horace Dediu
Why should CIOs care?

Figure 1 Info Workers Use Multiple Work And Personal Devices; One-Third Aren’t Windows-Based

Global info workers use a combination of multiple work and personal devices for work.

- One: 26%
- Two: 22%
- Three: 18%
- Four to five: 20%
- Six or more: 14%

52% of all info workers use three or more devices for work.

60% of devices reported by info workers are used for both work and personal purposes.

*Base: 9,912 information workers
Apple offers:
- Volume purchasing of apps
- Profile management
- “enterprise” app stores
- Complex device passwords
Our Challenge: Embrace Multi-Party Engineering

Multi-Party Engineering CONOPS

- **Provide Components**
  - Portfolio Management
  - Mission Component Providers
  - Core Component Providers
  - Shared Agreements

- **Certify and Offer Components in Markets**
  - Component Name | Desc | Rating
  - Abc | Medic | 3-stars
  - Def | Map | 5-stars

- **Applicable Shared Agreements**

- **Assemble Capabilities**
  - Assembled Capability-01
  - Assembled Capability-02
  - Assembled Capability-03
  - Shared Agreements

- **FEEDBACK**
- **PROVIDE**
- **OFFER**
6 Immediate steps for building Mobile Strategy
(adopted from Forrester study)

1. Segment Employees
   - Everyone has different IT needs / business cases

2. Tier devices (mgmt/security)
   - Blackberry
   - iPhone with Good + Citrix
   - Android with Citrix

3. Multi-platform development
   - HTML5, Native

4. Fund the Infrastructure!

5. Reimbursement Policies
   - Include Apps & data plans

6. Enterprise App Store
   - Don’t roll your own!

MITRE