

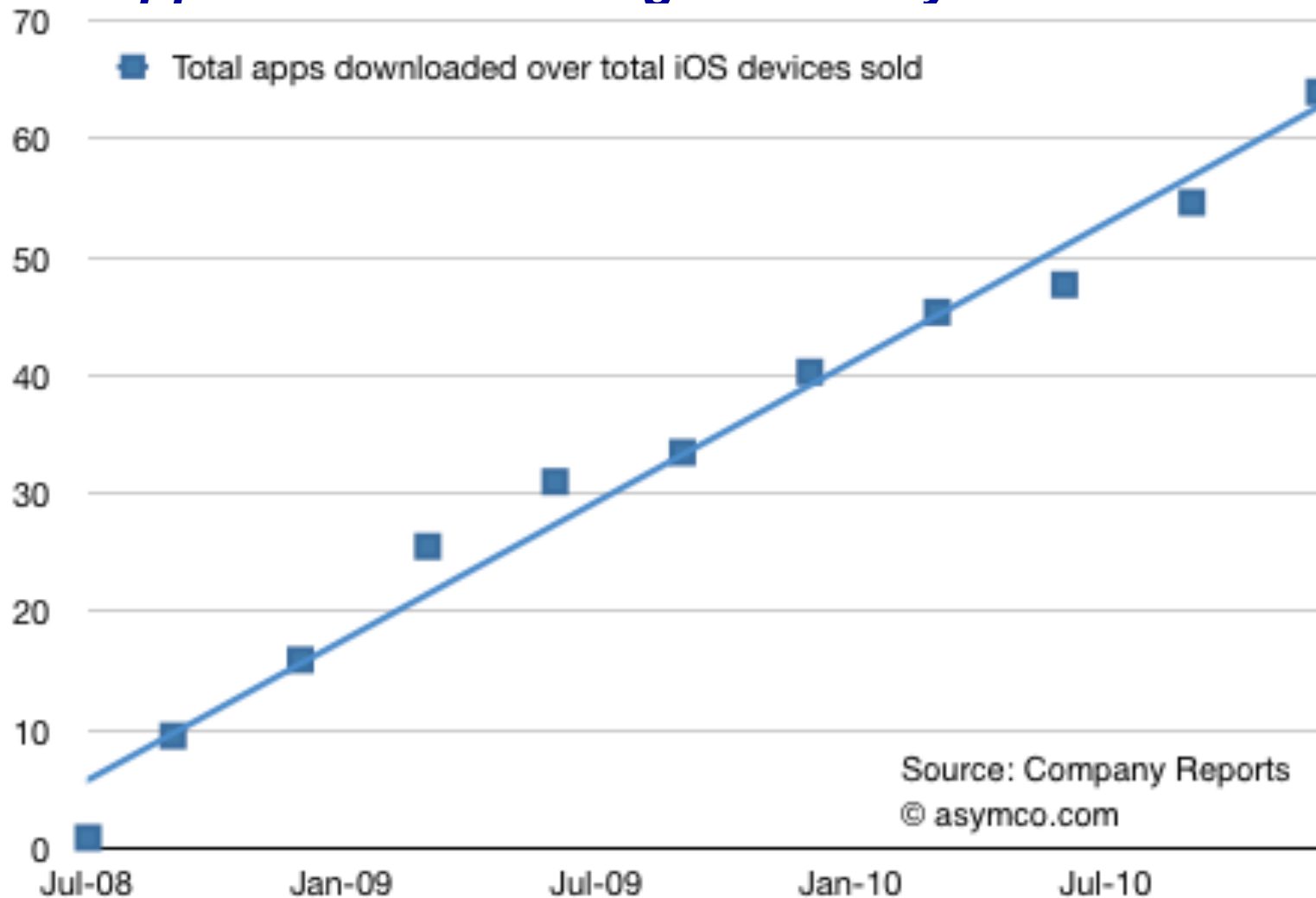


Bottom Line Up Front for CMDs

- **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!



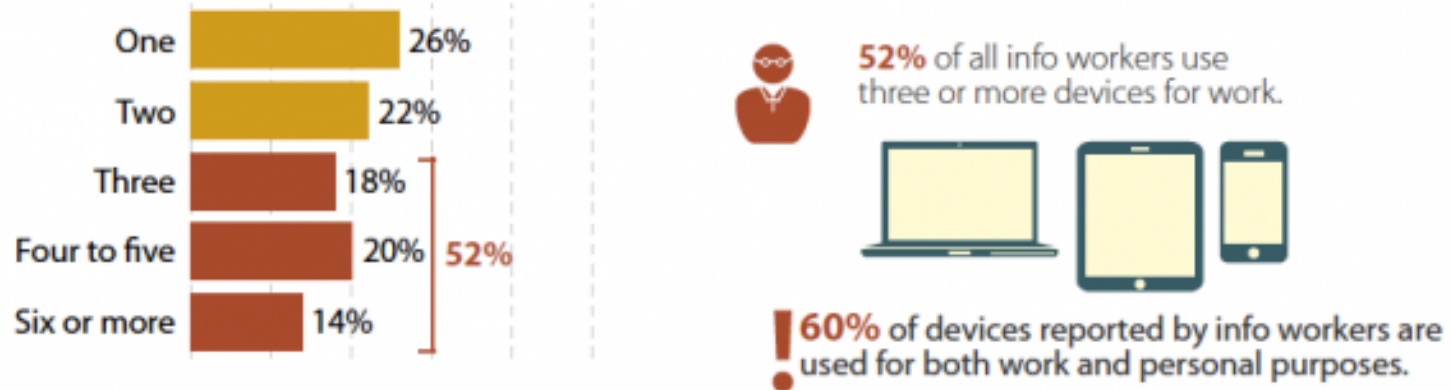
<http://www.asymco.com/2011/01/16/more-than-60-apps-have-been-downloaded-for-every-ios-device-sold/>

Horace Dediu

Why should CIOs care?

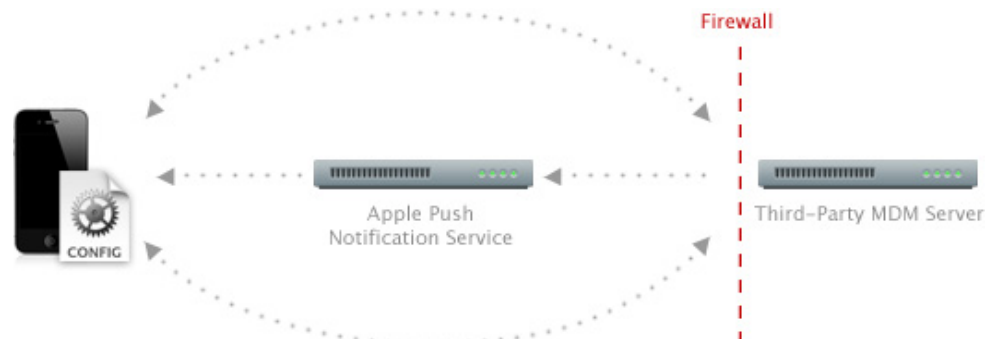
Figure 1 Info Workers Use Multiple Work And Personal Devices; One-Third Aren't Windows-Based

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



*Base: 9,912 information workers



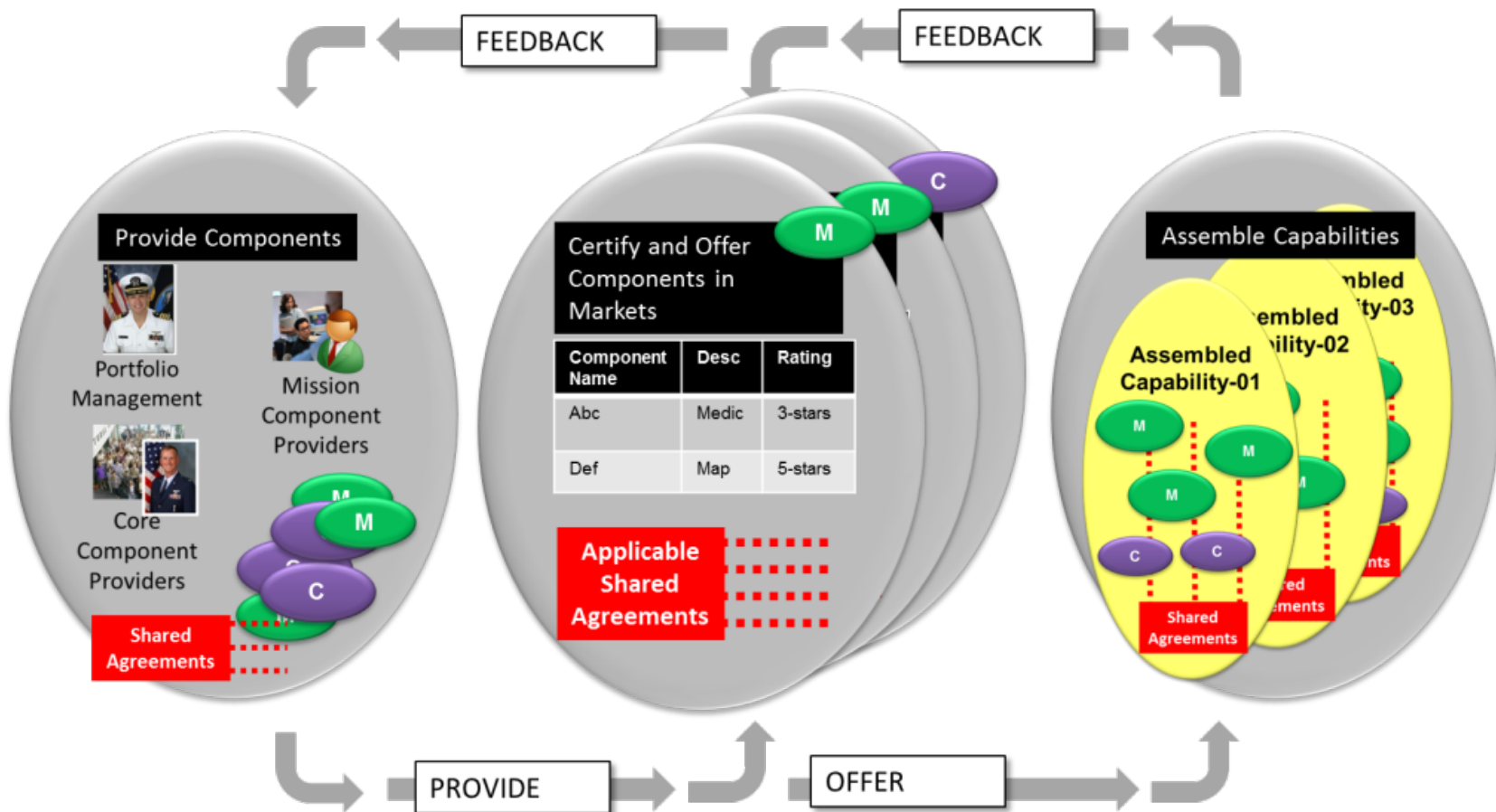


Apple offers:

- Volume purchasing of apps
- Profile management
- “enterprise” app stores
- Complex device passwords

Our Challenge: Embrace Multi-Party Engineering

Multi-Party Engineering CONOPS



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!

