

Security, Cost Among Top Factors in Mobile Device Management (MDM) Strategy, TEMIA Webinar Poll Indicates

70% Report Security as Top Enterprise MDM Concern

Security was the top concern for enterprises considering mobile device management (MDM) strategies, according to a live poll attendees responded to at a recent webinar hosted by the Telecom Expense Management Industry Association (TEMIA) and Wireless Analytics, a wireless expense management BPO.

The webinar, “Thinking About an MDM Solution...Now What?” drew 63 registrants to hear Erik Eames, Wireless Analytics managing director and Fernando Oliveira, Wireless Analytics VP of client services, cover five key considerations for planning an MDM strategy. Attendees were able to learn more about their options for MDM providers, BYOD programs and other issues central to mobilizing an enterprise’s workforce.

Eames and Oliveira said during the webinar that a good MDM strategy effectively balances security, compliance, liability and cost concerns. Stakeholders should be engaged early in the process, and managers/CIOs should secure and test all devices they’re considering using for their enterprise. Helpdesk support is another important component of an MDM strategy—users should have day-in, day-out support.

“It’s not about the devices,” Oliveira said. “It’s about keeping a high level of productivity in the hands of employees at all times.”

Communicating with all departments and end users is also integral to a good MDM strategy: Oliveira suggested starting out new users with tutorials, links to online training resources and other tools to help them use their new devices effectively and securely.

The webinar integrated several live polls. One poll asked participants what their greatest concern about MDM was, and overwhelmingly the answer was security with 70% of attendees claiming security as their number one MDM concern. This beat even cost, which was tops for 50% of respondents.

When it comes to choosing a provider for that MDM security, Wireless Analytics said that there is no one-size-fits-all answer. Wireless Analytics works with several MDM providers, but also provides mobility management support for MDM solutions that they don’t represent.

"We're agnostic in this regard," said Oliveira, "which allows us to provide the right solution to each client." In one of the webinar’s live polls, 70% of attendees said they use or have used MobileIron, which is the MDM provider Wireless Analytics partners with most for iPad deployment for enterprises.



Oliveira and Eames also addressed some of the MDM security concerns that come along with bring-your-own-device programs for enterprises.

“Any MDM solution for BYOD has to meet the needs of both IT and employees,” Olivera said. “Effective communication between departments is key when implementing a MDM for BYOD program. HR will have concerns, finance is concerned with the cost, legal has to worry about liability...and of course executives are the ones responsible for choosing these plans. End-user communication is absolutely critical to the program’s success.”

Wireless Analytics became a member of TEMIA in November of 2011. The webinar is the first the wireless expense management BPO partner has hosted in conjunction with TEMIA. “We were really pleased with the attendance and response to this webinar,” said Erik Eames. “We’re looking forward to working on webinars and other projects with TEMIA in the future.”

About TEMIA

The largest telecom expense management service providers founded TEMIA, the Telecom Expense Management Industry Association, in 2006. Since that time, TEMIA has grown to 40 members with international corporate headquarters managing over \$61 billion of telecom and data spend.

About Wireless Analytics

Wireless Analytics provides outsourced mobility management services such as online visibility and reporting, wireless policy development, cost analysis, procurement, complete help desk services, inventory management, and carrier invoice management. Additionally, Wireless Analytics offers the proprietary CLEAN Platform™, a wireless telecom expense management tool that empowers businesses through easy access to wireless performance metrics. To learn more, please visit <http://www.wirelessanalytics.com>.

