The Evolution to Contextual Unified Management
Mobile Drives A New Computing Era

Every fifteen to twenty years there’s a set of fundamental computing advancement that causes companies to pause and rethink their business systems and processes. In our time, two main technology advancements are mobile and other wirelessly connected devices known as the Internet of Things. Mobile and IoT change everything.

It changes what we connect, how we connect and how we engage and transact business. It changes the volume and variety of computing devices that are connected to a company’s network. The ITU estimates there are nearly 7 billion mobile subscriptions worldwide, almost one subscription for every man woman and child on the planet. While many people have more than one cellular subscription, it’s clear that mobile adoption is pervasive and growing. Meanwhile, Lopez Research estimate there will be at least 20 billion of connected IoT devices by 2020.

With mobile, we’ve seen the rise of new operating systems and changes in the way we design the Web. These changes require businesses to rethink, redesign and develop new applications, business processes and services. Effectively, mobile changes how we engage with our customers, partners and employees. It changes the fundamental fabric of how we do business. This is the most fundamental technology shift that we’ve experienced since the evolution from mainframes to PCs. IoT has also been on a similar evolution from M2M, to the Industrial Internet and now the Internet of Everything. These are exciting times, filled with opportunity. Mobile and IoT are at the heart of the transition, the challenges and the opportunities.
Leaders Embrace Mobile To Drive Competitiveness

Mobile devices, whether corporate or employee-owned, are making their way into the workplace. Hence, it’s no surprise that over two thirds of the companies Lopez Research surveyed are now supporting a Bring Your Own Device (BYOD) program. IT leaders are shifting from an operational focus toward enabling business’s strategy and innovation through mobile. In fact, 74% of the global CIO community believes that if they don’t innovate and embrace new technologies, such as mobile and cloud, their company will lose market share. And almost three quarters of the CIOs we interviewed believe that mobile technologies will help them increase competitiveness. Leaders want to empower people to work from anywhere, at anytime, and on a variety of devices.

Mobile Requires Contextual Unified Management

Companies realize that supporting BYOD, IoT and a variety of mobile deployment scenarios requires a new set of management and security solutions. Security and management tools are commonplace for PCs, and we need a similar set of solutions for the new connected devices (including IoT devices). At the beginning of the mobile era, the tools for mobility management were basic, fragmented, and focused on devices. In fact, the market was called Mobile Device Management. Today, the industry focus has shifted toward how to secure and manage devices as well as distribute and manage applications. EMM solutions help secure corporate data and apps regardless of the type of device and who owns it.

Going forward the EMM market will shift to data and user-centric protection versus device protection. Content management is quickly being integrated into the overall EMM suite. Increasingly, companies are looking for ways to securely distribute key pieces of content, such as price lists, spreadsheets, and presentations, to mobile devices. A
business needs intuitive mobile solutions that allow employees to access, update, and share business content without sacrificing enterprise security and control. EMM will deliver this user-centric support with contextual management based on attributes such as location, role, time of day, and type of content.

As we move into the future, it doesn’t make sense to have parallel systems for managing PCs, mobile and IoT. We need a system that unifies endpoint management but also one that unifies application deployment, analytics and app lifecycle upgrades across systems. Pushing updates isn’t enough to be strategic. A company must be able to deliver the right content, to the right user at the right time. This must happen regardless of the device. This means companies need to evolve to contextual unified management. Companies should look for solutions that unifies endpoint management, provides rich application management and can support content distribution and protection.
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