

DON'T SAY WE DIDN'T WARN YOU!

FACTS ABOUT SMARTPHONE AND APP USAGE



29 Apps per month
are used by Smartphone owners.¹



Users are spending
195 minutes per day
on their mobile devices.²



The smartphone market surpassed
a billion shipments
in 2014 – global smartphone shipments
grew 35% in 2014.³

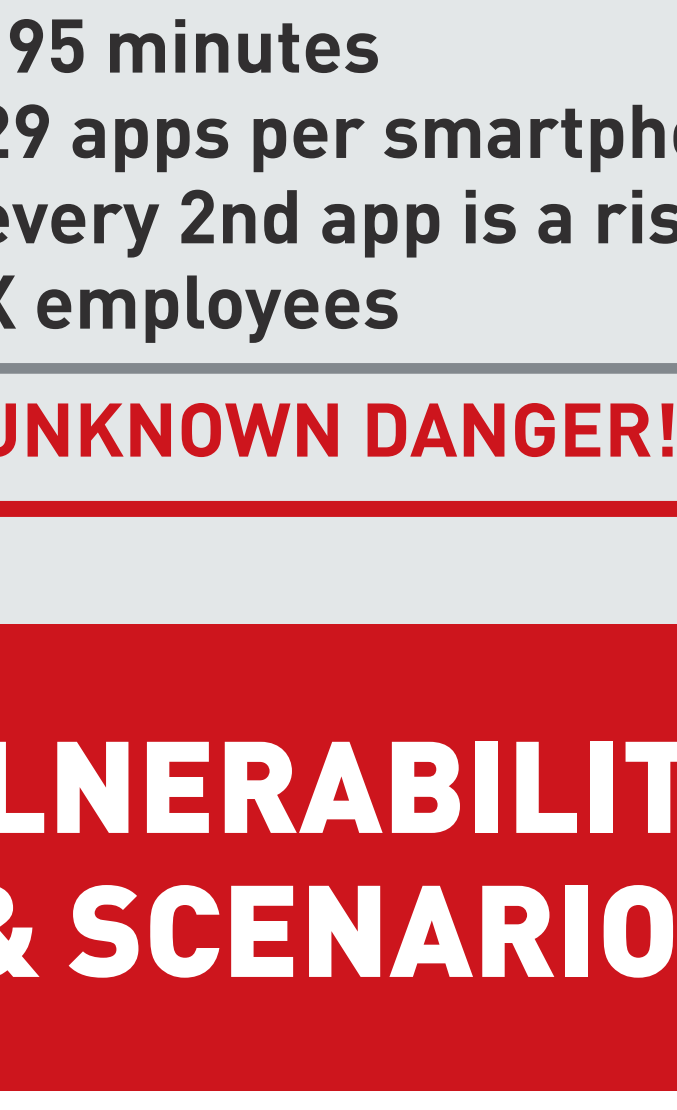


80% of consumers
are using private phones and tablets for
business purpose.⁴



93% of enterprises
have mobile devices connected
to the corporate network.⁵

VULNERABILITIES & RISKS BY APPS ON MOBILE DEVICES



Android **59%**

Overall **53%**

iOS **50%**

195 minutes
+ **29 apps per smartphone**
+ **every 2nd app is a risk**
+ **X employees**

= UNKNOWN DANGER!

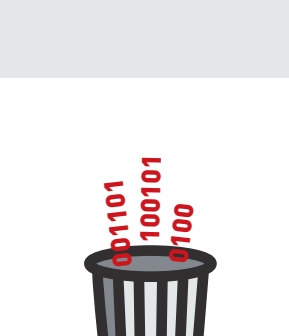
VULNERABILITIES & SCENARIOS



STATUS QUO AND CONSEQUENCES IN ENTERPRISES



58% of employees
store sensitive information on their
mobile devices.⁵



50% of companies
have no budget assigned to securing
their mobile apps.⁶



40% of companies
do not scan their mobile apps for
security vulnerabilities.⁶



61% of organizations
have not defined non-compliant or
risky app behaviors.⁷

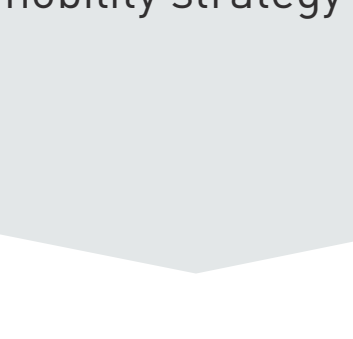


51% of organizations
have had data loss due to insecure devices.⁸



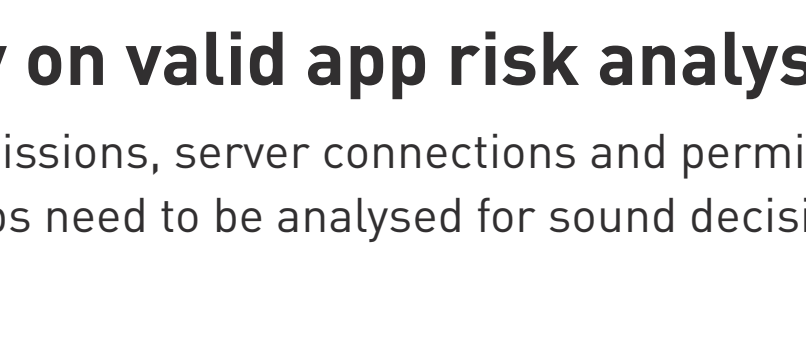
1,000,000,000
personal data records
were compromised by cyber attacks in 2014.⁶

ETIQUETTE MANUAL FOR CIOs



Rethink your IT strategy and investments:

Enterprise Mobility is no side issue anymore and
requires full attention to combine productivity
and security – and to remain competitive.



Define non-compliant app behaviour:

Without a clear determination of security levels
every mobility strategy will fail.



Rely on valid app risk analyses:

Transmissions, server connections and permissions
of apps need to be analysed for sound decisions.



Pursue an employee-driven security strategy:

Only employees who accept and acclaim compliance
guidelines will unreservedly support them.



Find your mobility management solutions mix:

Combine solutions from different specialized
IT service providers (e.g. MDM, MAM, App Risk
Management) to find a holistic configuration
that fits perfectly to your needs.