

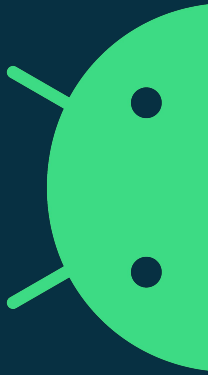


Google

 mobileiron

netianext

The Android Opportunity

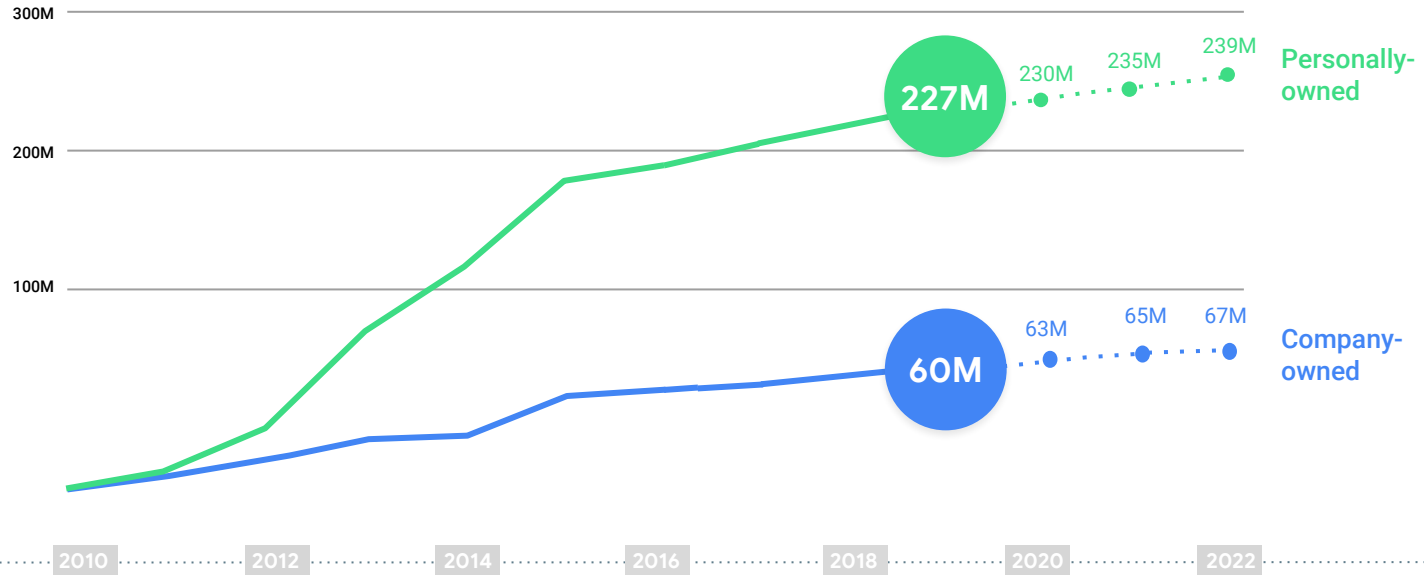


Martin Cygan

Regional Manager Android Enterprise EMEA

~300M Android phones will ship this year for business use

78% of business phones shipping in 2019 will be Android

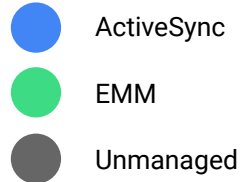


Source: IDC, Sept 2018

2019 | Confidential and Proprietary

android

Yet many enterprise devices are not managed



Source: IDC Custom Analytics
"Google / IDC Understanding of EMM landscape"
April 2018



Limiting business innovation

Data loss

Limited controls to audit corporate data on-device

Risks to unintentional / intentional data leaks

Limited methods to respond to lost endpoints

Lack of context

No tools to validate OS integrity

No understanding of keystore security

No visibility over malware / PHA state

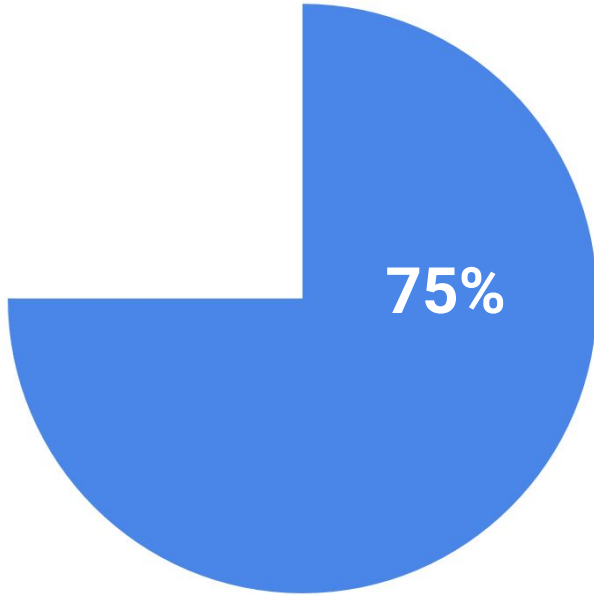
Enablement

Limited abilities to expose web-resources to users

No corporate applications

No respect for privacy or digital wellbeing

Leading to real impact to individuals and organizations



of CIOs who do not shift their organizations to empowered IT product teams to enable digital innovation, disruption, and scale will fail in their roles by 2022

Source: IDC. "IDC FutureScape: Worldwide CIO Agenda 2019 Predictions"
October 2018

So why aren't you fully mobile?

"Management is hard"

"I've done it where I need it"

"Users won't like it"

Android's approach to enterprise mobility

Uncompromised excellence for every stakeholder

IT



Powerful, built-in **security**

Comprehensive **management**

Improved **consistency**

Line of business



Device options

Powerful **apps**

Google **innovation**

Employees



User **privacy**

Digital **wellbeing**

Productivity experience

IT: “Management is hard”

Android has had sustained investment in enterprise



Lollipop

Work profile for BYOD

Fully managed device

Managed Google Play



Marshmallow

APIs for Dedicated Devices

(single use)

Runtime permissions

Improved cert support

Data usage tracking



Nougat

Work profile password

File-based encryption

Always-on VPN

Turn off work mode



Oreo

Zero-touch enrollment

Work profiles on company-owned devices

Employee privacy disclosures



Pie

Shared device / multi-user

Lock-task mode for multiple apps

In-app profile switching



Android Q

Personal / work calendar sync

Improved tools for work profile provisioning

Manual system updates

Enterprise Wi-Fi provisioning

Android provides multiple layers of security to keep your device and data protected



OS platform

Complete platform security ensures device and data integrity



Hardware

Dedicated secure hardware elements carry out the most critical tasks



Management APIs

EMM enforced Policy Control

Work and Personal data separation



Google Play Protect

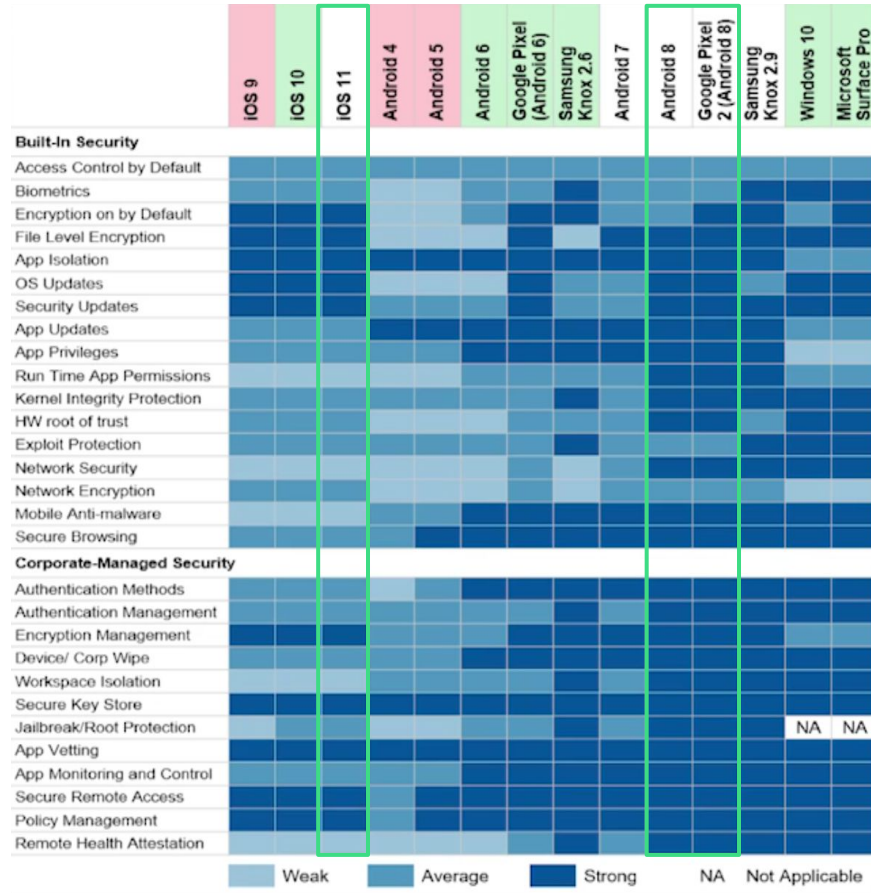
Always-on app analysis, scanning and remediation



Setting the pace of security innovation

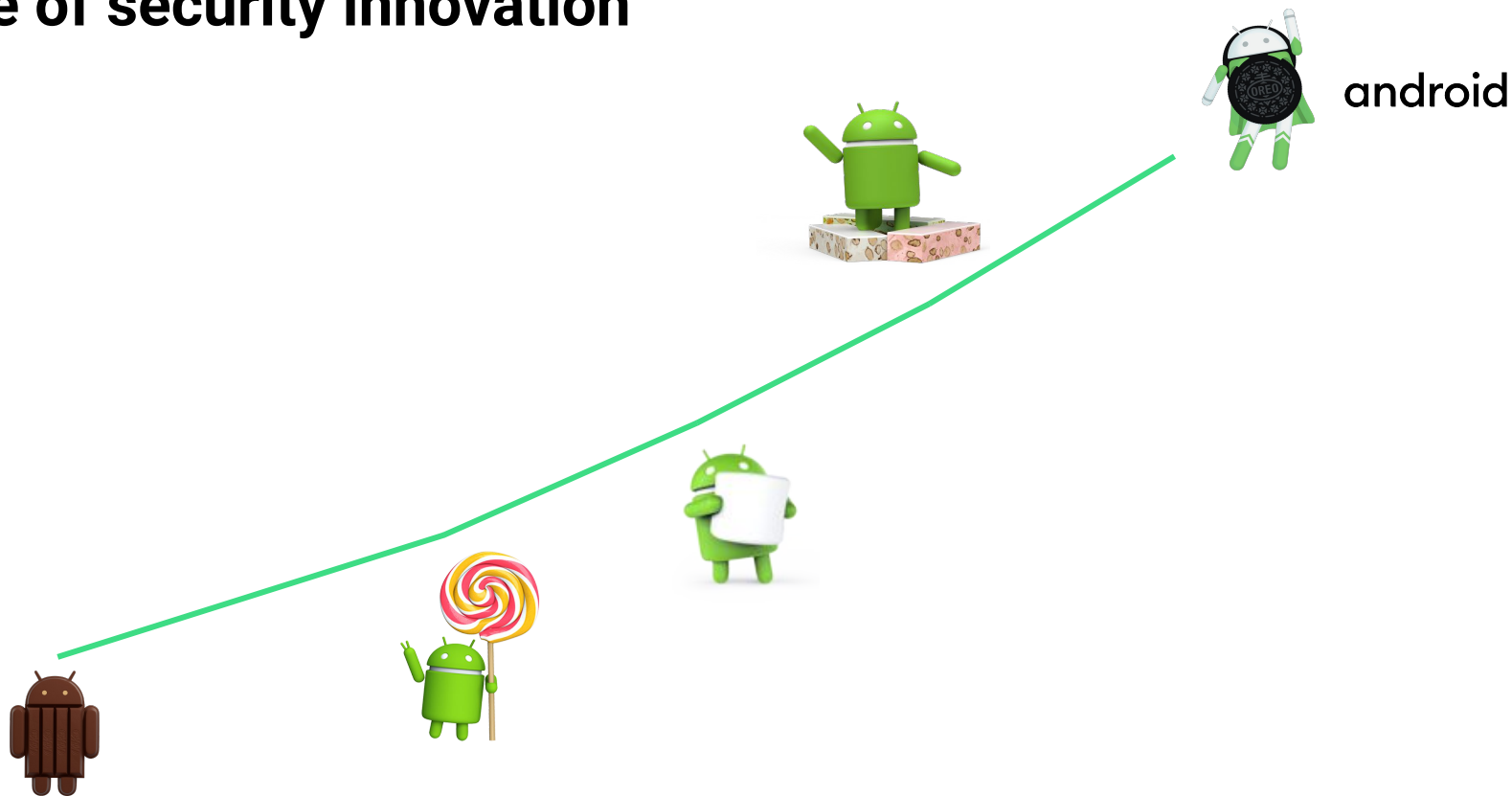
A comparison of Security controls for Mobile Devices

[Video](#)



Source:
Gartner, Inc., "Mobile OSs and Device Security: A Comparison of Platforms" Dec 2017

Pace of security innovation



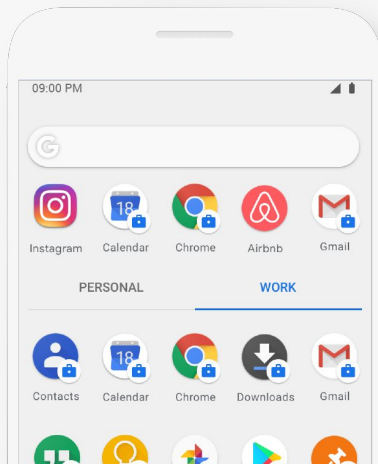
Flexible device management offers choice for IT

Personally-owned

IT has limited device control

IT can only view work apps

Separation between work & personal data



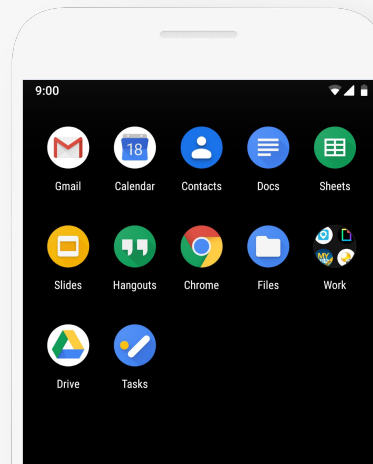
Work profile

Company-owned

IT can enforce full device control

IT can view all apps

IT has option to provide data separation



Work profile*

Fully managed

Dedicated

*IT chooses :user privacy or device wide management

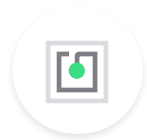
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android

Quick and easy deployment methods



QR codes



NFC



DPC identifier



Zero touch*

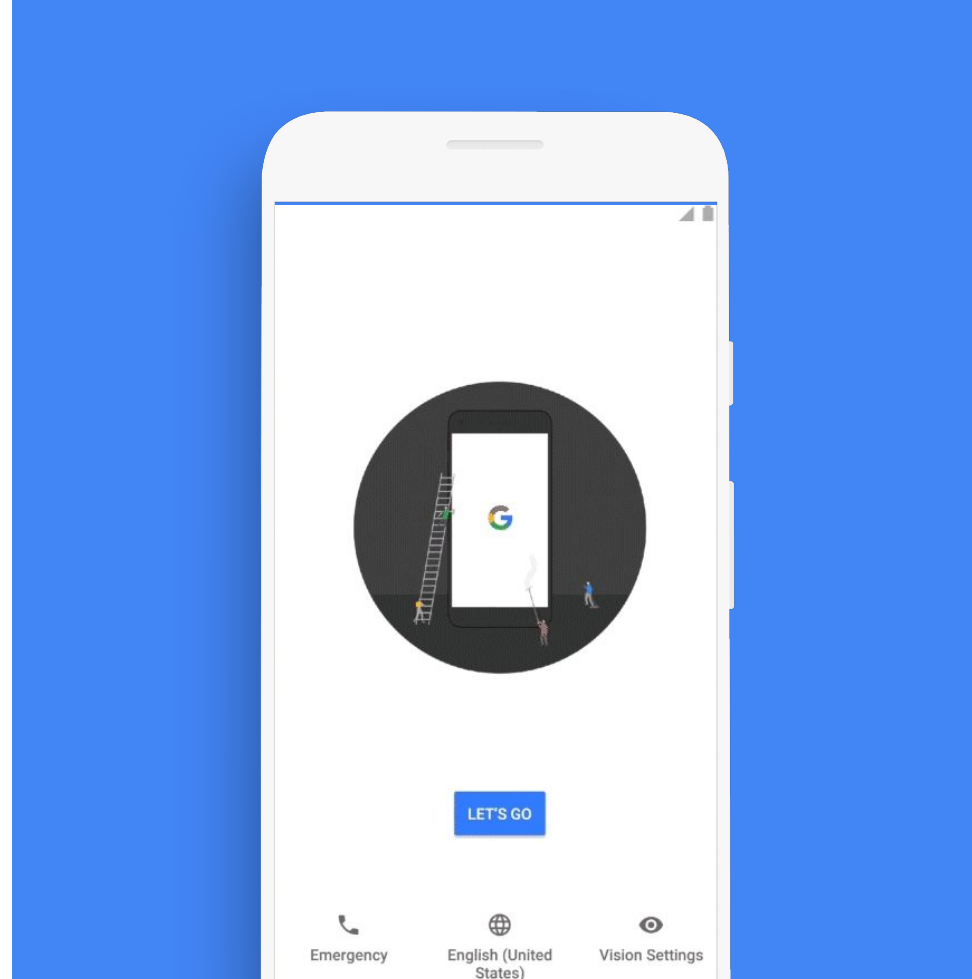
*Introduced in Android 'Oreo'

Zero Touch Enrollment

Seamless configuration + lifecycle management

Ship devices directly to employees, auto-configured

Supports provisioning as a fully managed device, managed device with work profile, or work profile only (new in Android Q!)



Managed Google Play makes work easy

Avoid side-loading risks, 3rd party app stores

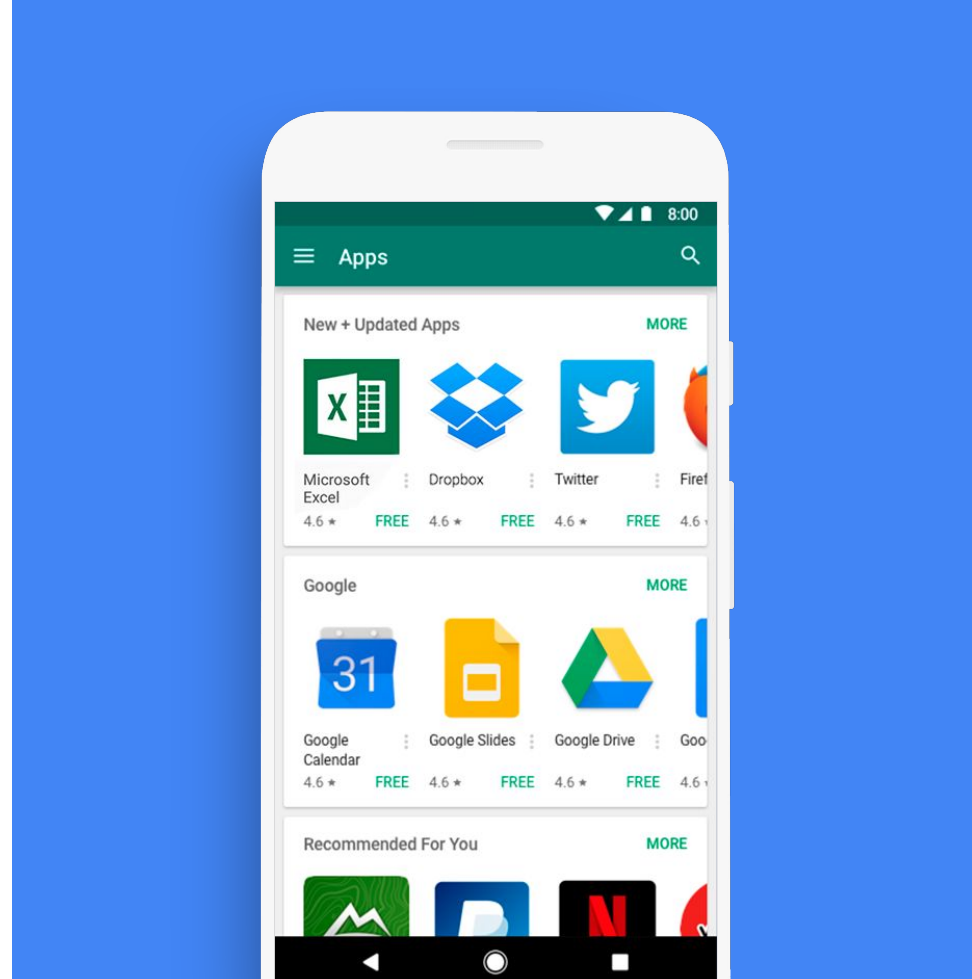
IT-curated access to the full

Android apps ecosystem

No need for app wrapping

Private app distribution

Push, update & remotely configure apps
without user interaction





Android Enterprise Recommended program

Devices



Knowledge
worker
devices



Rugged
devices

Services



EMMs



MSPs



Carriers

In development

Customer Benefits



IT Buyers

- Simplicity in selection
- Worldwide sourcing
- More long-term value



IT Admins

- Consistent performance and troubleshooting
- Lower support costs
- Secure, managed updates

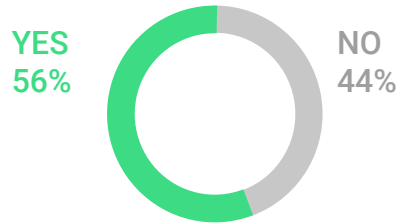


Employees

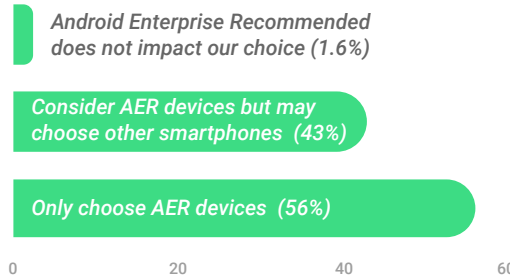
- Clean user experience
- Faster setup
- More productivity

Android Enterprise Recommended awareness and impact

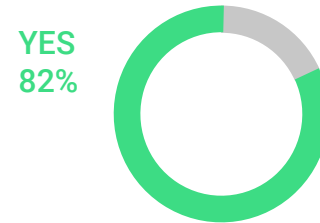
Are you aware of the Android Enterprise Recommended program?



How does Android Enterprise Recommended impact your purchase decisions?

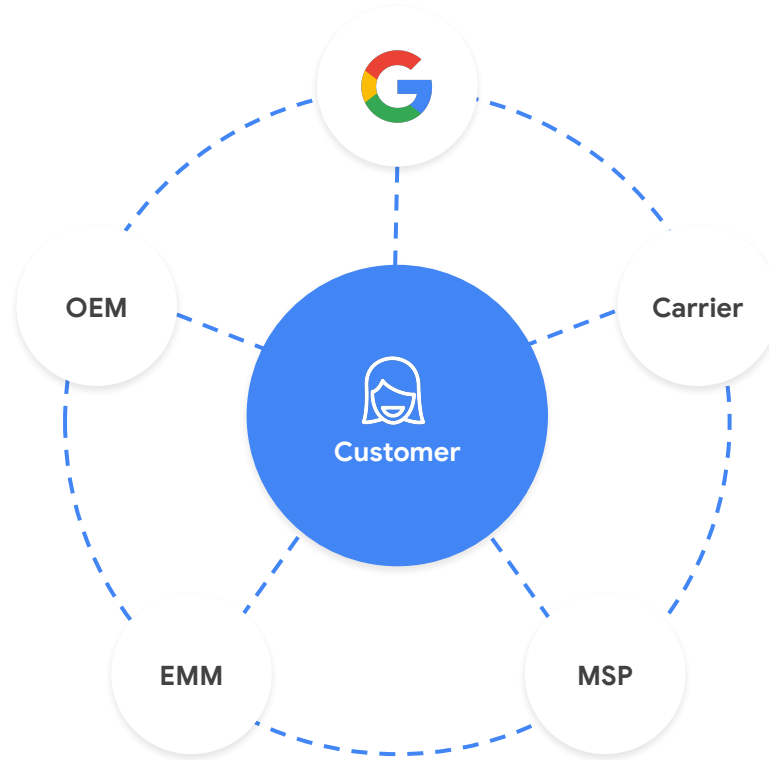


Are Enterprise Recommended devices more secure than iOS?



Source: HMD Global. July 2018. 500 purchase decision makers from France, Germany, Italy, UK and Spain.

How Android Enterprise Recommended all works together



Android Enterprise Experts launched

Scaling Google's deployment and support expertise

Highest level of technical validation for AE deployment and support professionals



Rigorous onsite multiple choice and practical examinations

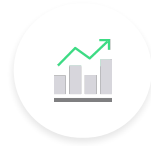
133 Experts validated globally

Line of Business: “I’ve done it where I need it”

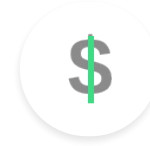
How Android can drive business results



**Drive innovation
& transformation**



**Drive productivity
& competitiveness**

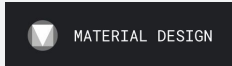


**Drive cost
efficiency**

Robust platform for building transformative experiences

Core development tools

androidstudio

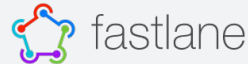


SafetyNet

Intelligence & experience



Distribution & deployment

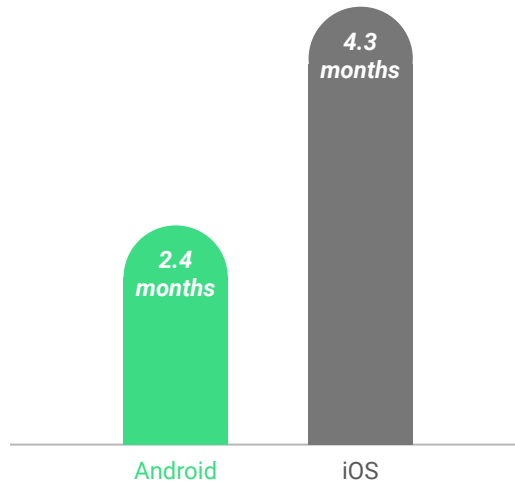


Third party development tools

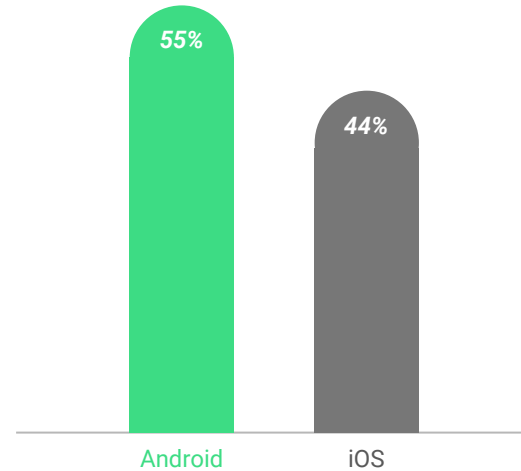


Faster app building, better outcomes

Average time it takes to develop an enterprise app



Organizations whose mobile deployment "exceeded" expectations



Form factors for every need. One native code base.



Smartphones



Tablets



Rugged devices



Single use devices



Kiosks



Digital signage



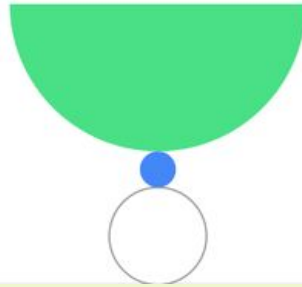
Virtual reality

End Users: “Users won’t like it”

A balancing act



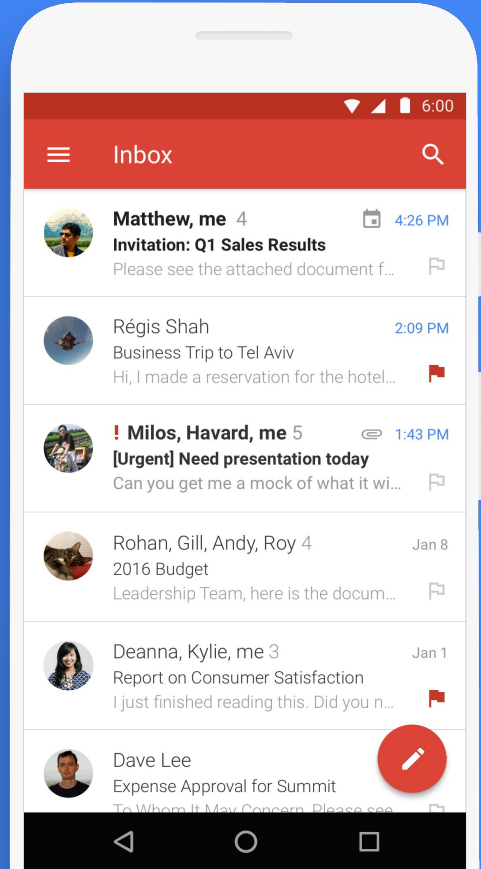
Secure, always on



Privacy, wellbeing

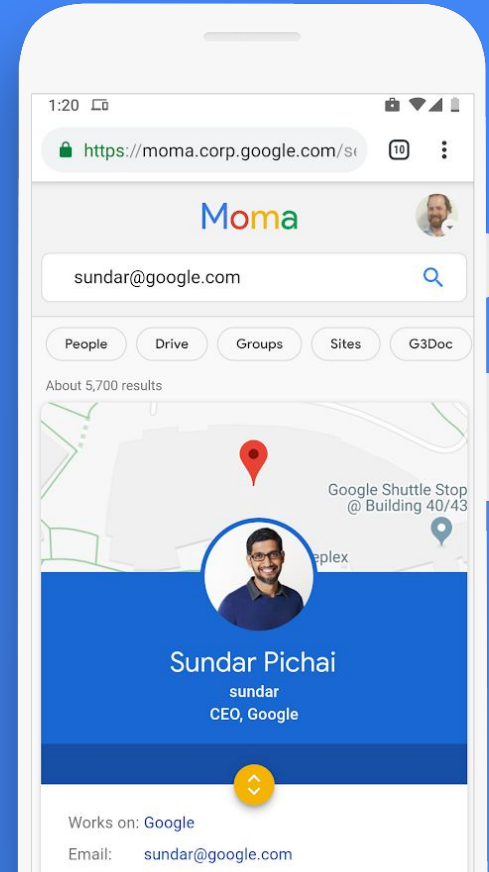
A fantastic, out-of-the box, email experience

- Provides native support for Office 365, Exchange & GSuite
- Familiar to employees, no juggling email apps
- No need to license / maintain additional productivity apps
- Supports automatic setup via managed configuration
- Includes advanced enterprise features like cert-based auth



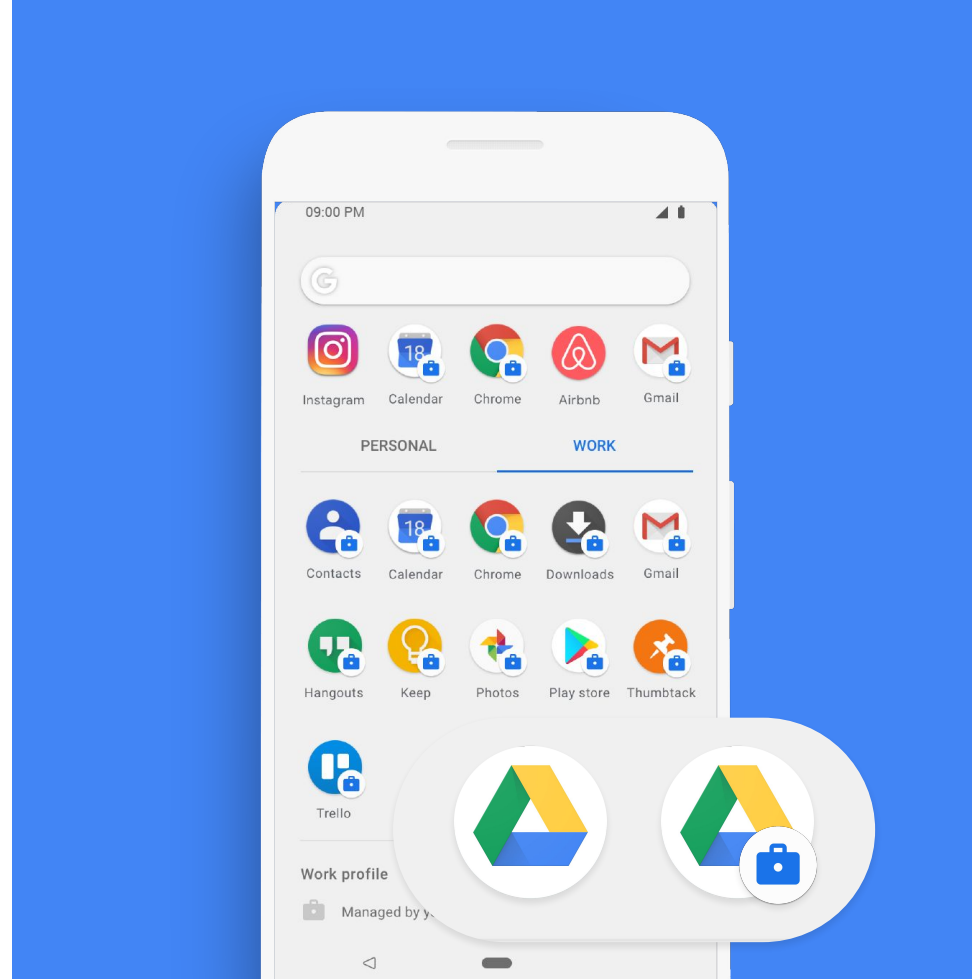
The world's most popular browser - tuned for enterprises

- Support for rich, web-based applications
- Corporate data sandboxed from personal data
- Support for online and offline websites
- Tunnel to internal-only sites via per-app VPN
- Authenticate with cert-based authentication



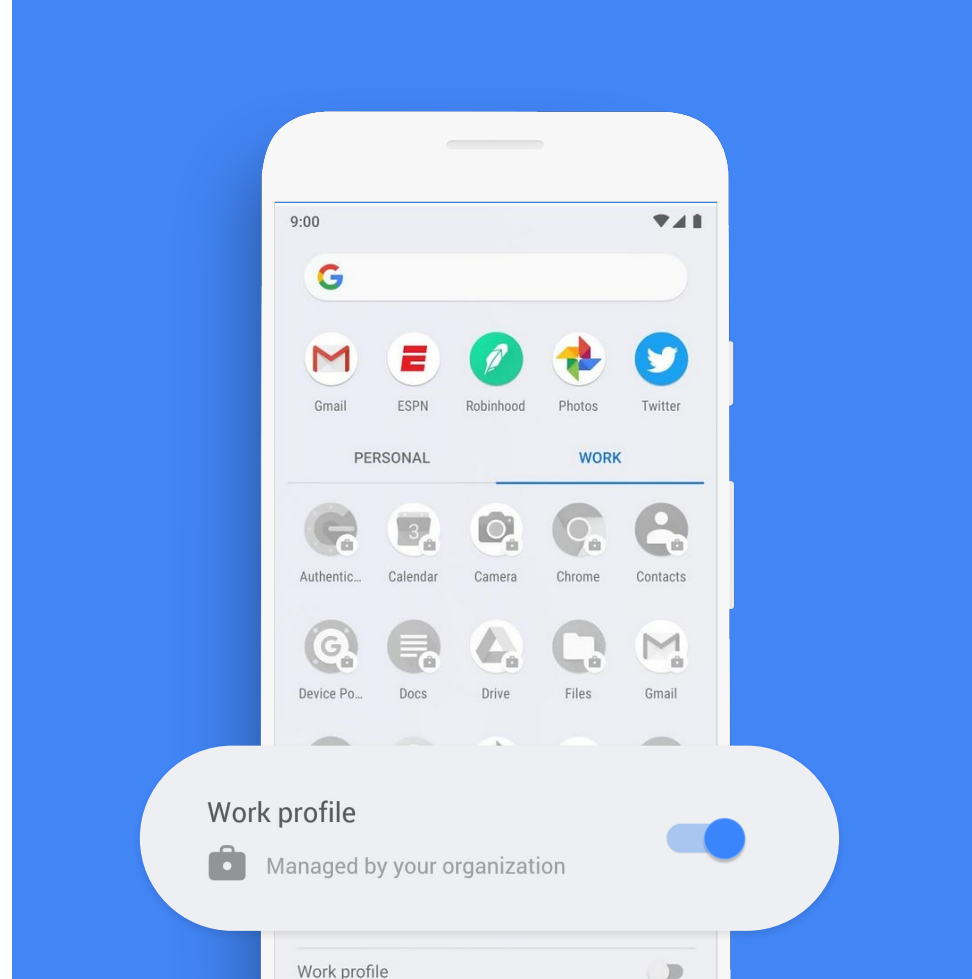
Enhanced privacy

IT only views and manages the badged work apps



Digital wellbeing

Ability to turn off work



Dziękuję!

