MOBILE AS THE NEW DESKTOP

Empowering Secure Mobile Productivity

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Today, mobility is no longer a trend. It's an established reality, reshaping the enterprise. This white paper is the first in a three-part series on enabling the mobile desktop while securing information and protecting your organization.

Part 1: Mobile as the New Desktop — Solution Overview
Part 2: A Seamless Experience for the Mobile Desktop
Part 3: Buyer's Guide to Mobile Identity Solutions

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Mobility Is An Unstoppable Force

Today, mobility is no longer a trend. It's the new reality — and it is reshaping the enterprise. Gone are the days of employees tethered to desktop computers, and they're no longer dependent on an Ethernet or wi-fi connection to work remotely. More and more enterprise employees are conducting daily work transactions on mobile devices. Mobility surged to 1.3 billion workers in 2015, continuing a 33 percent growth trend since 2010. These mobile workers aren't limiting themselves to a single device, either. In just the last year, the number of devices managed by enterprises grew an incredible 72 percent.

This momentum is taking mobile productivity beyond simple email and web browsing. Employees today demand a complete mobile desktop, offering complete access to enterprise applications and networks. As they manage the work/life balance, the mobile desktop empowers them with anytimeanywhere productivity. They want the bringyour- own-device (BYOD) convenience of using the familiar mobile devices they already carry everywhere. They know that mobility enables them to work smarter and finish faster — and this freedom and empowerment increases their job satisfaction.

For the enterprise, the benefits of the mobile desktop are no longer a potential advantage — they're a necessity. Mobile workers increase overall productivity by as much as 75 percent. Mobility measurably increases speed-to-market and fundamentally changes how products and services are delivered, including decreasing issue response time by 65 percent. The enterprise cannot ignore these benefits — and customers increasingly expect this level of service.

The Need For A Mobile-Centric Solution

New security challenges of mobile

Employees are used to the convenient mobile experiences they get as consumers, and they expect this same level of convenience from the mobile desktop. They want to use the applications they like best, to connect from anywhere, and to make transactions with a simple touch. But this shift dramatically changes the enterprise security paradigm. Mobile workers create and exchange data well outside traditional enterprise security boundaries. They connect to the VPN, send email and access web-based applications — all outside the firewall, often on personal devices. And the pressure isn't just internal. Evolving regulations create new compliance requirements for the enterprise.

This new world of work presents a major new challenge: How do you enable the incredible upside of the mobile desktop while protecting the enterprise that suddenly extends far beyond your firewall? How do you safeguard information while providing a frictionless experience for authorized users?

Traditional credentials simply can't solve this problem. They don't fit the mobile experience. Passwords are too vulnerable. They're easy to steal, and easier to hack. Worse, they add unacceptable friction for mobile users. Repetitive password entry slows them down. Managing multiple passwords is a hassle. Lost/forgotten passwords inhibit productivity and add significant IT costs.

> **The mobile desktop requires a new approach to identity and access — built on the capabilities of mobile technology, and designed specifically for the mobile user experience.**

Hardware tokens and smart cards provide acceptable security, but aren't designed for the mobile user experience. Carrying around physical credentials is an added burden. Entering an 8-digit code for every login is tedious (and is fading away for traditional strong authentication, as well). And mobile devices don't come equipped with smart card readers. At best, this friction slows users down — at worst, it leads to workarounds that put the enterprise at risk.

To fully enable mobile as the new desktop, the enterprise must take a new approach to identity and access — an approach built on the capabilities of mobile technology, and designed specifically for the mobile user experience.

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The power of mobile-embedded identity

A mobile identity solution, such as Entrust IdentityGuard, embeds a trusted identity in the mobile device itself, enabling secure and frictionless mobile work transactions. IdentityGuard establishes security by combining the unique capabilities of mobile technology (i.e. biometrics, push notifications) and strong PKI credentials. The mobile-embedded identity puts a virtual smart card on the mobile device, using strong PKI to authenticate the device. This approach allows users to authenticate their identities with the touch of a finger.

This approach creates a single, trusted mobile identity that enables a transparent and seamless user experience across a wide range of use cases:

O   VPN access authentication

O   Encrypted email

O   Digital signing

O   Web app access authentication

O   Non-mobile uses cases: Windows session log-on, two-factor authentication, physical space access

Users access applications and resources with the touch of a finger — no cumbersome passwords, OTPs or smart cards needed. They seamlessly navigate between apps, workflows and tasks. This convenient user experience maximizes productivity. This approach also elevates security, as mobile work transactions are protected by biometric user authentication and the strong PKI credentials working silently in the background to validate the secure mobile device.

> **Users access resources with the touch of a finger — working faster, working smarter.**

Empowering The Mobile Desktop

Mobile is the new desktop, and empowering this new world of work begins with creating trusted mobile identities that enable secure mobile work transactions. Trusted mobile identity demands a mobile-centric solution. Enterprises can leverage a mobile-embedded identity solution such as Entrust IdentityGuard to provide the secure and frictionless experiences that allow the enterprise to use mobile devices the way they were intended — enabling anytime-anywhere productivity and empowering employees to work faster — and smarter.

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MOBILITY IS RESHAPING THE ENTERPRISE

1.3B
Mobile workers in 2015

33%
Growth since 2010

ENTERPRISE MOBILE DEVICES
Grew by 72% in the last year

72%

MOBILITY BENEFITS EVERYONE

EMPLOYEES
Convenience & Job Satisfaction

CUSTOMERS
65% faster issue response time

ENTERPRISE
75% increase in productivity

SHIFTING SECURITY CHALLENGES

VPN

Email

VPN

Web-based Apps

DATA OUTSIDE THE FIREWALL

BYOD

KEYS TO EMPOWERING THE MOBILE DESKTOP

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**FRICTIONLESS
USER EXPERIENCE**

**SECURITY FOR
THE ENTERPRISE**

THE SOLUTION: MOBILE-EMBEDDED TRUSTED IDENTITY

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About Entrust Datacard

Consumers, citizens and employees increasingly expect anywhere-anytime experiences — whether they are making purchases, crossing borders, accessing e-gov services or logging onto corporate networks. Entrust Datacard offers the trusted identity and secure transaction technologies that make those experiences reliable and secure. Solutions range from the physical world of financial cards, passports and ID cards to the digital realm of authentication, certificates and secure communications. With more than 2,000 Entrust Datacard colleagues around the world, and a network of strong global partners, the company serves customers in 150 countries worldwide.

For more information about Entrust products and services, call **888-690-2424**, email **entrust@entrust.com** or visit **www.entrust.com**.

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