



Product Brief

Mobility Consulting from AT&T

Mobile Governance

Business Challenge

Striking the right balance with providing oversight and security to mobile activities, while allowing the flexibility and freedom of mobility is an ongoing challenge faced by many organizations.

Business lines are finding ways to implement mobile solutions quickly to meet the growing demands of their customers, often circumventing the standard IT project planning processes. Employees want to access information anytime, anywhere yet IT needs to manage and secure corporate data and information more than ever.

Maturing an enterprise into a secure mobile environment takes strategic planning and processes to eliminate the risk to the enterprise while providing the flexibility the employees and customers demand.

AT&T Mobility Consultants offer their mobile governance expertise through, key insights and recommendations provided through several governance areas, such as:

- Mobile Use Policy Review and Updates
- Mobile User and Data Classification
- Mobile Center of Excellence

Mobile Use Policy Review

Employees want to access information anytime, anywhere and businesses want greater productivity yet need to manage and secure corporate data and information more than ever.

The mobility environment is continually changing, clients with robust mobility policies must be reviewed regularly review to ensure safety and security of their data.

Most Mobile Use Policies have not considered all the necessary components to safeguard corporate assets nor have provided employees with adequate information and guidance, in the areas of:

- End User Agreements that set company expectations and define the rights of the employees and company
- Acceptable Use Standards that define appropriate behaviors when using company owned devices.
- Mobile Security Policies that extend corporate controls to mobile environment
- BYOD Policies that define use of personal device for business purposes, and key components, such enrollment, eligibility, privacy and support

Mobile User and Data Classification

Understanding the mobile requirements of your users, based on their roles helps to determine the eligibility for things like usage thresholds, data access, reimbursements and acceptable use. The roles will also drive the rules established in the policies, in mobile device and mobile application management, and in the use of mobile applications.

Mobile User and Data Classification is a key component to data security, AT&T Mobility Consulting can assist in creating a customized data classification system.

Potential Benefits

- Mitigate corporate security risk
- Improve workforce productivity with clear and enforceable policies
- Access AT&T's vast mobility expertise and resources to assess the governance policies of your business

Features

- Expert review of existing mobility policies
- End User Agreements
- Mobile Security
- Acceptable Use
- BYOD
- Data Classification
- Establishment of Mobile Center of Excellence

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Mobile User and Data Classification

Mobile User Classification ensures that groups of employees have access to the information they need to efficiently do their work. It also ensures against unauthorized access of proprietary corporate information by employees who do not need that information to perform their job.

Data Classification requires a comprehensive structure for access and control with the goal to find and retrieve data easily, identify multiple sources, and meet legal and regulatory requirements.

- Identifying golden sources
- Classification, e.g. General, Internal, and Confidential
- Data corruption prevention
- Data secured during transmission and storage

Mobile Center of Excellence (MCOE)

A Mobile Center of Excellence focuses on standards, security, and platforms and is intended to centralize governance around a set of principles for an effective and efficient use of mobile technology across the enterprise.

A Mobile Center of Excellence not only addresses the mobile challenges of today, but also provides a mobile vision for the future and creates a “mobile first” culture.

Key activities for a Mobile Center of Excellence include:

- Establishes executive leadership, stakeholders and responsibilities for mobile implementations within each business line and across the business
- Defines mobile security policies and standards with vendor & technology teams
- Offers mobility thought leadership through consultation, support, metrics, and reports
- Acts as the trusted mobile adviser to business leaders
- Provides technology expertise by authoring best practices

- Ensures mobile investments are leveraged across the business

Our Consultants will help your company establish a Mobile Center of Excellence within your company’s existing organizational structure and mobility expertise. Whether your organization has developed one application or hundreds, an MCOE will allow your company to continually take advantage of mobile technologies as they evolve.

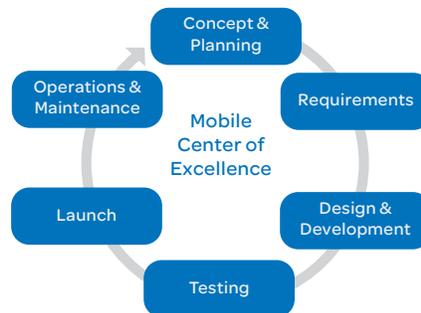
A Well-Defined Process

Through a planning, discovery, and analysis process, AT&T Mobility Consultants provide expert guidance.

AT&T Mobility Consultants interview stakeholders and users to understand their needs before making mobile governance recommendations, thus ensuring results that are customized for our client’s needs.

AT&T Mobility Consultants will develop Mobile Use Policies, Mobile User and Data Classification schema, Mobile Center of Excellence organizational structure that include key corporate considerations:

- Corporate goals and strategy
- Success criteria
- Architecture
- Existing policies and processes
- Employee Profiles
- Communications Processes
- Geographic considerations
- Skills assessment



Mobility Consulting from AT&T

Mobility Consulting from AT&T can solve your most pressing business challenges. Whatever your organization’s goals, our mobility specialists can provide the knowledge, resources and guidance you need to achieve them.

Whether you want to reduce costs, boost worker productivity or increase customer engagement, it all starts with a mobility strategy and roadmap. By identifying your business’s mobility goals, it provides a clear roadmap with a tactical plan to reach them.

Consulting Options & Offers

Mobility Consulting from AT&T can offer these deliverables and more:

- Mobile Strategy & Roadmap
- Mobility Educational Sessions
- Competitive Analysis
- Mobile & Industry Trends
- Journey Mapping
- Mobile Application Prioritization
- Mobile Security
- IoT Consulting
- Bring Your Own Device
- Mobile Governance



Mobile Policy

- End User Agreement
- Mobile Security
- Acceptable Use
- BYOD



Security Policy

- Password control
- Data Security
- Device Security
- Usage and Content Control



Data Classification

- General Use
- Internal
- Confidential

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