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# FACULTY OF EGINEERING & TECHNOLOGY

## MOBILE SECURITY

## LECTURE -35

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# OUTLINE

- MDM industry use cases
- The MDM solution that can help
- BYOD
- CYOD
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# WHAT IS MOBILE DEVICE MANAGEMENT (MDM)?

## MDM industry use cases

**Healthcare**

With most healthcare organizations moving towards electronic health records (EHRs), mobile device use is more popular than ever in the healthcare sector. But ensuring the personal health information (PHI) stored on mobile devices is secure and complying with regulatory standards like HIPAA can be a challenge. An MDM solution can help you meet compliance standards while also ensuring that PHI remains secure from unauthorized access.

**Transportation**

Now that many enterprises are embracing mobility, one market that can benefit greatly from the advantages of MDM is the transportation industry. MDM lets businesses track shipments and vehicle locations as well as maintain a history of locations traversed. It also lets you lock down corporate devices to specific apps and/or settings to prevent device misuse and ensure maximum productivity.

**Education**

The transition to the digital age has affected no industry more than the education sector. With more and more schools adopting tablet-based teaching methods, it's essential to manage these devices to ensure they're only used for learning. Granular restrictions let you disable basic device functionalities such as the camera, as well as restrict access to certain websites.

# WHAT IS MOBILE DEVICE MANAGEMENT (MDM)?

## MDM industry use cases

**Retail**

Thanks to features like digital signage, mPOS, and self-service checkouts, mobile devices have found their niche in the retail sector. Some enterprises in the retail industry use mobile devices built for a specific need, while others use a combination of in-house apps and certain policies on more standard devices like phones and tablets. Both specialized devices such as rugged devices and standard mobile devices such as smartphones can be managed using an MDM solution.

**Service**

With most organizations in the service industry leaning towards a mobile-only or mobile-first workforce, mobile devices—especially employee-owned devices—are being used more than ever. An MDM solution helps you seamlessly manage personal devices (BYOD management) and in-house apps while also ensuring those devices adhere to your enterprise's security standards.

# WHAT IS MOBILE DEVICE MANAGEMENT (MDM)?

## The MDM solution that can help

Mobile Device Manager Plus is the solution for any enterprise looking for a complete mobile device management tool. Let's look at some of the features Mobile Device Manager Plus has to offer:

❑**Quicker onboarding**

Mobile Device Manager Plus supports multiple methods for enrollment, irrespective of whether the device is with the user or still sitting in one of your business' storerooms. With Mobile Device Manager Plus, you can quickly and easily onboard devices in bulk with no user action required. It also helps with BYOD mobile device management i.e. mobile device management for personal devices, whereby you get to manage the workspace while having zero control over the personal space ensuring corporate data security without compromising on user privacy.

❑**Efficient app management**

❑**Seamless policy management**

❑**Robust security management**

❑**Comprehensive post-deployment management**

# WHAT IS MOBILE DEVICE MANAGEMENT (MDM)?

## BYOD

Bring your own device is a popular approach. In fact, research from Gartner indicates that 90 percent of organizations around the globe will leverage BYOD. According to Enterprise Mobility Exchange, the BYOD market value is expected to see a 22% CAGR now through 2023. In the BYOD model, employees are granted full responsibility for choosing and purchasing the devices they use, as the smartphones, tablets, and other gadgets are their own.

The key advantages of BYOD are lower hardware and service costs, higher user convenience and satisfaction, and little to no wireless carrier requirements for the organization. The main disadvantage of this approach is that security can be more difficult to enforce; therefore, having a well-defined mobile policy and security enforcement in place are critical. This approach also makes it more difficult to manage configurations, replacements, and repairs since employees own the devices.

# WHAT IS MOBILE DEVICE MANAGEMENT (MDM)?

## CYOD

In the CYOD model, companies provide employees with an approved set of devices from which to choose and will also cover the costs of the mobile plan. Devices are either paid for and owned by the employees, or the company will offer a renewable hardware stipend that allows the organization to retain possession following the termination or resignation of various users.

The main advantages of CYOD are that it can reduce hardware costs as compared to COPE. The end users are still in control of their own technology, but the support and procurement standards are more streamlined given the more homogenous pool of device options. The disadvantages include: user dissatisfaction with available options, hardware costs are not completely eliminated, and users may struggle to manage repairs and replacements. Of the three options, CYOD can be considered more “middle of the road”, as it comes with advantages and disadvantages of both the BYOD and COPE models.

# WHAT IS MOBILE DEVICE MANAGEMENT (MDM)?

## COPE

Larger enterprises are more likely to employ the COPE model, as it maximizes control over mobility in many ways. Employees are given smartphones that are paid for by the company, meaning the business retains ownership of the devices. There is some flexibility involved as well, as enterprises can still offer options to employees. COPE is a popular choice for financial institutions and health care providers due to their regulatory needs for compliance and security.

COPE offers organizations the most control and authority over all mobile devices, which results in lower security concerns than BYOD and CYOD. Repairs and replacements are more standardized and easier to execute. However, users may have less freedom with their devices, which may impact productivity. A COPE approach requires that the business take a very proactive and innovative approach to keeping up with technology, making sure to be forward thinking and vigilant.

# WHAT IS MOBILE DEVICE MANAGEMENT (MDM)?

## BYOD vs. CYOD vs. COPE

### BYOD

- *No wireless carrier procurement required*
- *Fast deployment time-frames*
- *Employee owned device*
- *Lower hardware & service costs*

### CYOD

- *Procurement standards are tighter than those of BYOD*
- *Slower deployment time-frames*
- *Employee owned device or Company owned device*
- *Can reduce hardware costs compared to COPE (but still higher than BYOD)*

### COPE

- *Specific and tight procurement standards*
- *Slowest deployment time-frames*
- *Company owned device*
- *Highest hardware costs of the three options*

# MCQ

1. _____ is an internet scam done by cyber-criminals where the user is convinced digitally to provide confidential information.
   a) Phishing attack
   b) DoS attack
   c) Website attack
   d) MiTM attack
2. In _____ some cyber-criminals redirect the legitimate users to different phishing sites and web pages via emails, IMs, ads and spyware.
   a) URL Redirection
   b) DoS
   c) Phishing
   d) MiTM attack
3. Phishers often develop _____ websites for tricking users & filling their personal data.
   a) legitimate
   b) illegitimate
   c) genuine
   d) official
4. Which of the following type of data, phishers cannot steal from its target victims?
   a) bank details
   b) phone number
   c) passwords
   d) apps installed in the mobile
5. Algorithm-Based Phishing was developed in the year _____
   a) 1988
   b) 1989
   c) 1990
   d) 1991

# REFERENCES


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