

Realizing the Full Potential of Mobility, With VPNs



In Collaboration With:



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— Alexander Michael
Vice President Information
and Communication
Technologies Practice
Frost & Sullivan

The future is mobile, and the future is about mobility! Sophisticated employees expect a complete suite of work tools available on a range of mobile devices in a transparent manner, as well as a plethora of networks, including public Wi-Fi, to communicate with corporate host systems and customers. Meanwhile, customers have come to expect almost real-time reactivity, and they expect businesses on the move to be “business as usual.”

Frost & Sullivan and AT&T participated in the eBroadcast **Realizing the Full Potential of Mobility, With VPNs** to discuss why IT decision-makers must strike a careful balance between security and functionality, as BYOD is exacerbating their plight. Organizations of all sizes are embracing mobility, but many are failing to realize its true business potential for fear of the countless risks involved. Most CIOs are looking to VPN for solutions, but they often only implement VPN and mobility in a suboptimal, piecemeal manner.

In countless ways, true and comprehensive VPNs with mobility have the power to boost productivity, increase agility and make entire new business models possible, ensuring growth and innovation.

MARKET OVERVIEW

Mobility is about employees and your customers.

“The future is mobile, but a far more accurate statement is that the future is all about mobility, and really being against mobility today is being against puppies, you just can’t,” said Alexander Michael, Vice President Information and Communication Technologies Practice, Frost & Sullivan.

Frost & Sullivan sees that today’s businesses — large and small — increasingly understand the value of mobilizing their data communications. “Customers, employees, and partners are on the move, and in today’s hyper-competitive business environment, they need — no actually, they demand — the ability to communicate and do business anywhere, anytime,” said Michael.

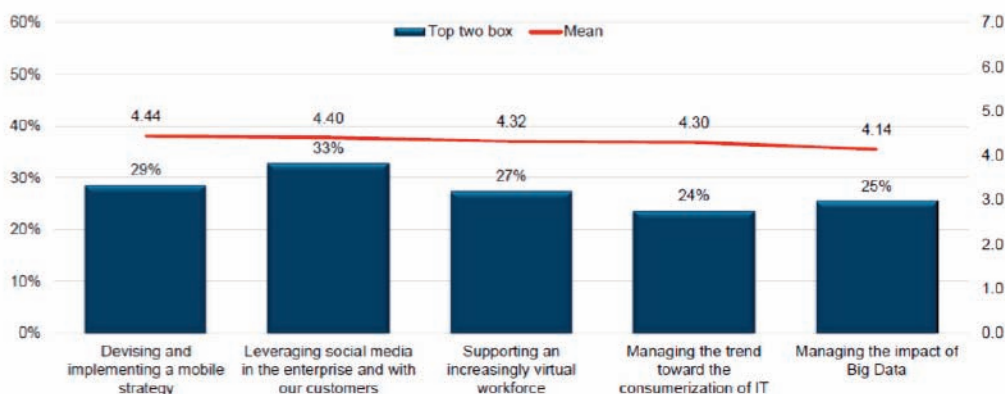
The benefits of mobility can include increased efficiencies and productivity, easier real-time compliance with regulatory requirements, enhanced engagement with end-customers, and even incremental revenue opportunities.

TOP CHALLENGES FOR IT DECISION MAKERS

Mobile strategies and IT consumerization are two of the absolute top challenges for today's IT decision makers.

Mobile strategies and IT consumerization are two of the absolute top challenges for CxOs

Most important Communications and Collaboration Challenges for 2013, North America



Note: the Importance scale was from 1-“Not important at all” to 7-“Very important.” “Top two box” represents “6” and “7” rankings.
 Base: All respondents (n=263). Q55: Please rate how important the following challenges are to your organization over the next 12 months?

Frost & Sullivan regularly surveys IT decision makers, said Michael. The statistics highlighted in the figure: “Mobile strategies and IT consumerization are two of the absolute top challenges for CXOs” points to how mobile devices are more than just mobile phones and smart phones. In the long-term device types will converge. Meanwhile, the mobile revolution is also driven by tablets, not only in private business but also in the public sector.

“The way we interpret mobility is really not a choice and people understand that. We understand that there is absolutely nothing to do but embrace mobility, but we’re not completely certain how to do that yet and that’s why it becomes a challenge,” said Michael.

IT’S ROLE IN INNOVATION

The IT department is responsible for delivering security and functionality. Because of which, IT has gained a reputation as a department that is reluctant to adopt new technology or software. IT must take responsibility for the business and future revenue streams, especially now that mobile devices have become such a personal choice for users with BYOD. Resisting BYOD is futile, said Michael, noting, “We have to deal with it in the right way.”

To underscore this point, Michael observed that most innovation that takes place today is either an outright IT innovation or it is enabled by information systems or it has IT implications.

At the same time, device users want information to be delivered fast, for it to be flexible, and for there to be secure access to data that is being wirelessly transmitted between devices and servers. Meanwhile, enterprises want to ensure that the data leaving their walls is secure, and it is the job of the IT department to put in place strict security mechanisms to prevent malware or network overload from undetected devices and insecure network access.

“Today, IT is the most important enabler for business change,” said Michael.

GROWTH THROUGH IT INNOVATION

Despite these challenges, VPNs offer enormous potential for growth. To unleash this potential, organizations must deal with their fears and manage risk. VPNs are often implemented in a piecemeal manner which is suboptimal to managing growth.

“In Frost & Sullivan’s opinion, growth will be unleashed by the power of true and comprehensive VPNs with mobility in countless ways. True and comprehensive VPNs with mobility have the power to boost productivity, increase agility, and make entire new business models possible, ensuring growth and innovation,” said Michael.

CREATING A CONNECTED BUSINESS

The more connected executives are to smart phones, tablets, and other mobile devices, the more connected they want the company to be. One challenge for today’s leadership is to find ways to take the IT department from a department that says, “no,” to one that says, “yes.” Doing so would keep the IT department connected as frequently as possible to the business and to the new complexities IT is tasked with managing.

“More people are connected because more people need to be able to do things; they need to be able to see their data. The more people that need to see their data, the more we need to protect the business,” said Joseph Faranetta, AT&T Product Manager, Broadband VPN Services, AT&T.

A connected business experiences better opportunities to outpace its competitors; however, being connected also opens up vulnerabilities that occur whenever an internet-connected device is brought into a private infrastructure.

In terms of security, Frost & Sullivan’s Michael observed that while mobility holds huge business potential, it also creates new attack vectors from individual hackers, hacktivists,

and criminal organizations located in totalitarian nation states. These organizations are well-funded, organized, motivated by profit, and they are expertly trained. “Another factor to consider is social media, and the attack vectors created by social engineering,” Michael said.

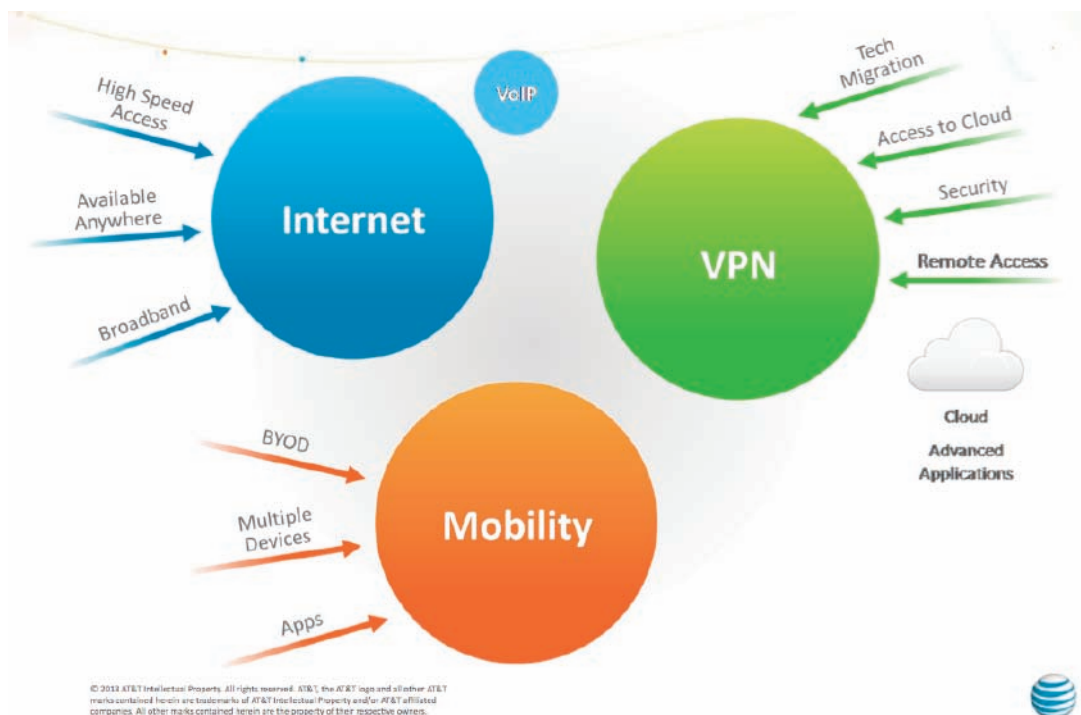
WHERE IS THE OPPORTUNITY HIDDEN?

Mobility brings with it many changes.

“As we’re working through these changes, we’re finding that the experiments that tend to work out the best are the ones that really try to find ways in the innovation cycle to make collaboration economical and spread to the entire employee base,” Faranetta said.

With VPN, technology migrations happen decade after decade, which requires the business to stay connected — expanding bandwidth, expanding features, expanding access to the cloud, creating better security policies, and passing secure data between business organizations, offices, and data centers.

Though there are challenges to VPN, there are many opportunities as well, as seen in the figure from AT&T: “Where is the Opportunity Hidden?” where the bubbles represent the specific growth areas affected by BYOD.



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- On the internet side, the reach and reliability of both wired broadband and wireless LTE as transport have fundamentally changed the makeup of the VPN. The need for a hybrid network with MPLS sites and Internet based sites combined with access for remote users has become paramount.
- In terms of mobility, mobile devices have become much more capable as networks have evolved. As bandwidth has continued to grow, we have also seen a huge adoption rate of tablets.
- The VPN is where it all comes together and reveals the real opportunity for the IT world to find cost-effective and best optimized solutions, as VPN pulls together the Cloud, remote access, and tech migration, among other factors. Applications like VoIP or Telepresence must work flawlessly over these hybrid internet/MPLS VPNs to allow for the true opportunity to be achieved.

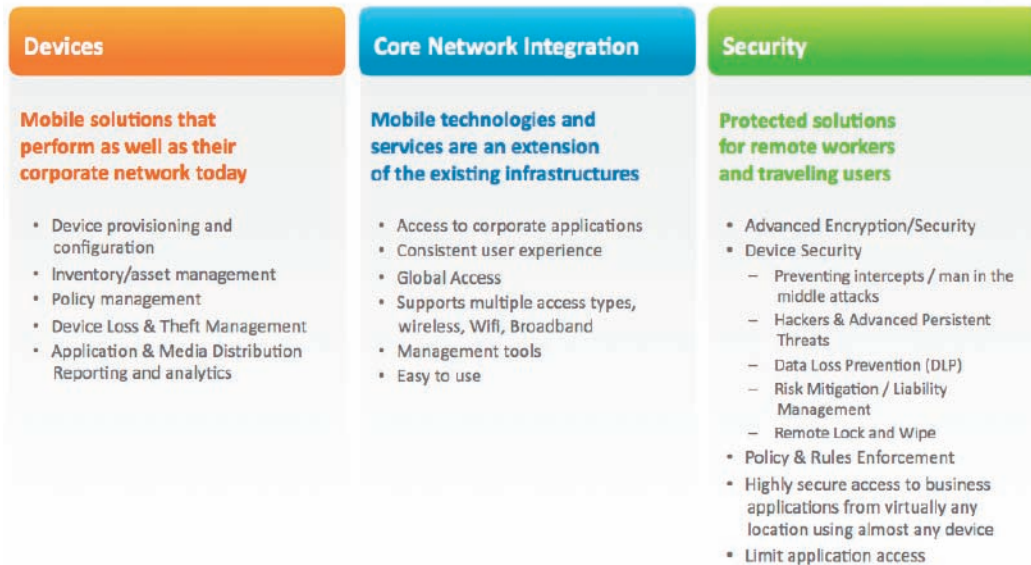
THE MOBILE LANDSCAPE

Today's mobile devices are compatible with Macs or PCs, and run operating systems such as Google Android and Apple iOS. Smartphones and tablets also have different technology capabilities. Bringing this variety of BYOD device type and system to the corporate VPN creates a number of security challenges with keeping patches current and keeping devices updated.

“That mobile world is morphing into an internet world with changes in internet bandwidth over the past decade — to run VoIP or telepresence sessions,” said Faranetta. “Whether you're running a wired or mobility network, you have massive amounts of bandwidth available.”

Organizational Challenges

Integration of mobility with your business model



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The challenges involved in integrating mobility into your business model have been broken down by AT&T in the figure “Organizational Challenges.”

Q&A WITH AT&T’S JOSEPH FARANETTA

The eBroadcast concluded with a question and answer session where Frost & Sullivan’s Alexander Michael asked AT&T’s Joseph Faranetta questions submitted by the audience prior to the eBroadcast. A lightly edited transcript of the conversation follows.

FROST & SULLIVAN: When you think of BYOD, you primarily think of device security, but actually network security is even more important. If you spoke to a CFO with no patience for technical detail, what would be your two-minute explanation of how AT&T addresses the BYOD challenges?

JOSEPH FARANETTA: AT&T offers services that have the capability to attach to your MPLS VPN on a global basis with redundant connections to any of your internet-connected devices: It could be your mobile device that is issued by the corporation. It may be a BYOD device. It may be a browser-based connection, whether it’s a smart phone, tablet, or laptop. We can offer a suite of services for the single user that are equally secure with encrypted tunnels. Today, you have the ability, with device management, to put security out on the device and then further enhance your security

policy out to the device. Even better, we can take your network-based firewall policy to your MPLSVPN and push it all the way out to the device and enable your network-based firewall policies to reside on your device.

FROST & SULLIVAN: Are the risks of mobility real? Or is it a bit like the cloud computing discussion where people perceive the risks to be much greater than they really are?

JOSEPH FARANETTA: The risks are very real. Corporate concerns about internet-connected devices are becoming greater and greater every day. You read in the New York Times almost on a weekly basis about the theft of personal information, about the theft of credit card information. There are always concerns about the availability of corporate data not being properly protected. Whether your customers are large or small, you have the same vulnerabilities if you're not careful about protecting that data. It's as simple as leaving a smartphone in a restaurant and not having your data encrypted, which gives an opportunity for anybody, quite honestly, to begin to steal your identity, to begin to steal things as very basic as your consumer life, and that can extend into the business. If you're a larger business with a web presence, you've got a Facebook presence, you've got MPLS VPNs, and you've got data centers. You need to protect corporate information because, quite honestly, in many, many respects that is the key to somebody's business, that's their differentiator, that's what's of most value in most cases to most customers, and it does need to be secured.

FROST & SULLIVAN: Would you say that VPN and mobility primarily address business challenges in large organizations, or is it equally true of SMBs? And what can AT&T do for SMBs which may not have all the expertise in-house?

JOSEPH FARANETTA: I think that consumers can actually answer that question for us. The adoption of mobile devices in the consumer world is absolutely enormous. For as long as the devices are out there, for as long as employees of every business are capable, there is always going to be the desire to communicate even more. As we continue to see the growth and deployment of devices, we're going to see more and more opportunities for our customers, large and small, to find ways to use [mobile devices] to make their employees more productive, whether it's simply allowing them to have 24/7 remote access — I hate to say it, but it's becoming a reality — or whether it's the true change in the way that they deal with their customer from the standpoint of using the internet technology for creating more opportunities across the board for the use of this technology for companies large and small alike.

FINAL THOUGHT

The interaction during this eBroadcast clearly showed that customers and suppliers have become mature in the way they adopt technology. Customers and suppliers both realize that they have choices, and that those choices must be based on a well-developed technology strategy.

There is a consensus that mobility and BYOD represent challenges but also that those challenges will have solutions, enabling us to concentrate on the far more interesting mission of exploiting growth opportunities to the fullest.

“I was really pleased to hear Joe Faranetta emphasize that the value-add of AT&T and its partners to enable their customers to do what they do best: Concentrate on their future revenue streams,” said Michael. “In Frost & Sullivan’s opinion, this is exactly the kind of value proposition the market wants.”

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ABOUT AT&T

Enterprises of all sizes, whether a global company or a smaller entrepreneurial business, have similar aims to increase sales, improve revenues or expand market opportunities. To achieve these goals your teams will need to collaborate in ways that are easy, efficient and diverse enough to meet the needs of the moment. Advances in networking technologies have enabled employees to be more mobile, productive and empowered. These same technology platforms have given IT operators more flexibility, control and business alignment. At the top of the list of technology must-haves are virtual private networks (VPNs) with a powerful array of network resources that includes wireless, Wi-Fi, high speed Internet access, voice, security and cloud-based service applications. As a leader in the industry, AT&T can help your business integrate business strategies and technical architectures to achieve business transformation. This library of useful resources explores how to apply proven technologies to promote responsiveness and drive decision-making.

ABOUT FROST & SULLIVAN

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 40 offices on six continents. Learn more at www.frost.com.

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