MANAGING
THE MASSES:
DEVICE CONTROL
ELIMINATES CHAOS

FOREWORD

Nowhere in the enterprise have workloads become more distributed and harder to manage than in the IT department. Administrators are battling the constant influx of new technologies and equipment, particularly in the mobile arena, and are now tasked with managing a legacy infrastructure in addition to a growing mobile workforce.

Securing and controlling those devices can require a labor-intensive effort without the proper management, taking up IT administrators' valuable time and resources. Another challenge comes in the form of requiring completely unrelated management techniques for desktop and mobile devices, adding to the organizational chaos. Quite simply the management of any device, with any operating system, is no easy feat.

This report will dive into the hurdles faced by IT administrators overseeing a multitude of devices, best practices in harnessing the confusion, and a strategy for the road ahead.
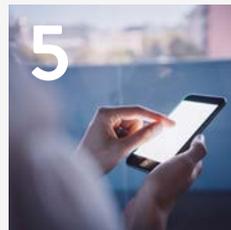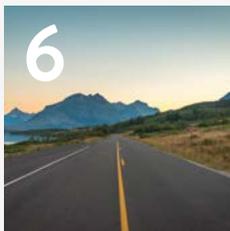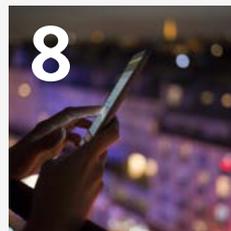
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LOSING CONTROL, CREATING CHAOS

The term organized chaos stands for a complex situation that appears to be out of order, but is still structured enough to achieve progress and goals. Ask any IT administrator – from the program manager to the Chief Information Officer – and they'll likely say their entire workflow is the definition of organized chaos.

Adding to that the infiltration of mobile devices, transforming legacy systems for more efficient and current use, as well as keeping critical desktop infrastructure running properly, creates a spider web of costly care in protecting business-specific equipment. Quite frankly, the need to control so many devices across so many industries has become a foremost challenge for IT administrators everywhere.

This is where the enterprise sees overall challenges, and why unified endpoint management is no longer a want, but an absolute need. And now that enterprises across the globe are going mobile – and for some, even mobile-only – drilling down and securing those additional endpoints is even more important considering their constant use and ever-changing locations and connection points.

While the IT department may feel a bit of relief by incorporating security layers or device management agents – for both desktop and mobile environments – the pains haven't been fully cured, as each solutions tends to focus solely on a particular piece of equipment (desktop vs. mobile) or specific operating system (Mac vs. Windows). Now the IT administrator is faced with separate consoles to manage different enterprise endpoints, and has to navigate complicated product schemes and different technology sets.

Drill down further into the growing mobility needs of an enterprise and its employees, and the chaos ensues. Will the device management system properly secure both Bring Your Own Device (BYOD) and Corporately Owned, Personally Enabled (COPE) platforms? Does it have a single pane of visibility into both mobile devices and desktop equipment, or will managers be forced to toggle between dashboards? Without the proper solutions, challenges can not only seem endless, but unsolvable.

HARNESSING THE CONFUSION

The company is growing, the technology is advancing - what's an IT manager to do? There are only so many hours in the day, and they are often allocated to damage control. Keeping an eye on hundreds, even thousands, of mobile devices, their geographic locations, secure connections, and remote provisions is, in itself, a full-time job.

That's why Olaf de Jager, IT Manager for G+J Media in Amsterdam, went searching for a mobile device management solution that he could trust to keep an eye on those devices when he and his team couldn't.

G+J's mobile footprint isn't massive, but incredibly important considering how much travel the employees engage in while taking on assignments for brands like Glamour, Vogue, and National Geographic, among others.

de Jager said G+J's Amsterdam office supports 220 users, accessing more than 200 computers and 95 mobile devices. Those devices are all Apple iOS based, de Jager said, and are part of the COPE platform.

"We did need to adapt the security policy because (employees) were afraid we'd be watching them," de Jager said. "But the changes and the management offering has been well worth it for us. We've been able to trace company-owned devices and locate them after being lost on a plane, or once on a train, for example. Being able to install apps from a single console has been really cool as well, and our workers are now used to it."

What's more for de Jager is that his office includes himself and just one other IT manager. The duo are tasked with overseeing the management of 220 computers on site, in addition to the mobile platform. The device management system being used for the stationery equipment just so happened to be scalable for the mobile enterprise as well, de Jager said, and made the seamless transition to having both sets of technology fall under that all-important single pane of glass. Now de Jager is able to oversee G+J's Amsterdam's technology horizon from one dashboard.

Reigning in the confusion and harnessing the chaos that comes with device management doesn't always have to be intensely time-consuming or labor intensive, as de Jager learned. Additionally, when the company goes mobile, so do workers, as well as the organization's data. Endpoints become threat vectors in an insecure world, driving the need for security. Mobile device management is the first and most robust step in creating a barrier between the enterprise's data and a hacker with malicious intent.

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>
> **OLAF DE JAGER, IT MANAGER, G+J MEDIA**

MOBILE MAYHEM MANAGEMENT

One of the truest signs of company stability and advancement is through physical growth - hiring staff, acquiring smaller businesses to integrate with the flagship, and expanding geographically. With that comes the need to implement or onboard new computers, mobile devices, and entire infrastructure systems – and of course all the technology platforms that will support it.

Take for example Hudl, a software company that offers tools to edit and share videos about sports for coaching studies and entertainment purposes, boasting some 5.5 million users. When technology is the pillar to a company's product and success, it better have its internal IT management and infrastructure up to the task.

Just four years ago, Hudl had 100 employees and a quarter of the company's machines were desktop computers. When interns were brought on they worked at desktop stations; mobility wasn't really embraced as of yet, said Sam Howard, IT manager for the company.

But growth and prosperity happens, and for Hudl it came in bulk. The company has acquired three other smaller firms in the last four years, and has grown headcount to more than 1,100 employees – an increase of ten-fold. Because of the quick movement and advancements in technology, Howard said, one thing remained the same – the number of desktop stations across the enterprise.

"Desktops are still in use for certain things like graphic cards and our development guys use them," said Howard. "But we've moved into mobility now, and with that we knew we'd need more visibility at a deeper level (for the devices)."

Howard said "weird things were happening," like devices up and leaving from the company's facilities, having to repair broken devices, or altogether losing equipment that had accessibility into the company's backend systems and data.

After the acquisition of companies, which were primarily Mac-based, Howard knew as an IT manager he'd need to deploy a device management system that was not only easily scalable, but one that could be implemented into any operating system – macOS, iOS, Windows, Chrome OS, Android, etc. – so future growth wouldn't face any road blocks.

"Having (an MDM) in place gives us granularity," said Reid Alt, an IT technician with Hudl. "We're able to directly deliver packages and software to our users. It's out-of-the-box ready with the devices when they're ready to be on-boarded, and it gives us peace of mind because it helps with compliance and protection. Being able to remotely manage any device in the world makes a huge difference."

Companies all over the world are experiencing the same mayhem and uncertainty Hudl went through before it adopted its mobile device management and are desperately in need of a solution that will unscramble the new world of mobile devices.

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>
> **SAM HOWARD, IT MANAGER, HUDL**

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THE ROAD AHEAD

The challenges have been laid out, the road blocks identified. So where does the enterprise go from here? Conservative estimates show some 20 billion connected devices by 2020 – which means management of that equipment will no longer be a want, rather an absolute necessity.

Mobile devices in the enterprise are comprised of endless threat vectors – apps, messaging platforms, email functions, even personal use systems – therefore requiring a secure management system that is both operating system agnostic and able to enhance an IT administrator's workflow through seamless integration and device coverage.

Constant changes to technology are hurtling into the market on a weekly basis. Incorporating an agile device management solution that can scale and pivot a deployment's notice helps to separate the chaos of mobility and streamline workflows for IT administrators.

Security isn't going away, and managing both mobile hardware and software components is the most solid line of defense an enterprise can have. Whether it's the need to manage 100 devices that travel around the globe, or oversee an enterprise growing ten-fold in just four years, device security is paramount and management is the solution.

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- Device Discovery, Tracking & Security
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- OS & 3rd Party Patch Management

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