

# Mobility Overview

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# Agenda

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Mobile Trends

Enterprise Mobility

- Reporting
- App Creation
- Mobile Device Management

Demonstration

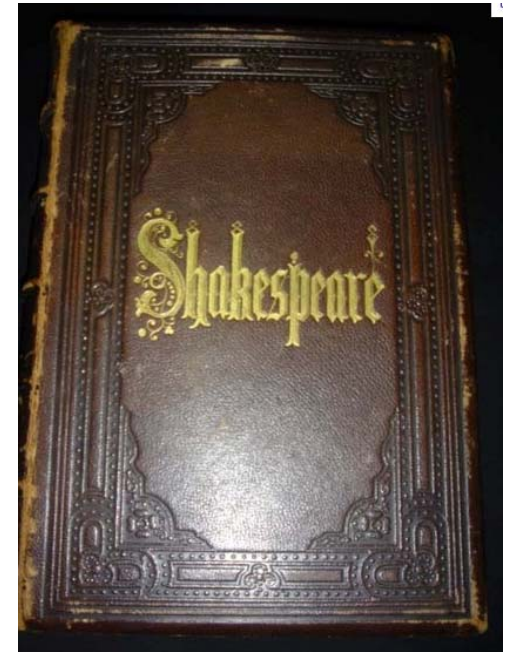
Questions?

# The Mobility Statistics

- 9 out of 10 of every man, women & child in the US have a mobile phone
- World Population = 6.8 billion (70% own phone)
- Over 3 billion apps have been downloaded to date
- In 2009 \$4.2 billion was spent on apps
- In 2013 estimated \$29.5 billion will be spent on apps
- In the next 5 years more people will connect to the internet via a mobile versus a PC



# Our Next Generation



85% of children own a phone  
73% own a book at home

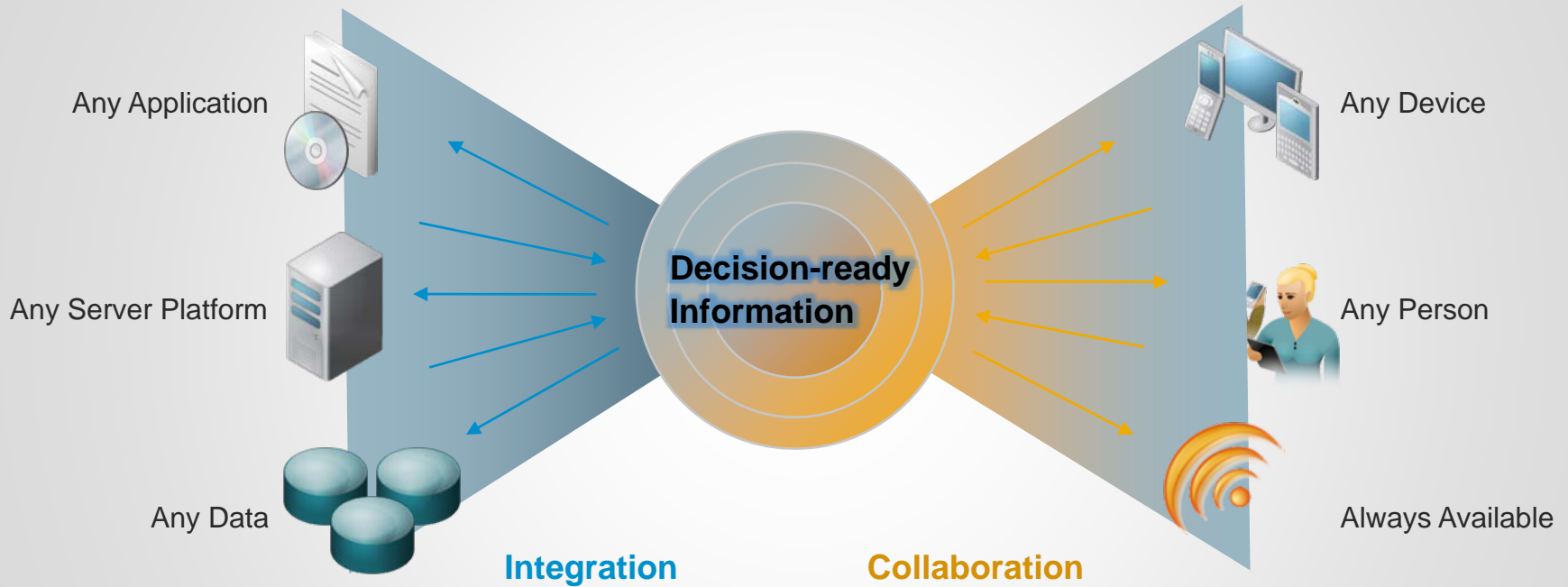
# There Are More Mobile Phones Than Toothbrushes (5B vs 2.2B)



# SAP Unwired Enterprise

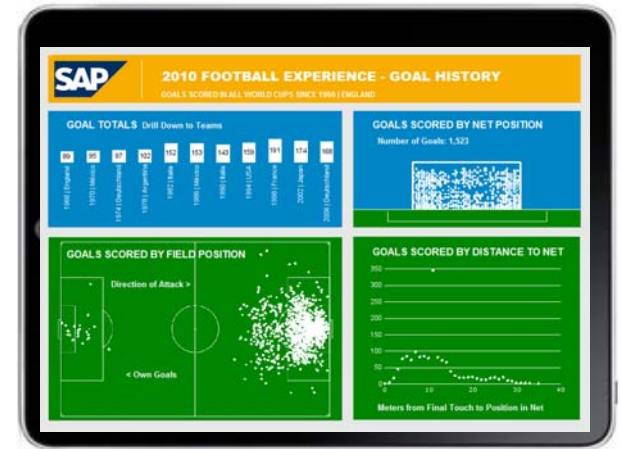
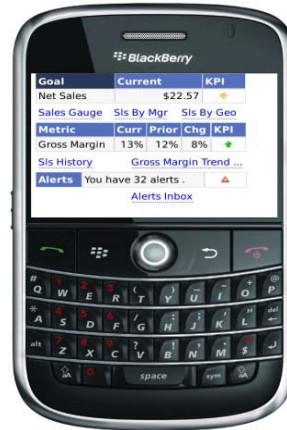
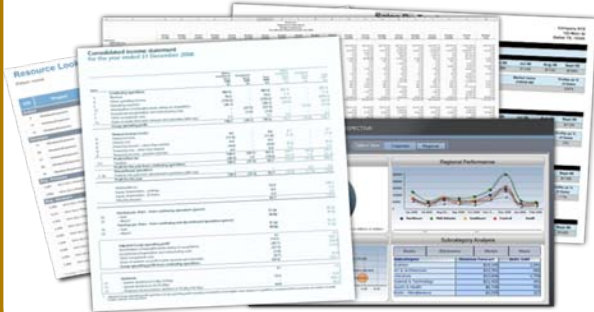
## Information Management

## Information Mobility

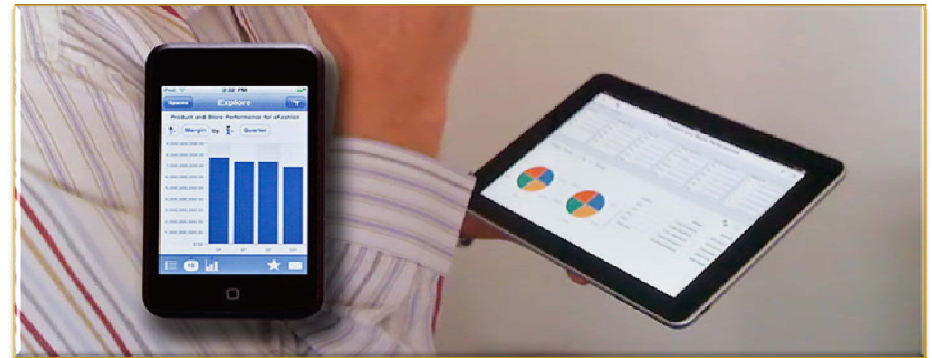
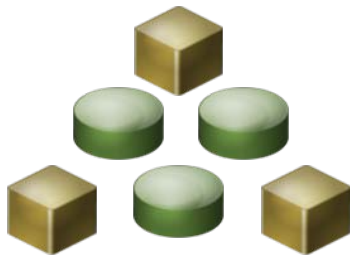


# Enterprise Mobility

## App Creation



## Mobile Reporting



**In-Memory Accelerated  
Exploration of Any Data Source**

# Managing and Securing the Device Lifecycle with Afaria

## Manage

- Assign membership/policies
- Configure devices
- OTA client delivery
- Application deployment

## Secure

- Establish policies
- Initialize power-on password
- Install and encrypt data
- Install and configure AV, firewall, controls



## Manage

- Track asset
- Update/repair software
- Maintain/modify configuration
- Distribute/update files
- Software license tracking
- Schedule/automate activities
- Device remote control

## Secure

- Back-up data
- Apply patch/security updates
- Enforce security policies
- Monitor/track security violations/threats
- Compliance activity logging

## Secure

- Disable lost/stolen device
- Remote kill/lock
- Access violation lock
- “Data fading”
- Disable device, network, application access

## Manage

- Reprovision/reimage device
- Replacement device-same user
- Repurposed device
- Redeploy software assets
- Restore data (after device kill)