FACE IT.

Smartphones are a fad. Tablets? Simply an unruly smartphone that got too big for its britches. Who needs them?

Didn't we do just fine all of these years without them and without all of this crazy untethered connectivity? And the idea of using smartphones and tablets for work, so users can be more mobile and flexible? Is that really such a good thing, all these people out there doing work wherever they go, any time of day? Think of poor Starbucks and all the locations they would have to open. And the baristas…those poor baristas whose fingers could rack up millions of blisters supporting all of these people trying to keep the economy flowing. Yes, we've all seen the statistics: smartphone usage topping a billion worldwide, and tablet sales in the millions purchased stratosphere. Blah, blah, blah. Bunk and marketing hype simply to make us all buy more product, right?

Unfortunately, there are those in your organization who buy into the hype, who believe that there are employees who want to use these new types of devices to be mobile, to actually do work on any device from any location. These people, often CEOs and other business leaders (clueless, huh?), will try to convince you that your organization needs a way to support, sustain and grow this movement toward mobility.

They will tell you that mobility is part of a new way of doing business that will save the organization money and increase agility. That workers should be enabled – encouraged, even – to bring their own devices to work and to use those same devices for both business and personal activities. That these young upstarts, called Gen Y or Millennials, demand this mobile freedom (should we really be listening to a generation weaned on Barney? Pshawww). That you, as an IT professional or administrator, should put in place solutions that support these types of activities by coordinating mobile device management, security, policies, usability and scalability. They will tell you that you need to deploy a solution for mobile device management (MDM).

THE TIME HAS COME TO TAKE A STAND.

Even though companies such as Fiberlink make it easy to centralize the management and security of mobile devices of all shapes and sizes, that is no excuse for capitulating to the whims of the masses, to bolster your career by trying to be hip and trendy and au courant. If you allow progress here, next thing you know, the company will be asking you to enable business in the cloud. Where will it all end? So, before you take that fatal next step in allowing mobility, security, BYOD and user flexibility, carefully read these **top 10 reasons why you don't need mobile device management.**

1

## Visiting Your IT Help Desk is More Fun Than Going to Disney World® and Las Vegas Combined.

If you deploy an MDM solution, you will be able to simply and easily provision devices, deploy security patches and features, manage scalability and upgrades, and apply policy updates and changes. All of this activity can take place over the air, without your IT help desk ever having to touch even a single device or go out into the field to support workers. Do you really want to do this to your help desk employees, deprive them of the opportunity to painstakingly provision each device and show how nice and patient they can be to users all over the company – even those who don't understand the first thing about technology? IT, as we all know, just loves end users. Why would you want to spend less time watching them fat-finger a password 12 times? Sheer lunacy.

Sure, your workforce is well versed in how to use computers at the office. And they will even learn to use these portable devices should your business demand it. But nobody is looking to use technology at home. That's why the art of shadow puppetry is making such a huge resurgence as an entertainment outlet. Workers leave technology behind at 5 p.m., and if they have to meet an important deadline, they would much prefer to stay at the office longer and never see their families. Also, the traveling businessperson much prefers to read the magazines left behind in an airport bathroom stall than to actually use the waiting time productively. If someone has to work on the go, they can use a laptop or, better yet, a light desktop, since the user will have even more processing power. He or she will get a workout, and IT can bask in the glow of standardization. What about social media, you say? Just another fad, merely a bunch of kids. The idea that adults are the largest group getting on board is smoke and mirrors used to bolster IPOs. Just ask marketing. They'll tell you that social media isn't an integral part of the lead pipeline – you know, just like graphics and words.

2

Your Employees Shun All Technology When They Leave Each Day in Their Horse and Buggy.
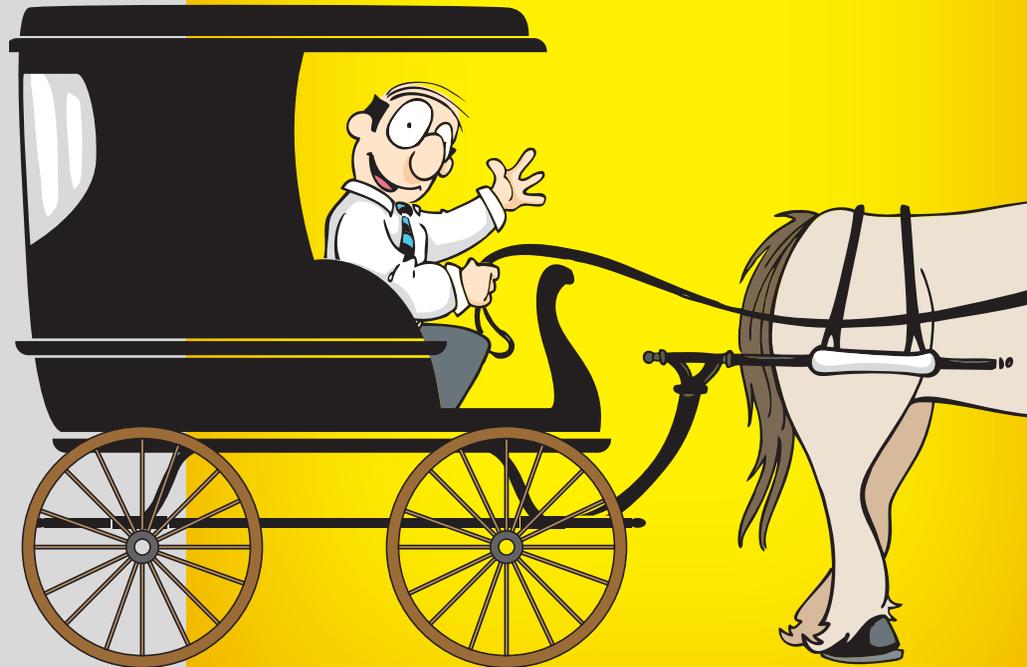
3

Smartphones Should Be Used Only for Phone Calls.

Okay, say this smartphone thing is more than just a fad and workers are considering using them for work. The only real work purpose for them is for phone calls, right? True, there are more than a million mobile applications out there. And true, businesses in every industry are using these mobile applications to change the way workers work and customers interact with companies. And yes, solutions such as Fiberlink's MaaS360 cloud-based MDM can enable your IT organization to manage how these applications are deployed, secured, commissioned and decommissioned. But you have to ask yourself: If employees are using all of these exciting business applications on their smartphones, won't they be a little bit too happy and productive? It's better, don't you think, to lower their expectations. After all, it's called a smartphone and not a smart computer, regardless of how smart it really is.

4

You Still Believe a Tablet is a Smartphone Run Over by a Steamroller.
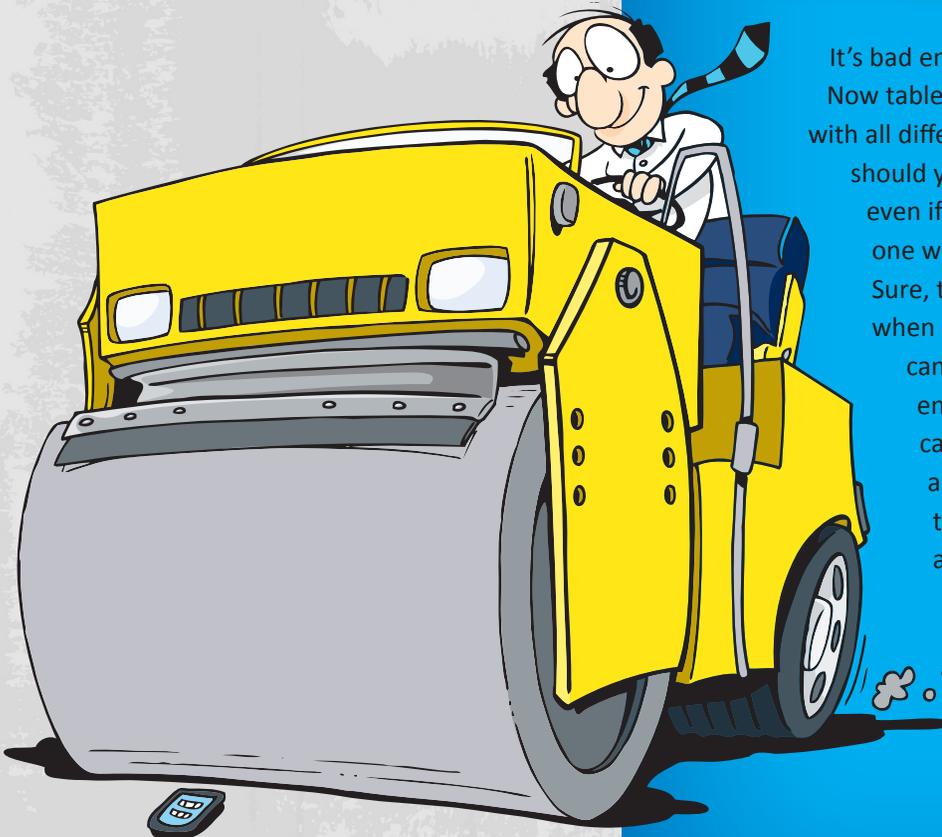
It's bad enough you have to support smartphones. Now tablets, too? They come in all different formats, with all different kinds of operating systems. Why should you support all of those operating systems, even if you can manage the whole grab bag from one window with MaaS360? And why tablets? Sure, they open up users to many more options when it comes to mobile applications. Sure, they can make users more productive and enable enhanced agility for the business. Sure, they can be managed simply and centrally through a cloud-based MDM service. But just because they are great business tools, users love them, and they are growing rapidly and will eventually displace laptop computers, and just because they can be managed simply and efficiently, is that any reason to welcome them to the business? Nay, tablets should stay where they belong: in "Little House on the Prairie" reruns.

5

You Hire Only Those Anointed for Sainthood.

An MDM solution, particularly one based in the cloud, will make it much too simple for you to deliver security protection to all devices. Setting and enforcing consistent mobility policies throughout the organization will be a breeze. Users will find it much more difficult to prove to you that they would never do anything that would potentially harm the company, either through malice or negligence. If they lose a phone, or have a phone stolen or somehow attempt to misuse corporate data, MDM will have the features and policies to monitor the potential for damage, alert IT and enable corrective solutions to be deployed in real time. Since your business hires only perfect people who are incapable of making a mistake and who have blind loyalty to your organization no matter what, why should you put any controls in place, and why shouldn't you just assume that every employee will be perfect and loyal and completely trustworthy?

6

Your Industry is Immune to Oversight and Regulation.

Yes, you're one of the lucky ones. You are in a business that is not subject to any government oversight or regulation. You're not in healthcare, education, government, retail, manufacturing, media, aerospace, chemicals, agriculture, pharmaceuticals, transportation, the sciences, finance or any other industry that would be subject to any government or industry oversight. You are basically selling Barbie dolls on eBay, right? Then don't worry about policies, audit trails or MDM, you lucky dog.

OVERSIGHT

IMMUNITY

REGULATION

7

IT Enjoys Seeing and Touching Every Device Under Their Control.

Hey, if you can't see it and touch it, maybe it doesn't really exist. Ever think of that? Besides, the IT team would much rather get their hands on every device – even the ones owned by users – rather than sit comfortably at a single console and simply make policy adjustments, monitor usage and do everything they need quickly, simply and in real time. Just think how much fun the IT team can have without centralized monitoring in place. They can give out numbers to each user for his or her turn to come into the office and get a device set up: "John Forman in HR, you are number 1,327. Your next available upgrade appointment is Oct. 22, 2016. Look forward to seeing you then. In the meantime, don't touch anything!"

8

## Your Employees are Borg and All Technology is Grafted to Their Skin.
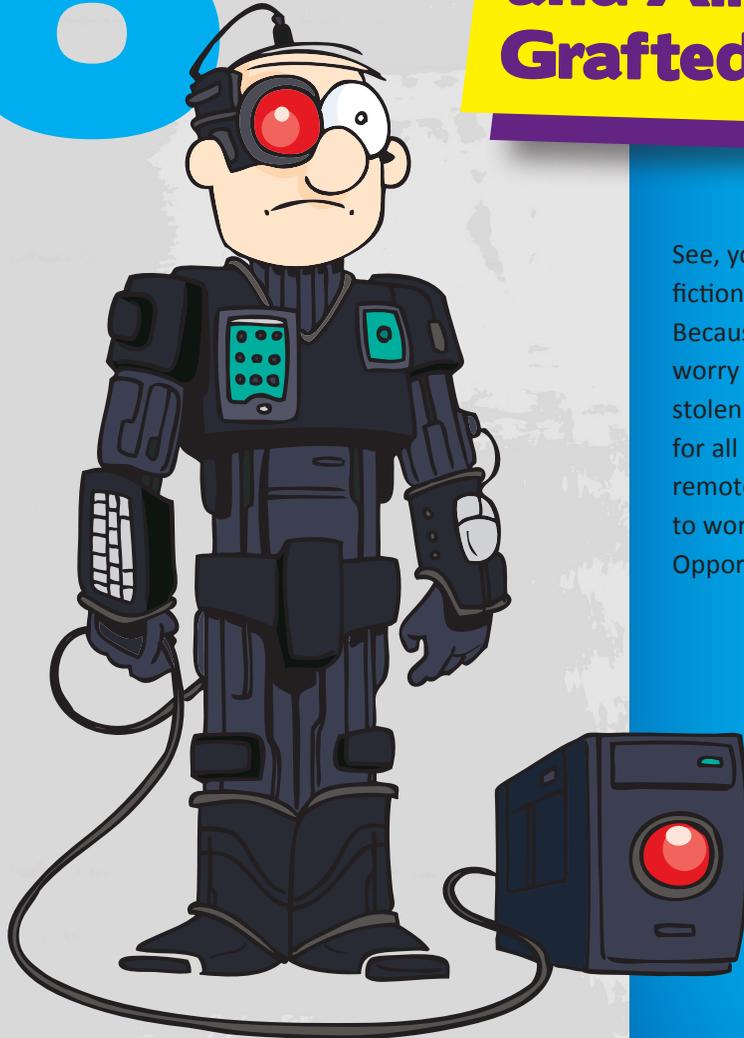
See, you always knew there'd be an advantage to hiring fictional workers of another planet and another civilization. Because you have this unique workforce, you never have to worry about a worker losing or misplacing a device, or having it stolen. Therefore, why think about centrally managing security for all devices through features such as remote tracking, remote wipe and encryption? The only thing you really have to worry about is coming up against Equal Employment Opportunity restrictions against hiring an all-Borg workforce.

9

Business Runs Best When You are Completely Uninformed.

Executives love to spend money haphazardly. "Return on investment" is merely a phrase uttered by fancy elite college professors teaching business theory. ROI has no place in actual business, and even if it did, we all know it would never apply to IT. And would you believe that today's MDM solutions, such as MaaS360 from Fiberlink, offer features such as mobile expense management? From a central location you can proactively monitor and track how users are deploying mobile applications – and gobbling up minutes – and when they are using their devices for business versus personal activities. What a waste. There's an old proverb: "What you don't know, can't hurt you." It's amazing how well that proverb holds up today, provided you ignore every scientific discovery of the past 500 years.
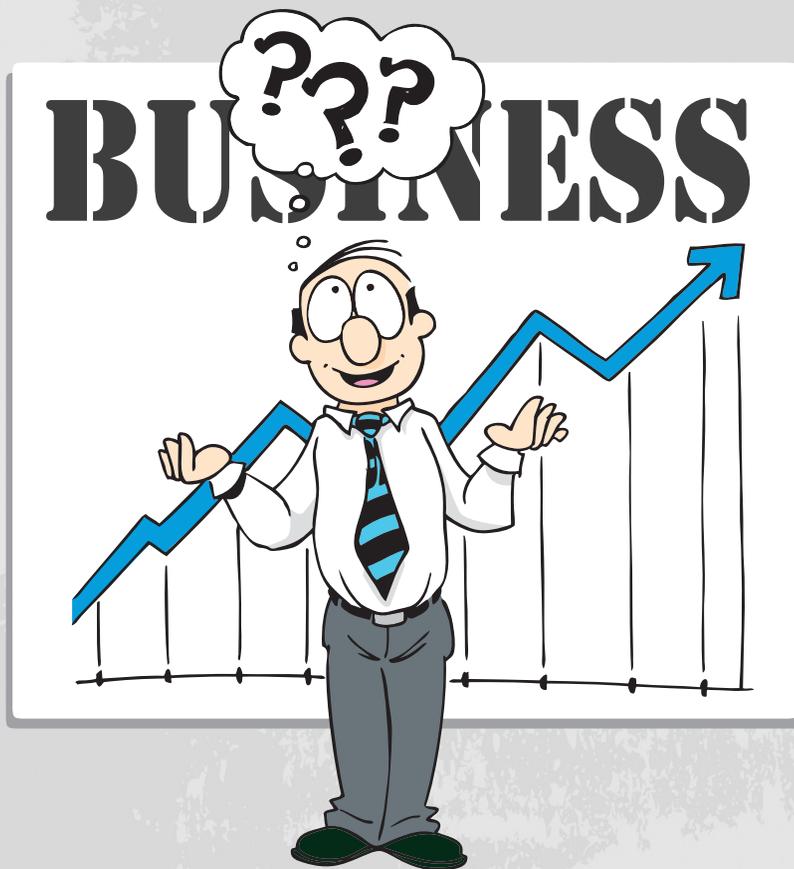
10

You Wake Up Every Morning Knowing That This "Mobile" Thing Will Be Shorter Lived Than the Career of Yahoo Serious.
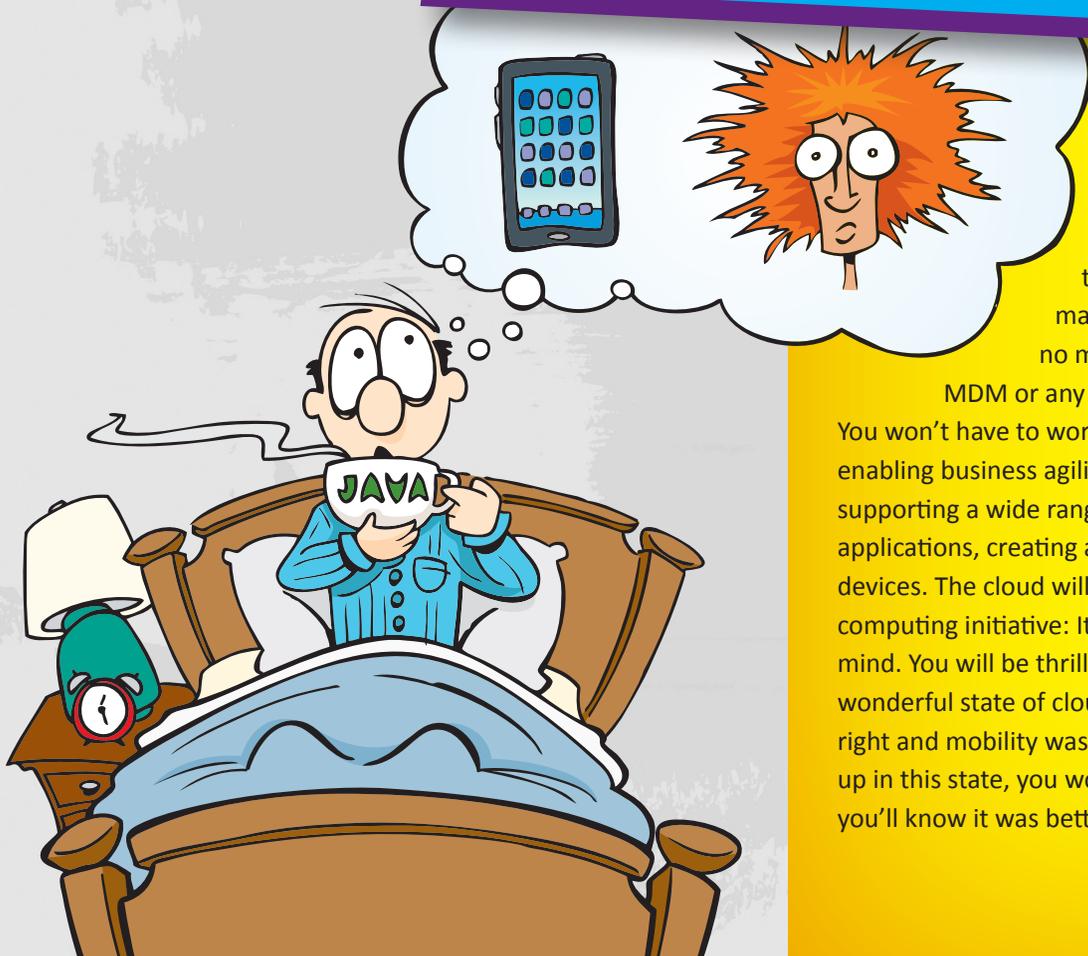
It's a good thing you don't believe in hype. Or reality, for that matter. In your heart you know that this whole mobile thing will just blow over. It's just a matter of time. Then, there will be no more pressure on you to deploy MDM or any other solution to enable mobility. You won't have to worry about mobile security, BYOD or enabling business agility. You won't have to worry about supporting a wide range of devices, supporting mobile applications, creating and enforcing policies for multiple devices. The cloud will no longer be a next-generation computing initiative: It will be your perpetual state of mind. You will be thrilled to wake up each morning in this wonderful state of clouded bliss, knowing that you were right and mobility was wrong. Of course, when you wake up in this state, you won't have a job, but in your heart you'll know it was better to be right than to be employed.

Changed your mind and want to find out what BYOD can do for you?

If so, go to **www.maas360.com/trial** and start using MaaS360 free for 30 days. Since MaaS360 is cloud-based, your test environment immediately becomes production with no loss of data.

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