

Mobile Collaboration: 7 Pitfalls to Avoid

1. Your users care about productivity — not security.

Your users will deploy whatever apps they need to get the job done. However, when they do, it also means you forfeit policy control, protection of your corporate info and common management.

2. Consumer apps are a sieve for corporate data.

Think all apps are secure? Not even close. When employees use consumer apps to access corporate data, that data can fall irretrievably into unmanaged cloud storage and leaky sharing sites.

3. Your data will make its way onto devices you can't manage.

Controlling endpoints is important and appropriate for many organizations and use cases, but not all devices need an MDM profile, and for external parties, deploying one may not be feasible. Think about contractors and outside external partners.

4. Blacklisting apps is not scalable.

Keeping a comprehensive list of acceptable and unacceptable app options is neither practical nor feasible. Apps are updated constantly, and even those you whitelist could be exchanging data insecurely with other insecure apps.

5. Mobile collaboration solutions are not cure-alls.

Dozens of mobile apps promise secure data. But they confine users to the data and tasks that can be completed within that app alone. These apps don't enable secure data sharing between apps, lowering user productivity.

6. Mobile workers will not use inferior mobile tools.

They just won't. And it's not worth the headache to try and make them switch to the tools you prefer. But give them modern, user-friendly solutions and watch as both productivity and employee satisfaction skyrocket.

7. Users and IT have distinct mobile needs.

Employees need seamless sharing of content to approved apps and users —but IT needs it to be secure. Employees need mobile workflows—but IT needs a simple implementation. You need a solution that works for both sides.

There is a solution that solves all these problems

The right mobile collaboration solution provides flexibility without impacting personal use or exposing corporate data to loss or theft. Give your users a fast, fresh, business-class collaboration solution they'll love. And give your organization a simple, secure way to manage endpoints and mobilize content and apps. **To learn more visit www.blackberry.com/suite**

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