

\$ ps | Enable



MOBILITY

MACTECH BOOT CAMP

PAUL SUH

PAUL.SUH@PS-ENABLE.COM

APRIL 27, 2011

COMMON USES YOUR CUSTOMERS WANT

- ▶ FIND APPS THAT WILL PIQUE YOUR CUSTOMERS INTERESTS
- ▶ FOCUS ON VERTICAL MARKET SOLUTIONS YOUR CUSTOMERS WOULD FIND USEFUL



IOS AS REMOTE CONTROL FOR VARIOUS DEVICES

▶ AIRPLAY

▶ BLUESLR

▶ MOBILE MOUSE

▶ L5 REMOTE

▶ SAVANT

▶ X10 COMMANDER

▶ LUMINAIR



IOS FOR BUSINESS

▶ POS TERMINAL

▶ IMERCHANT

▶ SQUARE

▶ RINGITUP

▶ CRM PORTAL

▶ CATALOG DEMONSTRATOR

▶ MEDICAL DATA CLIENT

▶ CUSTOMER DEMONSTRATIONS

▶ MERCEDES-BENZ

▶ FREIGHTLINER

▶ RESTAURANTS



DEPLOYMENT GOALS

- ▶ CONSISTENT VIEW OF USER DATA
- ▶ PROTECTION AGAINST DATA LOSS
- ▶ PROTECTION AGAINST DEVICE LOSS

TECHNOLOGIES

	MAC OS	IOS
ITUNES	✓	✓
FILE SHARING	✓	✓
E-MAIL	✓	✓
CONTACTS & CALENDARS	✓	✓
MOBILE DEVICE MANAGEMENT		✓
BACKUP	✓	

ITUNES

- ▶ DIRECT BRIDGE BETWEEN IOS AND MAC OS
- ▶ ACTIVATES IOS DEVICE
- ▶ BACKS UP IOS DEVICE



ITUNES SYNC

- ▶ MEDIA – MUSIC, VIDEO, PODCASTS, BOOKS
- ▶ APPS
- ▶ MAY NOT TRANSFER USER DATA
 - ▶ CONTACTS
 - ▶ CALENDARS
- ▶ DEVICE BACKUP
 - ▶ ENCRYPT THE BACKUP!



WIRED VS OTA SYNC

- ▶ MINIMIZE WIRED SYNC – USERS ARE FORGETFUL
- ▶ USE A SERVER THAT SUPPORTS OTA SYNC FOR:
 - ▶ CONTACTS
 - ▶ CALENDARS
 - ▶ E-MAIL

WIRED SYNC FOR NON-IOS DEVICES

▶ MARKSPACE – THE MISSING SYNC

▶ BLACKBERRY

▶ ANDROID

▶ PALM

▶ WINDOWS MOBILE

▶ MAY NOT BE NEEDED IF ALL SYNC IS
HANDLED OTA

The logo for mark/space, with 'mark' in a dark grey font and '/space' in a yellow font, all in a lowercase, sans-serif typeface.

FILE SYNC: LOCAL

- ▶ WEBDAV, SMB, SSH FOR IOS ACCESS
(MAY REQUIRE THIRD PARTY APP)
- ▶ AFP, SMB, OR WEBDAV FOR
MAC OS ACCESS



FILE SYNC: CLOUD

- ▶ IDISK
- ▶ SPIDEROAK
- ▶ SUGARSYNC
- ▶ WINDOWS CLOUDDRIVE
- ▶ NOT A COMPREHENSIVE LIST



E-MAIL: IMAP

- ▶ ALL E-MAIL STORED ON SERVER
- ▶ SERVER MAINTAINS “TRUTH” FOR E-MAIL STORE
- ▶ CLIENTS AUTOMATICALLY POLL MAIL SERVER — **NO PUSH**
- ▶ PUSH DOES NOT MATTER FOR MAC OS CLIENTS



E-MAIL: MOBILE ME



- ▶ **IMAP PLUS PUSH FROM APPLE SERVERS**
- ▶ **ANY MAC OS IMAP CLIENT WILL WORK**
- ▶ **PUSH DOES NOT MATTER FOR MAC OS CLIENTS**

E-MAIL: EXCHANGE

- ▶ **ACTIVESYNC PUSH E-MAIL**
- ▶ **MAIL.APP OR OUTLOOK AS CLIENT**
- ▶ **HOSTED, SBS, OR FULL EXCHANGE SERVER**



CONTACTS & CALENDARS: MOBILE ME

- ▶ ADDRESS BOOK
- ▶ CALENDARS
- ▶ MORE...
- ▶ DOES NOT WORK WITH
OUTLOOK 2011



CONTACTS & CALENDARS: OUTLOOK 2011



- ▶ SYNC REQUIRES EXCHANGE SERVER
- ▶ CALDAV UPDATE TO MOBILE ME BREAKS OUTLOOK 2011 SYNC TO MOBILE ME

SECURITY AND ENCRYPTION

- ▶ **SSL TO SECURE YOUR COMMUNICATIONS**
- ▶ **L2TP, PPTP, CISCO IPSEC**
- ▶ **THIRD-PARTY VPN**
 - ▶ **SHIMO, VPN TRACKER, IP SECURITAS**
- ▶ **COMMON PROBLEMS WITH APPLE AIRPORT BASE STATION (VPN PASSTHROUGH)**

SERVER SUPPORT FOR MOBILE DEVICES

SNOW LEOPARD SERVER

- ▶ DOVECOT MAIL SERVER – IMAP
- ▶ ICAL SERVER – CALDAV
- ▶ ADDRESS BOOK SERVER – CARDDAV
- ▶ MOBILE ACCESS SERVER



OTHER COLLABORATION SERVERS

- ▶ KERIO
- ▶ COMMUNIGATE PRO
- ▶ ZIMBRA
- ▶ MICROSOFT EXCHANGE
- ▶ HOSTED VS. MANAGED SOLUTIONS



MOBILE DEVICE MANAGEMENT: MOBILE ME

- ▶ LOCATE DEVICE
- ▶ REMOTE WIPE
- ▶ REMOTE LOCK

LARGE SCALE MOBILE DEVICE MANAGEMENT

- ▶ OVER THE AIR CONTROL OF DEVICES
- ▶ HUGE INDUSTRY MUCH LARGER THAN YOU MAY THINK.
- ▶ AIRWATCH, TARMAC (EQUINUX), MOBILEIRON, BOXTONE, ZENPRISE, AFARIA (SYBASE), CASPER SUITE (JAMF), ABSOLUTE MANAGE
- ▶ DON'T LOOK TO SUPPORT ALL OF THEM: JUST KNOW YOUR OPTIONS

IPHONE CONFIGURATION UTILITY (IPCU)

- ▶ MAKE SURE YOU NEED POLICY ENFORCEMENT!
- ▶ MANAGES PROFILES AND DEVICES
- ▶ SET UP PROFILE FOR THE IOS FOR APPLICATIONS AND CONFIGURATION
- ▶ ONCE SETUP, NEW DEVICE SETUP IS PLUG IT IN AND AUTOCONFIG



CONFIGURATION PROFILES

- ▶ VPN SETUP
- ▶ RESTRICTIONS
 - ▶ IN-APP PURCHASE
 - ▶ MUSIC STORE
 - ▶ INSTALL APPS
 - ▶ LOTS OF OTHERS
- ▶ PASSCODE POLICY
- ▶ ENCRYPT BACKUPS



PROVISIONING

- ▶ EVEN IF IT'S ONLY FIVE DEVICES, IT'S A ROLLOUT. LEARN A LITTLE FROM EACH ONE.
- ▶ NEED ENTERPRISE IPHONE DEVELOPER ACCOUNT FOR PUSH E-MAIL
- ▶ USE IPCU TO AUTOMATE DEVICE PROFILE SETUP



DISTRIBUTE PROFILES

- ▶ DIRECT USB, EMAIL, WEB, OVER THE AIR DEPLOYMENT
- ▶ BUILDING A TIME TABLE FOR DEPLOYING DEVICES: ESTIMATING TIME PER DEVICE



BEST PRACTICES

- ▶ START WITH SMALL GROUPS OF DEVICES
- ▶ NON-USER SPECIFIC AND USER SPECIFIC PROFILES
- ▶ BACKUP KEYCHAINS
- ▶ BACKUP ~/LIBRARY/MOBILEDEVICE
- ▶ SECURITY? EAS AND CRYPTO REQUIREMENT

BACKUP: IOS

- ▶ ITUNES HANDLES BACKUP OF UNDERLYING DEVICE DATA AND MEDIA TO COMPUTER
- ▶ SYNC AND CLOUD STORAGE HANDLES BACKUP OF USER DOCUMENTS
- ▶ IMAP OR EXCHANGE ACCOUNT HANDLES BACKUP OF E-MAIL

BACKUP: MAC OS

- ▶ TIME MACHINE
- ▶ THIRD-PARTY INTERNET
 - ▶ CRASHPLAN
 - ▶ CARBONITE
 - ▶ MOZY
 - ▶ NOT A COMPLETE LIST
- ▶ LOCAL SERVER BACKUP

REVIEW

	MAC OS	IOS	
ITUNES	✓ ✓	✓	DATA LOSS
FILE SHARING	✓ ✓	✓	CONSISTENT VIEW
E-MAIL	✓ ✓	✓	
CONTACTS & CALENDARS	✓ ✓	✓	
MOBILE DEVICE MANAGEMENT		✓	DEVICE LOSS
BACKUP	✓ ✓		

Q & A