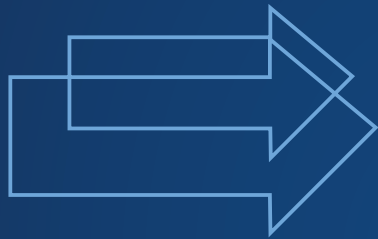


Acronis



**WORKFORCE
PRODUCTIVITY**

Driving **Competitive**
ADVANTAGE
and **Productivity**
with a **Mobile Workforce**

In today's "mobile" world, the enterprise workforce is extended further from the office than ever before. Reaching out to new customers in new locations and working from the road domestically and internationally, or just telecommuting are all now the norm for a global workforce.

With the rapid evolution of mobile technology, the typical employee can complete many of their job functions more effectively when not tethered directly to the corporate office environment. Enterprises are quickly turning toward mobile devices as their primary computing endpoints to broaden their reach. And mobile users now expect access to a wide array of content from behind the firewall, from email to corporate repositories like Microsoft SharePoint or file server shares regardless of their location.

Maximizing mobile efficiency and productivity can be challenging for many organizations. As companies launch BYOD (bring your own device) programs, IT groups must provide the right tools to support key employee job functions and meet line-of-business (LOB) requirements. Also, enterprise mobile solutions must deliver efficiency and productivity for mobile users without adding substantial complexity — otherwise, organizations could easily negate the benefits gained through enhanced mobile productivity.

This document will detail the general requirements of a productive mobile workforce and how the **Acronis Access Advanced** solution can provide the tools and access points needed to push your presence further than ever before.

Mobile Content Management

The mobile office is a reality in today's world. Telecommuting and the number of remotely located employees has increased significantly in the last five years. The result is a much more mobile workforce of employees accessing corporate documents and data on their mobile devices anytime and anywhere. This mobile workforce has created a pressing need for easy and convenient access to all required and pertinent enterprise content. And when organizations don't offer secure but compelling to use solutions, workers respond by turning to alternatives methods to access and share content.

According to a recent Forrester survey, almost 25% of global information workers use consumer-based (i.e. not enterprise-controlled) file sync and share services for corporate documents. Because these services are beyond the controls of the Enterprise's secured access points, this exposes the company to a host of data leakage vulnerabilities and unwanted access threats. IT departments have been forced to play catch-up as they try to regain control of corporate assets and rein in activity outside their networks. In today's mobile environment, secured and managed access points for content sharing on mobile devices are required.

According to a recent IDC survey, only 40 percent of IT decision makers allow workers to access corporate information from employee owned devices (BYOD). Yet 70 percent of those employees are actually accessing corporate information from their mobile devices, the survey shows. Either by sending (e.g. email) the content needed to unsecured locations or by saving content to one of several cloud-based storage solutions. In cases like this, the desires for security by the IT department often negatively offset the capabilities of the business leaving the employee with the only alternative of over-looking policies and bypassing the technological constraints.

With the increasing demand to be more mobile, technologies for mobile content management (MCM) and enterprise file syncing and sharing (EFSS) must address the productivity and accessibility needs of the business while keeping the content itself secured regardless of its location. Companies must re-evaluate how to manage corporate content in the context of the mobile office, both to ensure the security of information and to promote productivity in an increasingly mobile environment. An enterprise-level corporate secure file sharing solution would mitigate many of these risks and allow users to securely access corporate content through a secured (encrypted, etc.) tunnel. Access should be managed by industry hardened tools like Active Directory and provide administrators with the abilities to manage content access in a multi-tenant environment. A mobile content access solution will enable greater efficiency, both in the mobile workforce and on premise, with features such as data syncing and real-time updates across the enterprise.

Employee Productivity and Satisfaction

Productivity gains from going mobile can be measured by cost savings and increased revenue opportunities, as well as increasing levels of satisfaction from employees and customers alike. Beyond easy access to corporate email, having access to content repositories will allow employees to spend less time in the office hunting for information in order to complete job tasks. Furthermore, having the ability access the most up-to-date and relevant content will allow for more rapid response to customers needs.

In general, there are two primary drivers of a productive workforce. They are as follows:

- 1. Access to Content** – Easy access to documents and data stored on on-premise repositories and servers.
- 2. Content Editing and Collaboration** – The ability to update and create content and then share this information with pertinent parties

Access to Content

Since employees desire/require access to not only shared corporate documents, but also their own work materials, a mobile content solution that allows both corporate and user content storage is required. Many companies already have solutions in place like Microsoft SharePoint and have already invested heavily in this on-premise infrastructure. Utilizing such a tool like SharePoint to remain the Enterprise approved content repository as well as the use of Active Directory to control and manage access by the appropriate parties is invaluable to a robust mobile content management (MCM) solution.

The Acronis Access Advanced solution enables enterprise employees using any device to securely access, sync and share corporate content while IT maintains control over security and compliance. Content can be accessed from file servers, NAS, SharePoint, and personal devices, and shared with approved internal and external constituents. **Acronis Access Advanced** empowers IT to control the level of security needed via the same Activity Directory solution used to managed user accounts and access privileges already being used for corporate email and content repositories (SharePoint and network drives).

Content Editing and Collaboration

The ability to edit and collaborate with others on content is paramount for companies that have remote or traveling workforces, or that share documents in the extended enterprise. Collaboration tools should allow not only mobile viewing, so documents can be accessed and viewed anywhere, but also remote editing and annotating so they can be updated on any device. Mobile file sharing methods that lack editing and annotating are seen as restrictive and therefore the mobile solution is under utilized or even worse, alternative and unsecured methods are used to complete tasks. A driving force of a robust mobile content sharing solution should be to enable, rather than restrict.

With the movement of employee “consumerization”, business users are demanding the same fundamental experience for file viewing and editing from their mobile devices as if they were at the office. This demand is not unreasonable and for the Enterprise, it should be easy to see the potential ROI upside by providing employees with the ability to perform work anytime, anywhere. And employee satisfaction is tied to the ability to do so conveniently. With access and ease of use, there is a natural incentive for employees to continue working when they are traveling, during a weekday commute or at the time of a work request.

As tablets and smartphones become indispensable productivity tools at home, in the office and on the road, more and more business users will leverage them for essential work functions. These users will need more advanced capabilities, including the ability to securely create, modify and share documents from mobile devices. With an integration to a secured content editing solution, Acronis Access Advanced not only allows for access, it provides the capabilities needed to create and edit content. Additionally, the solution allows for the controlled storage of the content on managed repositories as well as sharing capabilities with other resources based on access control privileges as managed via Active Directory.

The bottom-line is that the Enterprise needs to have full control of the content from a security perspective while also providing user-friendly and convenient methods to access, edit and share content mitigating the need of an employee from using a non-secured, uncontrolled method.

Acronis Access Key Features:

- 100% on-premise alternative for deployment and storage, giving IT complete control.
- Integration with Active Directory for seamless user authentication and provisioning.
- Acronis Policy Engine provides granular management capabilities to create security policies and ensures control and compliance for content, users and devices.
- Secure Office and PDF document creation, editing, annotation, all within the Acronis Access mobile app., prevents data leakage.
- Intuitive, familiar interfaces require virtually no end-user training.
- Enterprise class audit trail and history for all transactions, including search, filter and export functions.
- Integration with enterprise level reverse proxies, including credential and certificate authentication.
- Maximum data protection and confidentiality via secure end-to-end encryption.
- Integration with key MDM partners including MobileIron, Good Technology and many others.

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About Acronis

Acronis sets the standard for New Generation Data Protection through its backup, disaster recovery, and secure access solutions. Powered by the AnyData Engine and set apart by its image technology, Acronis delivers easy, complete and safe backups of all files, applications and OS across any environment—virtual, physical, cloud and mobile.

Founded in 2002, Acronis protects the data of over 5 million consumers and 300,000 businesses in over 130 countries. With its more than 100 patents, Acronis' products have been named best product of the year by Network Computing, TechTarget and IT Professional and cover a range of features, including migration, cloning and replication.

For additional information, please visit www.acronis.com.

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