

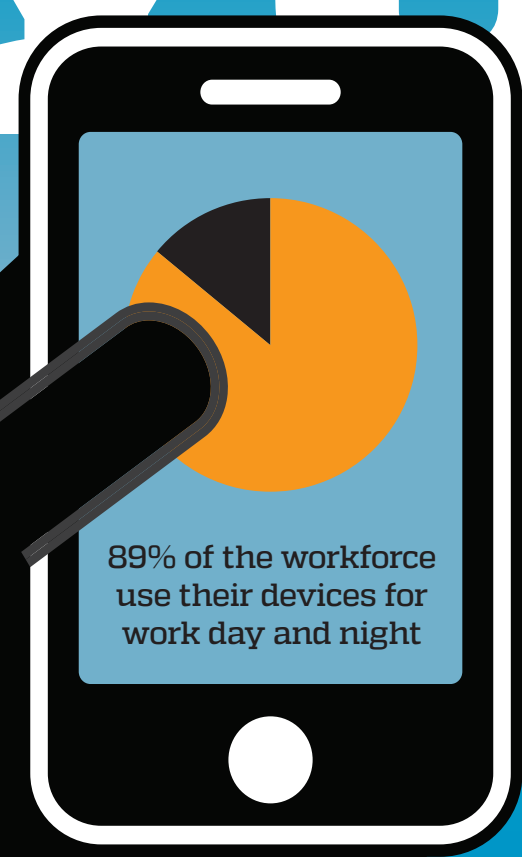
THE HIGH COST OF BYOD

1.2 BILLION SMARTPHONES

will enter the market over the next 5 years



That's **40%** of all handset shipments



75% OF COMPANIES

allow employees to use personal devices at work



That'll rise to **90%** by 2014

Mobile Security: Low



90% of vulnerabilities common in desktops were also present in mobile tests for both Android & iOS



87.5% of mobile applications tested had one or more flaws, including transmitting sensitive data



92% - 100% (Android) (iOS) percentage of free apps that sent data unencrypted

Hacker Interest: High

In 2012, Android malware **INCREASED 400%** to more than 200K samples

Backdoors SMS Trojans Spyware make up 51% of all new Android malware

Malware making the jump from desktop to mobile
SPYEYE TATANGA

5 new samples found in the wild in 2012! →



ZEUS-IN-THE-MOBILE

3 Favorite Hacker Attack Vectors

Insufficient Cache Controls

Replay Attacks

Code Injection

User Error: High



90% of Android users haven't updated their OS



7000 users left devices at seven airports over 12 months



46% of users allow others to borrow their devices



37% of users haven't activated their auto-lock feature



55% have sent work emails to their personal phones

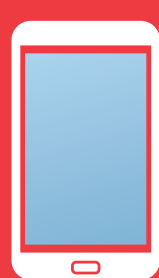
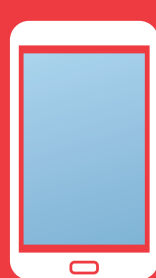


48% have logged onto an unsecured wireless network

Mobile Maturity: Low



Fewer than 1/3 of enterprises test their mobile applications before launch



39%

of enterprises don't have the budget to implement and enforce BYOD security policies



26% of companies completely forbid access to corporate data

33% have no official policy but have a permissive environment

41% have a formal BYOD policy

51% of companies with a BYOD policy in place experienced a mobile data breach

Sources: www.forbes.com/sites/markfidelman/2012/05/02/the-latest-infographics-mobile-business-statistics-for-2012/; www.channelpartneronline.com/news/2013/03/byod-risks-for-employees-not-just-companies.aspx; <http://venturebeat.com/2012/11/13/exclusive-stats-on-how-companies-are-putting-byod-to-work/#rbykpbfx72vQqZm9.99>; <https://www2.trustwave.com/2013GSR.html>; www.apthority.com/news/ios-apps-are-more-grabby-with-your-personal-data-than-android-apps; www.avotus.com/blog-bring-your-own-device-byod.asp; www.ribbit.net/frogstalk/id/143/byod-stats-what-business-leaders-need-to-know-right-now; www.eweek.com/small-business/wireless-considered-a-enterprise-mobile-apps-falls/240007512; <http://siliconangle.com/blog/2013/03/15/50-of-byod-programs-lost-sensitive-data/>