



Buyer Case Study

AirWatch by VMware Enables Secure, Flexible SMB BYOD Mobile Device Deployments for Legal Firm Dowling Aaron Inc.

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IDC OPINION

This IDC Buyer Case Study is based on a conversation IDC had with Darin Adcock, chief information officer (CIO) for Dowling Aaron Inc., a privately held full-service legal firm located in California. The discussion centered on how Dowling Aaron has spent the past 10 years evolving its access, control, and security policies when deploying mobile devices for its 50 attorneys. This is of particular note since the firm operates in a non-IT-intensive industry and has always been a 100% bring-your-own-device (BYOD) shop. Highlights include:

- In 2007 and 2008, the quick, widespread adoption of the iPhone and the first Android phones among U.S. corporate employees created new challenges for Adcock's staff. The Dowling Aaron IT staff (Adcock, an additional full-time manager, and one part-time staffer) spend the majority of their time managing on-premise assets: server and storage infrastructure, telecom systems, office work stations, and a full-time IT help desk.
- Because of the potential for device losses and thefts, Adcock contacted his sales representative at Dowling Aaron's IT supplier, CDW, to solicit some ideas on how to manage his BYOD fleet. Several vendors were recommended, yet he chose AirWatch because the vendor was most responsive to Dowling Aaron's needs, despite requiring only 50 licenses.
- Tablets have quickly become commonplace among the attorneys at Dowling Aaron. Four years after the introduction of the iPad, 80-90% of staff attorneys still use that brand, yet there's a growing use case for Windows 8 tablets that allows Adcock to be less of an IT fixer and more of a consultant.

IN THIS BUYER CASE STUDY

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Like many midmarket firms, Dowling Aaron has a small onsite IT staff and limited budgets. Two years ago, Adcock chose AirWatch's enterprise mobility management (EMM) solution to secure the mobile devices used by its attorneys. AirWatch enterprise mobility management is a fully hosted solution that offers secure, flexible device provisioning, security, and policy management. By using a fully hosted solution, Dowling Aaron was able to take advantage of an enterprise-class IT solution without placing additional financial and time constraints on Adcock's limited staff.

This IDC Buyer Case Study provides a benchmark for how an SMB customer operating in a non-IT-intensive industry like commercial law can utilize a cost-effective, secure device management solution for a fully BYOD environment. It also highlights how in just a one-year period SMB mobile device usage patterns have changed, with emphasis on the growing role of Android and Windows 8-based devices.

Note: All numbers in this document may not be exact due to rounding.

SITUATION OVERVIEW

Organization Overview

Dowling Aaron is a privately held, full-service legal firm with three locations in central California. The firm was established in 1977 and practices several types of law, including agribusiness, estate planning, real estate, and tax law. Over the past two decades, the firm has grown to 125 employees, including 50 attorneys who often operate outside the office and require mobile device support. Adcock has been the firm's chief information officer for over 10 years and has been responsible for how devices are distributed, managed, and secured.

Challenges and Solution

Challenges

Treos Trying IT's Patience

When Adcock arrived at Dowling Aaron, the first set of mobile devices in use was notebook PCs that could only access company data via VPN. The company distributed these devices and maintained network access and a content management system that features Microsoft Word as a front end.

In 2004, a few attorneys began to carry Palm Treo smartphones, which were the first smartphones to become popular with U.S. corporate employees besides BlackBerry. Adcock noted how each attorney would individually ask IT for the exact same support, namely the ability to sync Outlook email between devices and Dowling Aaron's active sync server. Among Adcock's requirement was password protection, which many times a given user would eventually disable. This could cause problems if devices were lost, stolen, or simply recycled when the user purchased a new smartphone, leaving the firm's content (client files, court documents, or anything associated with the company's email) fully exposed.

Adcock recalled, "Our users love technology but aren't necessarily gurus when it comes to security."

iOS Creates New Challenges

In 2007 and 2008, the quick, widespread adoption of the iPhone and the first Android phones among U.S. corporate employees created new challenges for Adcock's staff. The Dowling Aaron IT staff (Adcock, an additional full-time manager, and one part-time staffer) spend the majority of their time managing on-premise assets: server and storage infrastructure, telecom systems, office work stations, and a full-time IT help desk.

Droves of 5 or 10 users at a time came asking for their new personal smartphone to be connected to the firm's active sync server. Adcock realized that how his users were accessing company IT resources had fundamentally changed, and this change posed a larger security risk his staff of 2.5 would be able to handle.

"Our attorneys quickly starting walking around with what were essentially electronic briefcases. There was no way I could manage mobility by myself."

Solution

Because of the potential for device losses and thefts, Adcock sought out several third-party solutions but had poor experiences, including some that would wipe all data, including personal data, from several user devices.

In 2011, Adcock contacted his sales representative at Dowling Aaron's IT supplier, CDW, to solicit some ideas on how to manage his BYOD fleet. CDW had subject matter experts in-house that could provide Adcock with a list of vendors and solutions that would fit his specific mobility need. Several vendors were recommended, yet he chose AirWatch because the vendor was most responsive to Dowling Aaron's needs, despite requiring only 50 licenses.

AirWatch Enterprise Mobility Management and Secure Content Locker

AirWatch by VMware offers a variety of enterprise mobility management solutions to both SMB and enterprise-sized companies. The firm helps its customers enable mobile access to company email, files, and data within both a physically and a virtually secure environment.

AirWatch Secure Content Locker (SCL) is a file sharing, syncing, and management container hosted either on-premise or in the cloud. SCL offers the benefits of a file sharing and syncing service within a secure private container that can be accessed remotely and managed through an administrative console.

The key AirWatch attributes Dowling Aaron finds the most valuable are:

- **Basic mobile device security.** The ability to set security and passcode policy (passcode requirement and maximum number of attempts) outside of user control was viewed as invaluable, particularly given the past history of user disablement. Adcock only has to

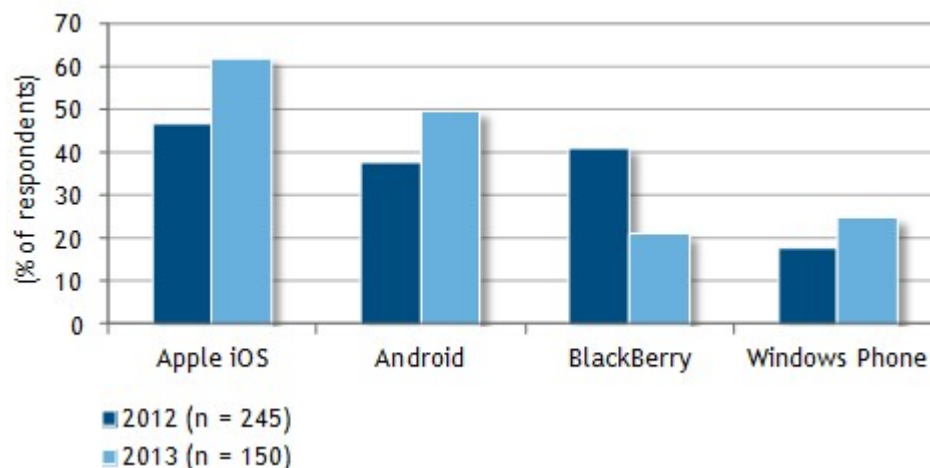
download and install an agent and user profile. Furthermore, Adcock can log in to the AirWatch site and manage his entire fleet from a single pane of glass.

- **Protecting personal data.** Adcock also appreciates that when operating a 100% BYOD shop, AirWatch can remove only corporate data, leaving any personal data intact.
- **Securing multiple device types and operating systems.** In 2010, Adcock began to see users once again flock to his office with the need to now secure their new iPads. AirWatch's ability to offer evolving support for any mobile device type, along with different versions of Android and Windows Phone operating systems, meant Adcock didn't need additional, separate EMM solutions. This is particularly relevant as more midmarket firms like Dowling Aaron see stronger user uptake for Android and Windows Phone, often at the expense of BlackBerry (see Figure 1).
- **Flexibility to add new capabilities.** In 2013, Dowling Aaron added SCL as a feature specifically for disaster recovery purposes. While the firm has data backup to one of its facilities, Adcock uses the SCL to distribute an updatable list of employee contacts and procedures to users' mobile devices.

FIGURE 1

U.S. Medium-Sized Business Smartphone Usage by Operating System, 2012 and 2013

Q. Does your company currently have in use any of the following operating systems?



Base = employees currently using smartphones

Source: IDC's US SMB Survey, 2012 and 2013

Results

Oftentimes, rather than hire additional staff or expand IT budgets, midmarket CIOs will choose to adopt a hosted cloud solution like AirWatch enterprise mobility management, which provides them with new capabilities that would have been too costly to roll out on-premise. Adcock credits both AirWatch and

CDW as providing Dowling Aaron with a net-new capability that allows Dowling Aaron's users to continue to choose their device types and use them securely, all without requiring his staff to spend additional time or budget.

According to IDC's *U.S. Small and Medium-Sized Business 2014-2018 Forecast: Sizing the SMB Markets for PCs and Peripherals, Systems and Storage, Telecommunications Equipment, Packaged Software, and IT Services* (IDC #246847, February 2014), many U.S. SMBs will use IT to drive business value, rather than invest in new capital-intensive projects or staffing. Mobile device spending is expected to be a key forecast driver as consumerization, BYOD, and cost-efficient cloud software allow companies to remain competitive.

By using a third-party hosted service like AirWatch, Dowling Aaron can benefit from a net-new enterprise-class capability that doesn't require adding staff or deploying an expensive on-premise solution. Adcock cites, "You don't have to be a large firm to use AirWatch."

ESSENTIAL GUIDANCE

IDC views the ability to protect personal data as one of the key requirements for a successful BYOD policy. CIOs can feel confident that the cost-effectiveness gained by not having to manage a fleet of phones or tablets won't be offset by additional help desk time spent trying to recover data lost by a solution that can't separate personal data from professional data.

The addition of AirWatch enterprise mobility management allows CIOs to deploy a flexible EMM capability that not only fits with their current practices but allows them to better serve as consultants to their users.

Keep What Works, Add What You Need

Adcock continues to have the same notebook policy in place. Dowling Aaron has kept the content management system it has used for years, and Dowling Aaron still has the same notebook PC policy: Each notebook PC must use the company's VPN via Verizon 4G datacards to work with files stored behind the firm's firewall. Dowling Aaron uses AirWatch's SCL specifically for managing employee policies around disaster recovery, such as distributing contact lists and instructions.

The CIO as a Consultant

Tablets have quickly become commonplace among the attorneys at Dowling Aaron. Four years after the introduction of the iPad, 80-90% of staff attorneys still use that brand, yet there's a growing use case for Windows 8 tablets that allows Adcock to be less of an IT fixer and more of a consultant. He tends to recommend iOS or Android for those who just need personal information management (PIM).

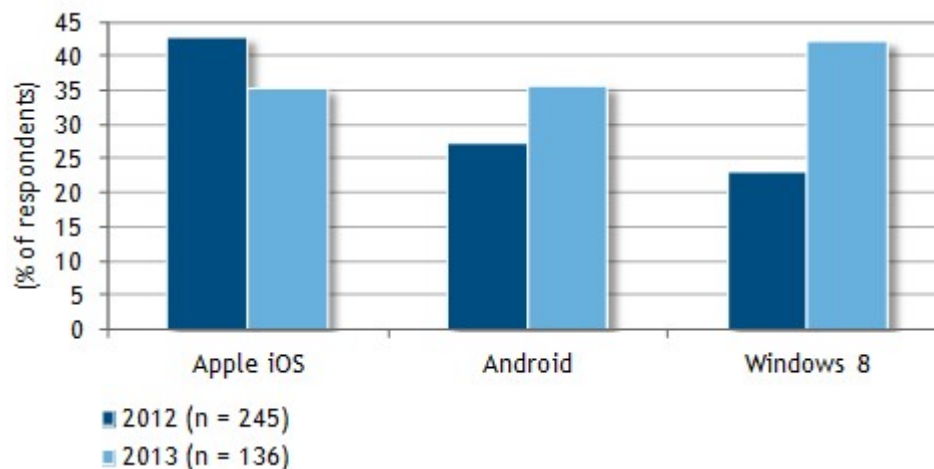
For those who cite the need for a device to create content (i.e., take long depositions), Adcock recommends they use Windows 8 tablets. The ability to have a lighter tablet form factor system that includes Microsoft Word allows users to tie directly into Dowling Aaron's content management system with a more user-friendly piece of hardware.

This has become increasingly common among midmarket tablet deployments. According to IDC SMB survey data in Figure 2, while iOS tablets have slipped in terms of usage rates, both Android and Windows 8 tablets have seen increases, with Windows 8 seeing particularly strong emphasis. Over time, SMB CIOs and IT managers will be required to think and act more consultatively. Rather than advise all users about companywide IT rollouts, they will be called upon to develop specific device and software solution recommendations for specific sets of user requirements. Hosted, flexible solutions like AirWatch that can secure devices, applications, and data will be a critical tool in the SMB CIO's new kit.

FIGURE 2

U.S. Medium-Sized Business Tablet Usage by Operating System, 2012 and 2013

Q. Does your company currently have in use any of the following operating systems?



Base = employees currently using tablets

Source: IDC's *US SMB Survey*, 2012 and 2013

LEARN MORE

Related Research

- *SMB Mobile Device Management: Strategies for Maximizing Usability Within a Secure Framework* (IDC #249159, June 2014)
- *How Enterprise Mobility Trends Are Shaping SMB Cloud Solution Strategies* (IDC #248743, May 2014)
- *Regional 2014 SMB Cloud Storage Adoption Survey: From Point Solution to Platform* (IDC #247737, March 2014)

- *U.S. 2014 SMB Corporate-Owned and BYOD Mobile Device Survey: Penetration, Policies, and Practices* (IDC #246641, February 2014)

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