

Privacy & Wellbeing: A New Approach to Mobility



android

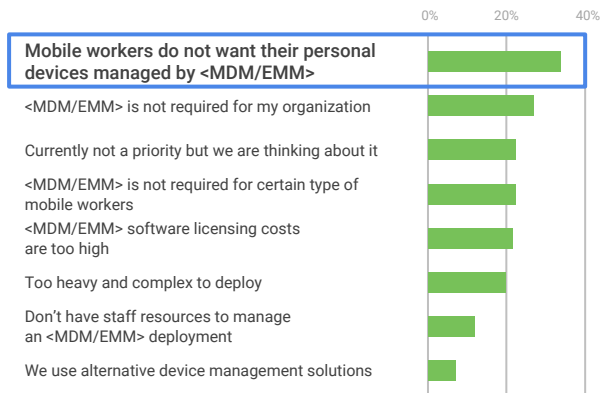
A balancing act

Secure, always on



Privacy, wellbeing

But you need employee-buy in to work



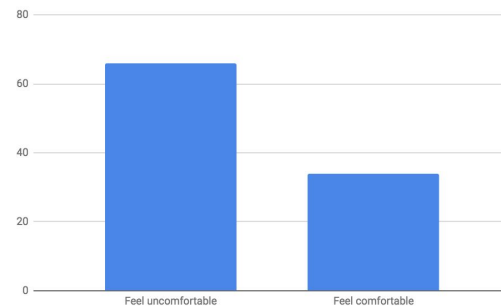
#1

deterrent to EMM adoption is **employee resistance to management**



54%

of employees said **they would be uncomfortable** if their company increased monitoring of devices and applications in the workplace



66%

of employees said **they would object to being forced to install software** on a personal device for work purposes



Security + Privacy

android



Challenging the status quo

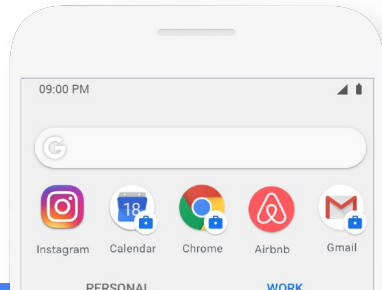
Decoupling privacy, security, and ownership

Privacy shouldn't be the
price of security

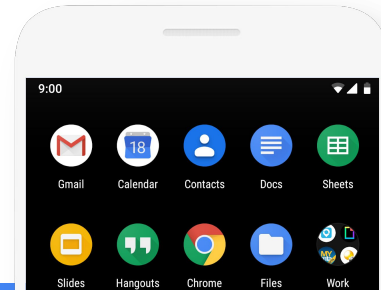
Security should be
independent of device
ownership

IT policies should enable
business cases, not plug
platform gaps

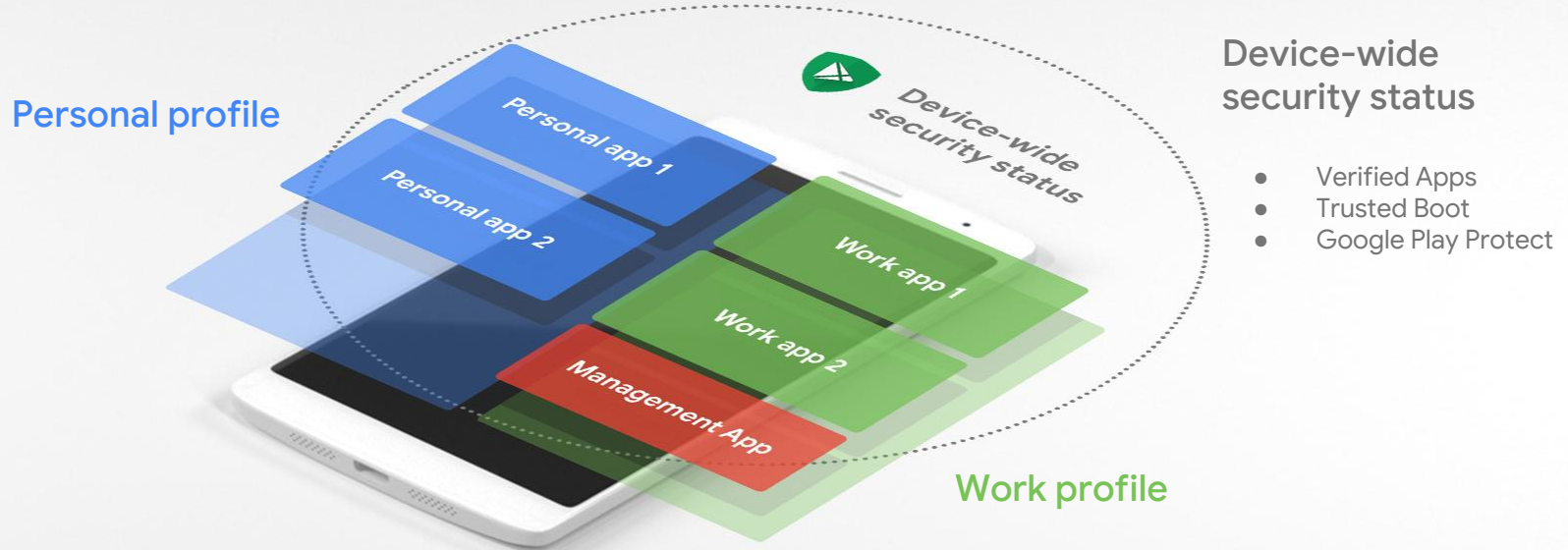
Personally-owned



Company-owned



Personal privacy, device-wide security



A modern approach to employee privacy

Work profile

OS-level protection

Work apps installed & encrypted
in separate Linux user partition

Full control over work settings
e.g. VPN, certificates, lock screen

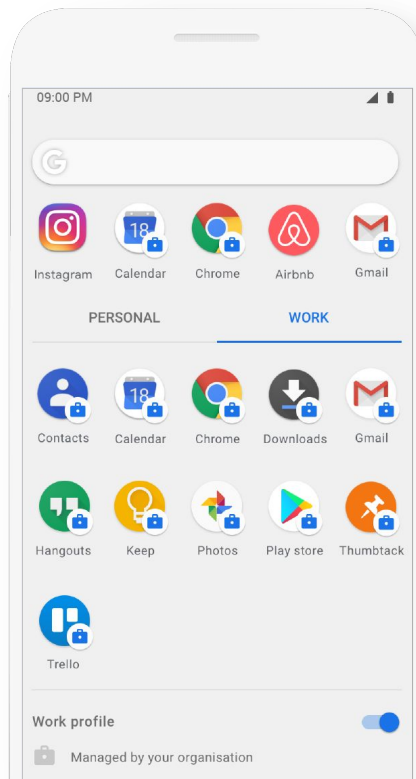
Full control over work apps with
Managed Play Store

Employee confidence

Personal apps & data aren't
visible to employer

No risk of personal data loss

Clear boundary between work
and personal apps



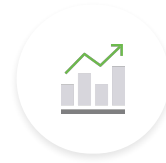
An opportunity for IT leadership



Secure



Builds trust in IT



Reduces risk

Always-on
+
Digital Wellbeing

android

Mobility drives us to be constantly 'on'

“**From the moment I wake up,**
I look at my phone.”

“Nowadays, if I **don't respond** in 30 minutes,
people think I died.”

“My phone
is a **dictator...**”



We're struggling to adapt

LOVE WELL

The Phones We
Love Too Much

New York
Times

Have Smartphones Destroyed a
Generation?

The Atlantic

The Sunday essay

Technology is driving us
to distraction

The Guardian

TECHNOLOGY

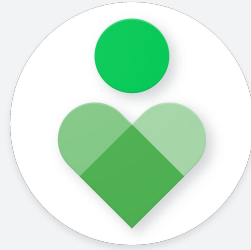
The Surprising Reason Millennials Check
Their Phones 150 Times a Day

Inc

The growing war on tech addiction

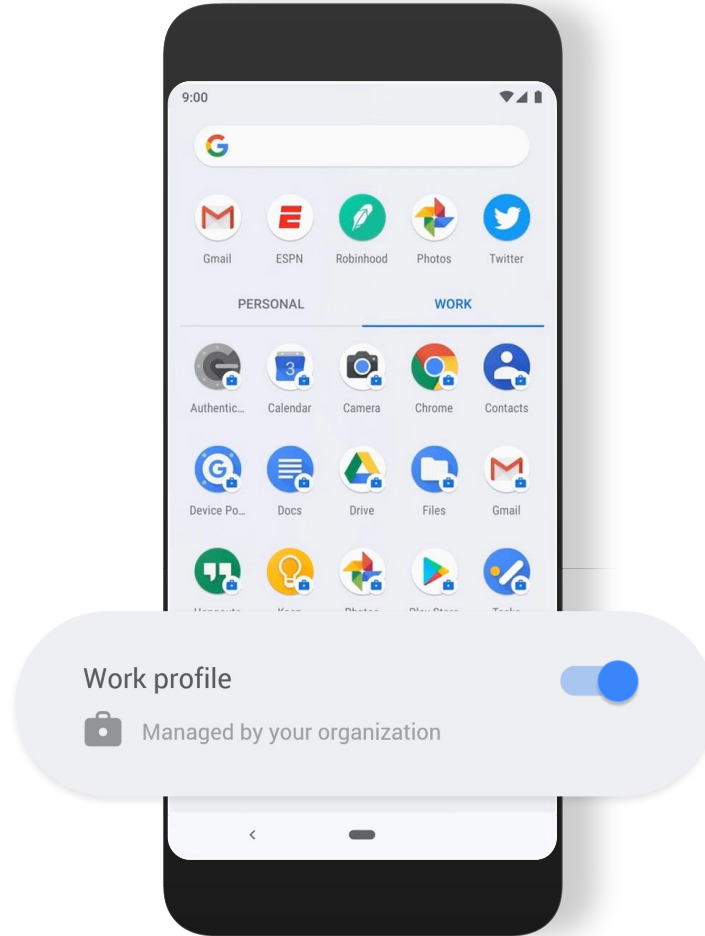
Axios

Digital Wellbeing:

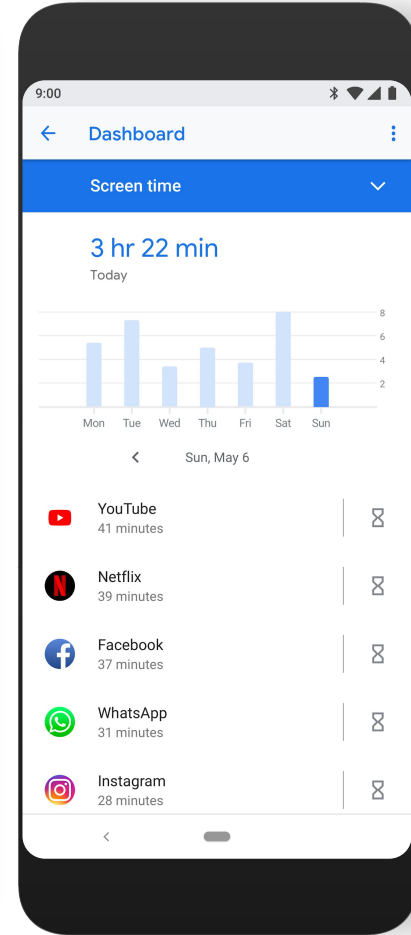
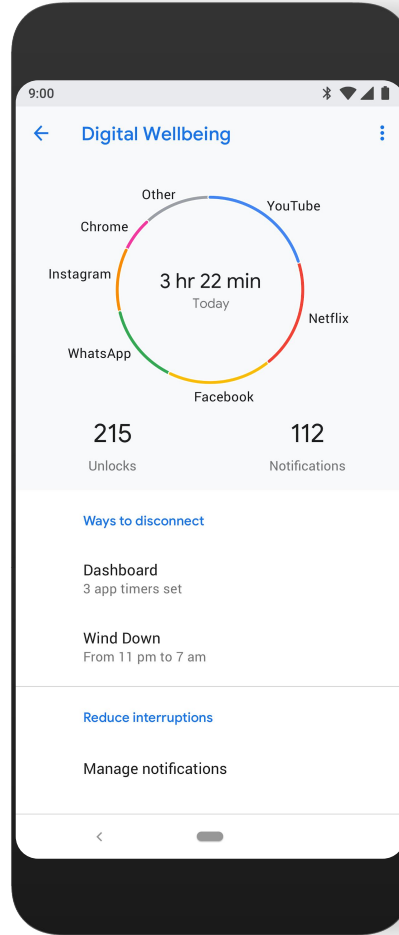


Great technology **should improve your life,**
not distract from it

Turn Off Work



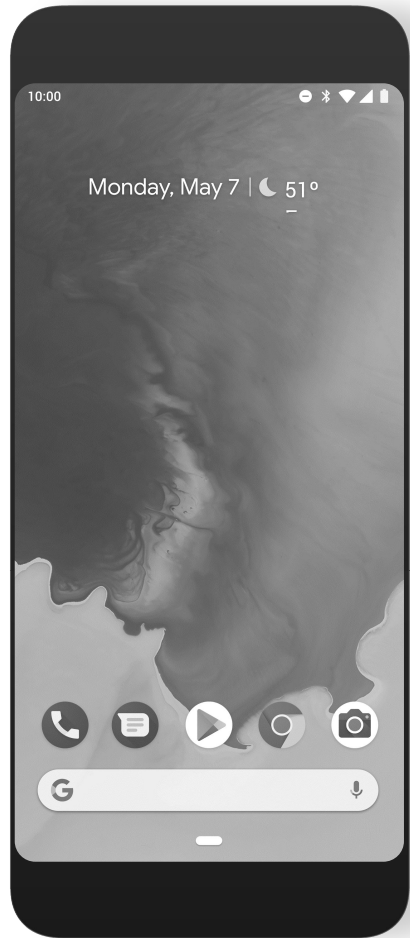
Dashboard



**Flip to
Shhh...**



Wind Down



Digital Wellbeing:

A few days in with Digital Wellbeing, and it's already **changing my life**





Lenny Naar

@lennynaar

Follow



Working on my 'digital wellbeing' with Pixel's beta analytics on personal phone usage. It's got an @ivorinfo feature to automatically turn my phone to B&W in the evening to make it less attractive (and omg is it working).

5:56 PM - 17 Aug 2018





Jason Cavett

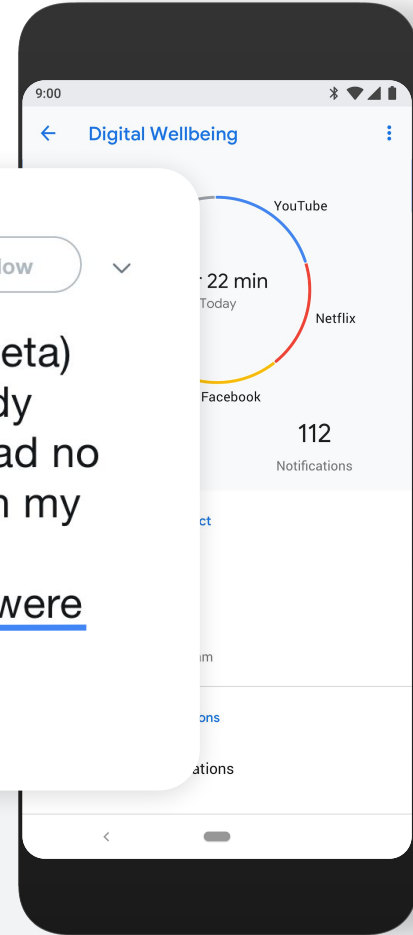
@TheRealJasCav

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I gotta say that the Digital Wellbeing (beta) app that is part of Android 9 has already caused me to change my behavior. I had no idea how much time I was spending on my phone a day. Already cut it down tremendously and removed apps that were time sinks. #digitalwellbeing

2:41 AM - 18 Aug 2018



Looking ahead

Android Pie

Digital
Wellbeing

In-app switching
between
work/personal

Shared device
and multi-user
support

Kiosk mode
with multiple apps



Looking ahead

Eliminating traditional IT
security tradeoffs

Aligning business
interests with
employee productivity

Management flexibility
across deployment and
hardware types

