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FOR IMMEDIATE RELEASE

Goode Intelligence survey reveals that 64 percent of organisations that allow their users to store company information on smartphone devices do not encrypt data

London, United Kingdom – 25 November 2010 – Goode Intelligence announced today that 64 percent of organisations surveyed in its **2010 Mobile Security Survey** that allow their users to store company information on smart mobile devices (SMD) are not encrypting potentially confidential information.

In addition, 44 percent of the organisations surveyed do not have a documented, specific security policy for mobile phones.

This landmark, vendor-independent survey was carried out from October to November 2010 for the second consecutive year, providing a snapshot of the current state of mobile security within organisations across the globe.

“Smartphones and tablet computers are having a transformational effect on the way that an organisation does business and manages information” said Alan Goode, Managing Director, Goode Intelligence. “Mobile phone security is an extremely hot topic at the moment and 2010 has been a defining year for the industry. There is a big question over whether information security professionals can keep up with the pace of change currently seen with smart mobile devices and if they can manage the risks associated with them.

“Smartphones, media players and tablet computers running a variety of mobile platforms have exploded into organisations around the world and there is enormous pressure on information security and IT functions to business-enable these ‘consumer’ devices. In 2009 the iPad didn’t exist yet just one year later our survey shows that some 40 percent of organisations are seeing iPad adoption – this is a remarkable figure and quite possibly unprecedented.”

Higher level of mSecurity awareness among information security professionals

The survey shows that in 2010 only 32 percent of information security professionals feel that their awareness level regarding mSecurity is inadequate. This is a significant improvement compared to 2009 when the GI mSecurity Survey reported that almost 90 percent considered their awareness to be inadequate. However overall general awareness has not improved with 68

percent stating that they felt that there was no general (end-user/employee) awareness for mSecurity.

“This is certainly an area of concern for information security professionals that needs to be addressed” said Alan Goode. “While the security community has educated itself there is still a lack of awareness amongst end-users. A number of organisations are still failing to implement mobile security policies and even more disturbingly, a significant number allow employees to store company information on their SMDs, including email, without encryption. This is a serious issue for those attempting to control data loss in an organisation.”

The mSecurity Survey Report answers the following key questions:

- How organisations are tackling the security problems posed by smart mobile devices
- How information security professionals rank the security of smartphones
- How ready and equipped business is to deal with these unique challenges
- The mSecurity incidents that have been reported within an organisation, including malware, voice interception, data loss and theft
- Is mSecurity being embedded into company information security policy?
- The technology controls being adopted to counteract the main mSecurity threats
- How smartphones like the iPhone and Google Android phone and tablet computers, such as the iPad and the Samsung Galaxy Tab, are altering the way that security professionals deal with enterprise security

The *highlights* version of the report is available free of charge from Goode Intelligence (www.goodeintelligence.com) and covers some of the key areas that are explored in the full version of the report.

The full report is an 80 page+ analyst report that explores all of the data that has been derived from the 2010 mSecurity survey. It includes quantitative data, analysis, industry news, opinion and recommendations and offers real insight for market intelligence, product marketing and private equity companies that are interested in this emerging area of information security. It is available to purchase from Goode Intelligence from Tuesday 30 November 2010.

For more details on the report and how to purchase it please visit our website, www.goodeintelligence.com or contact Michelle Welch, Sales & Marketing Director, Goode Intelligence. Email: michelle.welch@goodeintelligence.com Telephone: +44(0) 20 3356 4886

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About Goode Intelligence

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Goode Intelligence (GI) is a specialist provider of Information Security and Mobile Commerce research and analysis to global technology and telecommunications organisations. For more information about Goode Intelligence visit www.goodeintelligence.com

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