

Contact: Michelle Welch
Telephone: +44 (0) 20 33564886
Mobile: +44 (0) 7901 526883
Email: michelle.welch@goodeintelligence.com

Goode Intelligence launches 2011 Mobile Security Survey

London, United Kingdom – 7 October 2011 – Goode Intelligence will announce it’s annual Mobile Security Survey today at DroidCon London 2011.

DroidCon London 2011

Alan Goode is joining leading Android experts to present a session regarding mobile enterprise security and will moderate an expert panel on the topic “Android in the Enterprise”. Alan will discuss the changing usage of mobile devices in the workplace including:

- Current trends of consumerisation of IT and bring your device (BYOD)
- Whether greater flexibility and freedom of choice results in greater security risk
- The solutions that exist for managing enterprise mobile security
- The future of enterprise mobility and security

Visit <http://www.youtube.com/watch?v=kbhqp2qf7x4> to view Goode Intelligence’s innovative animation that brings these issues to life.

Mobile Security Survey 2011

This annual survey is the most comprehensive vendor-independent survey on mobile device security. It aims to determine the current state of mobile security within businesses across the globe. The survey also examines how smartphones and tablets are altering the way that security professionals deal with enterprise security.

Alan Goode, Managing Director, Goode Intelligence said “This is the third year that we have carried out this survey and it will be interesting to see the changes from previous years’ results. 2011 has been a pivotal year in the history of mobile security with the rise of mobile malware and the increased adoption of employee-owned devices within the enterprise. Information Security and IT professionals have a significant burden in controlling the use of mobile devices within their organisations and trends such as the consumerisation of IT and bring your own device are creating a security headache for them.

“We are seeing a definite shift away from the controlled corporate environment where a mobility strategy was built around BlackBerry devices and the BlackBerry Enterprise Server. The continued adoption of more open smartphone platforms, including Apple iOS (iPhone, iPod Touch and iPad) and Google’s Android within the enterprise has led to a serious dilemma for Information Security and IT professionals. The fact that a high number of these devices are employee-owned intensifies the dilemma. There are critical questions that organisations need to answer; how does an organisation effectively manage the explosion of these *Smart Mobile Devices (SMD)* coming into the workplace and enforce an information security policy for them? The Goode Intelligence mSecurity Survey 2011 will enable us to take a snapshot of the problems that organisations around the world are now facing with the continued adoption of these devices and ascertain if they are ready and equipped to deal with these unique challenges.”

All Information Security and IT professionals who are responsible for Information and Mobile Security within their organisations are invited to participate in the survey. All participants will receive a summary copy of the final report findings and may choose to enter a prize draw to win £100 of Amazon vouchers.

The survey is open until 28 October 2011 and can be accessed at <https://www.surveymonkey.com/s/GC8NRD6>

The results are expected to be published early in 2012 and will be available on the Goode Intelligence website: www.goodeintelligence.com

About Goode Intelligence

Goode Intelligence is a specialist provider of Information Security research, analysis and consultancy to global technology and telecommunications organisations. For more information about Goode Intelligence please visit www.goodeintelligence.com

For further information contact:

Michelle Welch, Goode Intelligence
Telephone: +44 (0) 20 33564886
Mobile: +44 (0) 7901 526883
Email: michelle.welch@goodeintelligence.com

Issued by:

Goode Intelligence, 26 Dover Street, London, W1S 4LY, UK

Telephone: +44 (0) 20 33564886; **Email:** enquiry@goodeintelligence.com; **Web:** www.goodeintelligence.com