

WANNA KEEP SECRETS? WELCOME TO THE SMARTPHONE ERA!

Edgars Grandans

Director of B2B

Latvijas Mobilais Telefons



HOLLYWOOD PICTURE SCANDAL

- OVER 100 HOLLYWOOD STARS
- BROKEN ICLOUD PASSWORDS
- OLD & EVEN DELETED PHOTOS





**BBC
JOURNALIST
NICK
ROBINSON**

- PHONE LOST DURING A MAN UNITED GAME
- CONTACTS OF MOST OF THE CABINET STORED ON THE PHONE

GENERAL'S PHONE

- MAJOR GENERAL GERRY BERRAGAN'S PHONE WAS PICKPOCKETED IN CHINA
- IT CONTAINED HUNDREDS OF MILITARY SECRETS

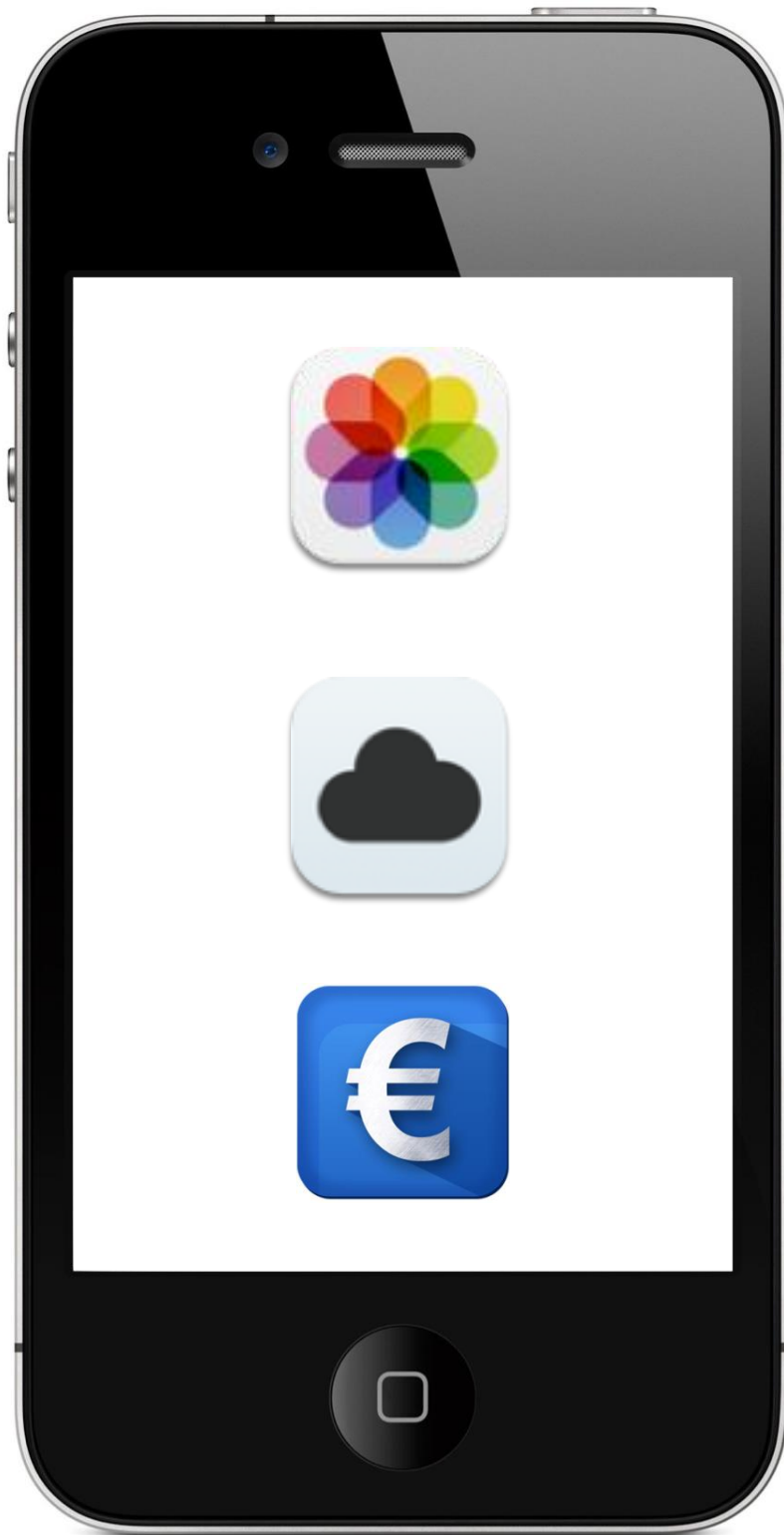




BELGIUM'S PRIME MINISTER

- ELIO DI RUPO'S LAPTOP STOLEN FROM CAR WHILE HE WAS IN A FITNESS CLUB
- LAPTOP CONTAINED INFO ON THE ROYAL FAMILY AND BELGIUM'S INTERNAL AFFAIRS

WHAT HAS CHANGED?

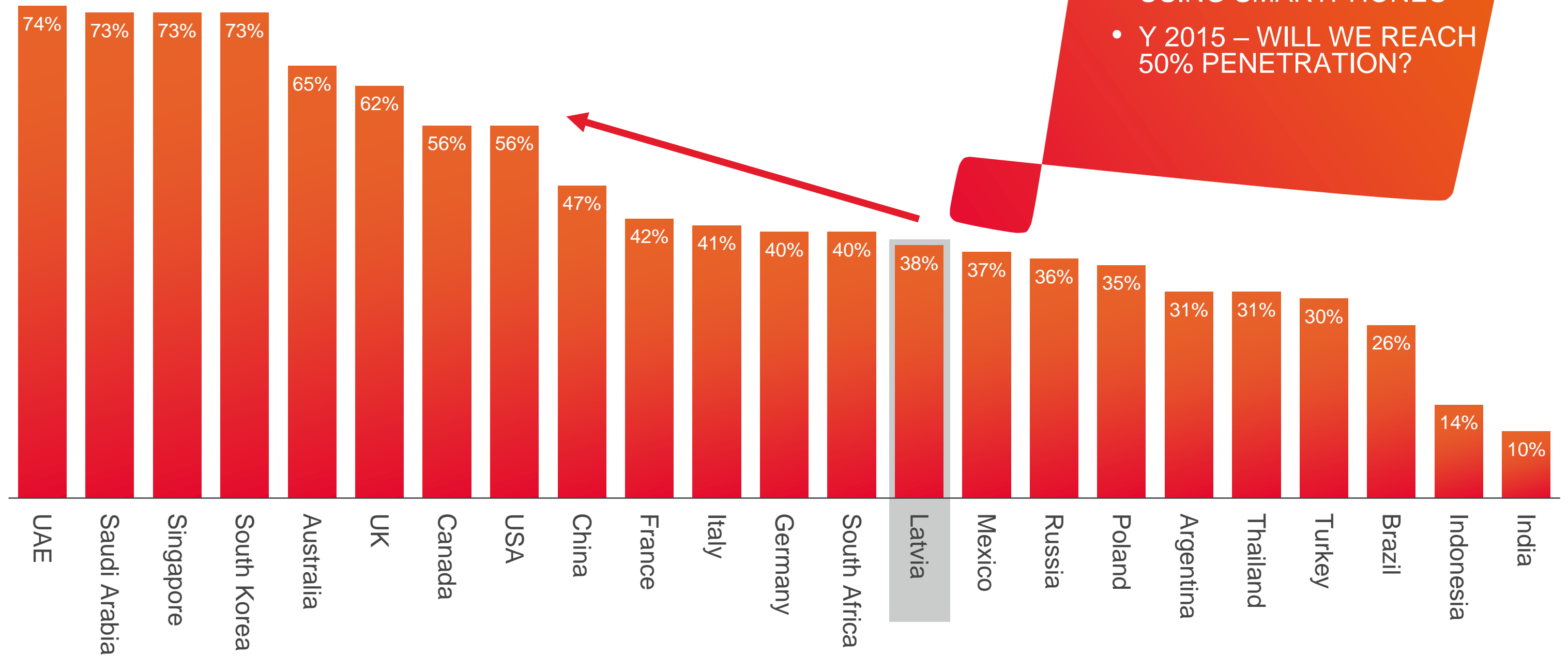


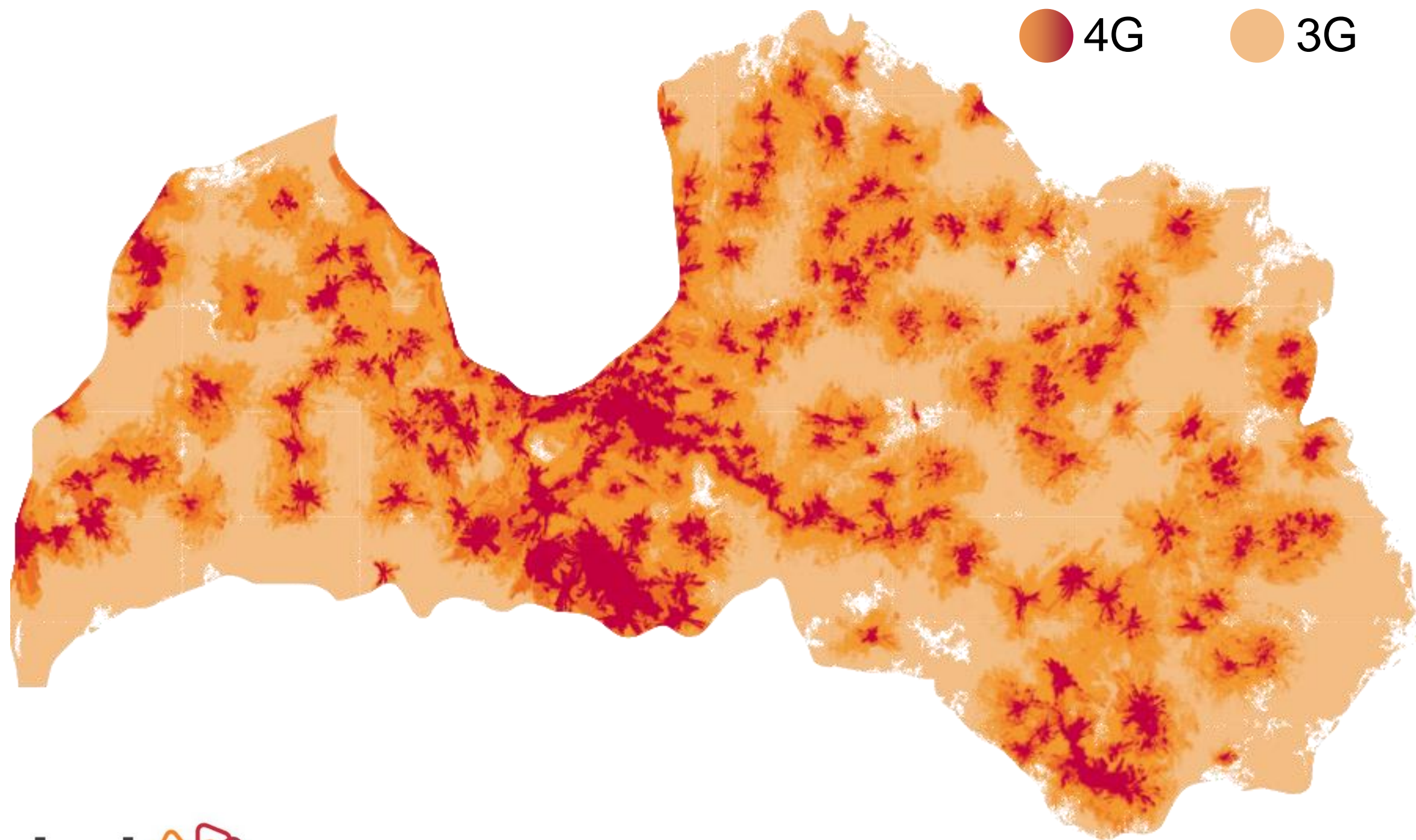
PRIVATE LIFE

CAREER

FINANCE

LATVIANS LOVE SMARTPHONES!

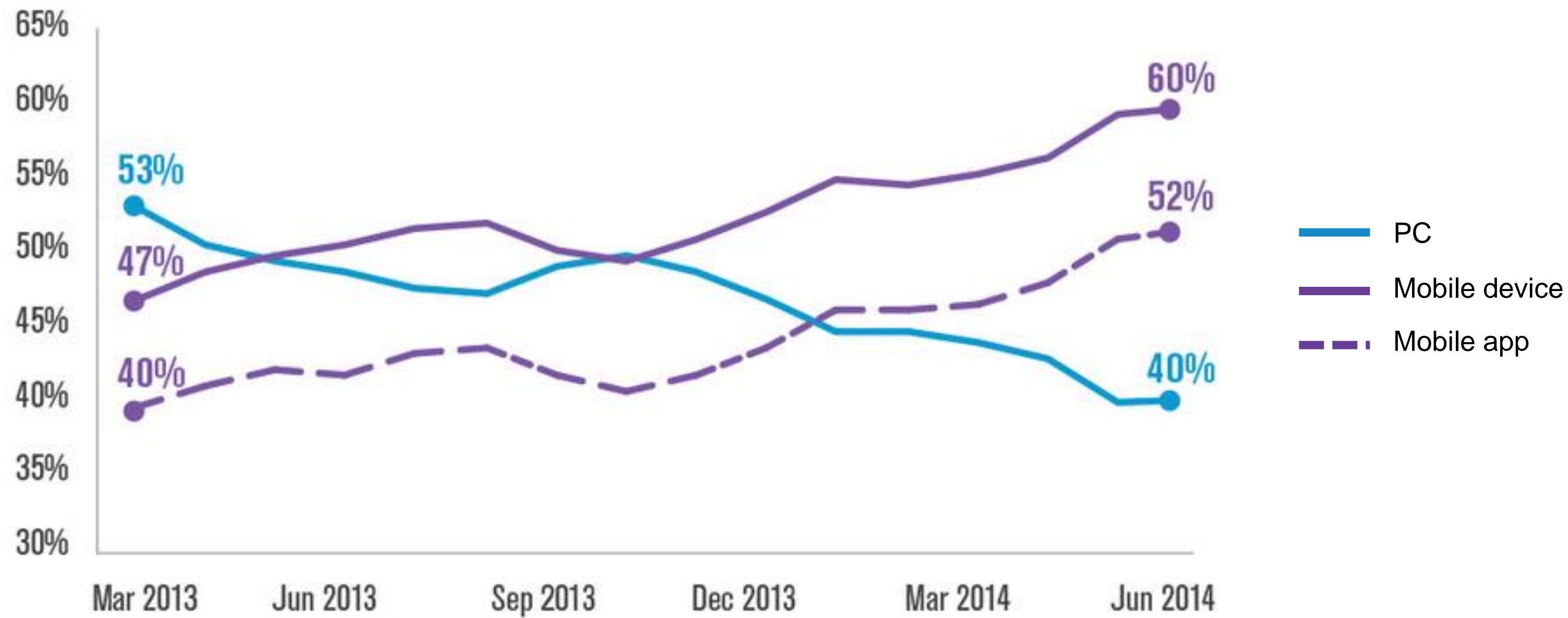




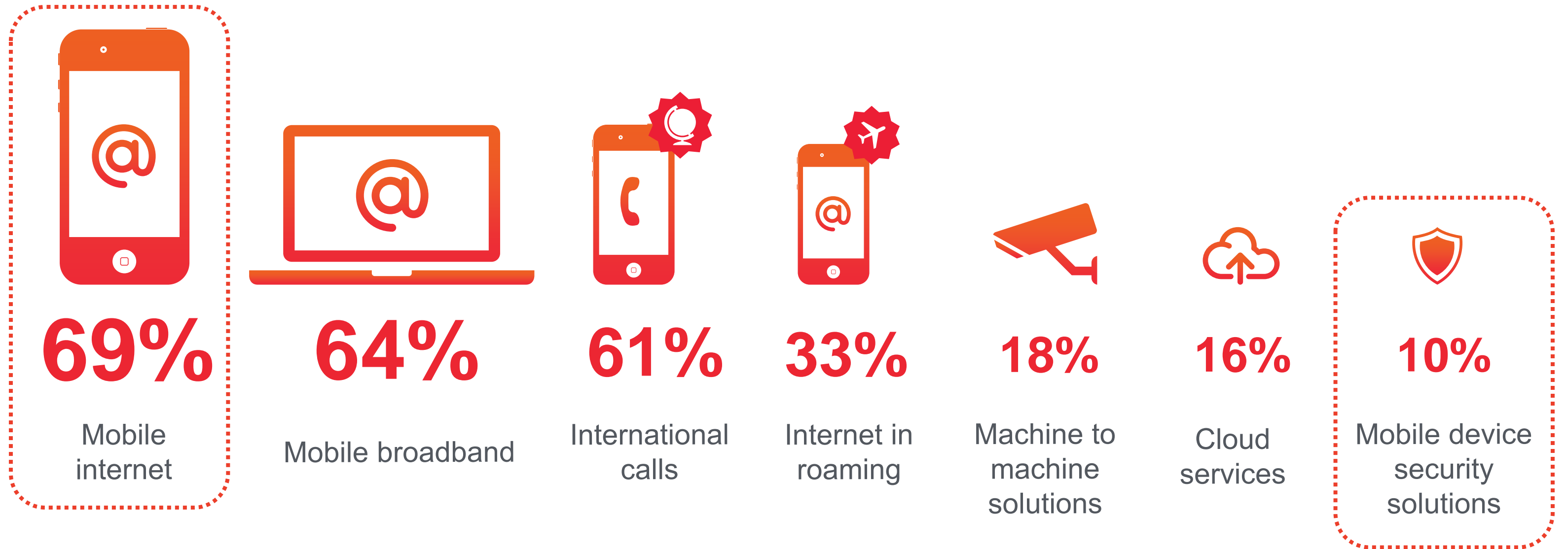
● 4G ● 3G

**HIGH-SPEED 4G
INTERNET
ALREADY COVERS
72% POPULATION**

COMSCORE: TIME SPENT IN DIGITAL MEDIA



WHAT MOBILE SERVICES DO LATVIAN BUSINESSES USE?



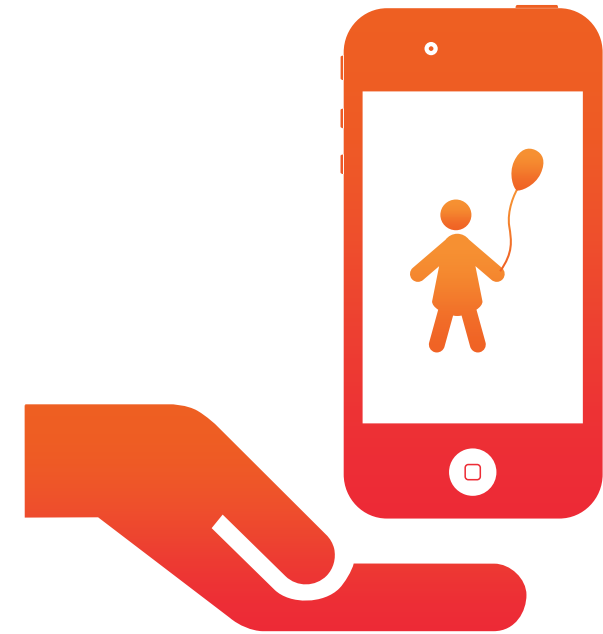
SAMSUNG LIVING BUSINESS

- AUG 2014
- 559 LV, 545 EE, 565 LT
RESPONDENTS
- ONLY EMPLOYED



65%

Use mobile phone
both for business
and private life



45%

Company mobile/
tab used by
someone else
(family)

SAMSUNG LIVING BUSINESS

- AUG 2014
- 559 LV, 545 EE, 565 LT
RESPONDENTS
- ONLY EMPLOYED

WORK OUTSIDE OFFICE:



65%

Commuting to/from work



63%

On holidays (Christmas, Easter)



49%

While shopping



47%

Socialising with friends



40%

At the dinner table



40%

Travelling

SAMSUNG LIVING BUSINESS

- AUG 2014
- 559 LV, 545 EE, 565 LT RESPONDENTS
- ONLY EMPLOYED



34%

Use PIN or Password
for smartphone
protection



18%

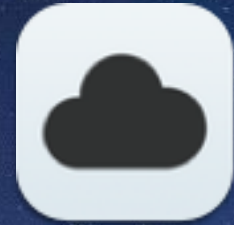
Use Pattern Lock for
smartphone protection

LOST PHONE EXPERIMENT BY SYMANTEC

- 50 CUSTOMISED SMARTPHONES
- PUBLIC PLACES IN USA & CANADA
- PRIVATE & COMMERCIAL INFO PLANTED ON THE DEVICES



89% - Private information



83% - Corporate information



57% - File "My passwords"



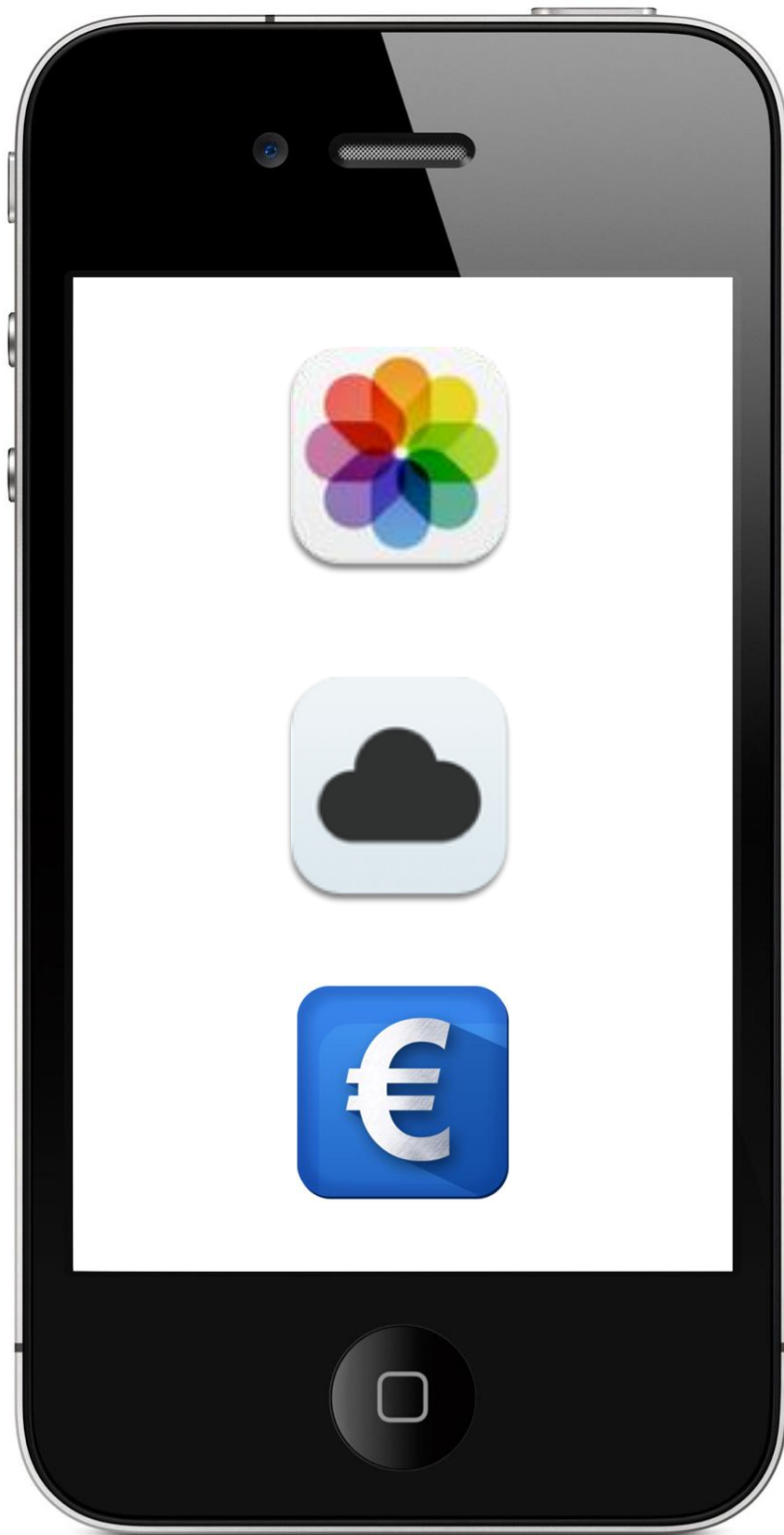
53% - File "Salaries"



45% - Corporate E-mail



43% - Internet bank



PRIVATE LIFE

CAREER

FINANCE



ENTERPRISE MOBILITY MANAGEMENT

THE VALUE OF EMM

BOSS

Secure environment,
Decreased financial
and reputation risks

IT

Centralised mobility
management

USER

Protection,
Unchanged user
experience

THANK YOU!

Edgars Grandans
Director of B2B
Latvijas Mobilais Telefons