

Mobile Security Survey & Report

2017



Introduction

Cybercrime is one of the most significant modern-day threats, with enormous implications for national security, economic prosperity, and public safety. From ransomware to nation-state attacks, the range of threats and challenges they present for law enforcement expand just as rapidly as the technology evolves.

Organised cybercrime is now firmly focused on business. The growth in mobile working, which frequently crosses multiple borders and governance regulations, means a single breach can threaten an organisation's entire digital ecosystem. The victims include third parties such as service providers, business partners, customers, or government authorities.

Organisations today can expand and go to market faster than ever before – thanks to new tools and platforms which can connect them in real time with customers, suppliers and partners. However, as cybercrime increases, many organisations remain ill-equipped to prevent and handle attacks, risks and threats.

There's huge uncertainty around what's expected from the upcoming General Data Protection Regulation (GDPR) law. This is an EU-led initiative seeking to crystallise data protection rules for individuals in the EU, while firming up rules for exporting data outside the EU. There's an aim to standardise the regulatory environment for businesses, with related security breaches reported to be EUR20 million or 4% of turnover, whichever the greater.

In light of the above, a partnership between Kony and Chief Nation sought to uncover how those on the constantly shifting frontline are managing their mobile security threats.

Key takeaways:

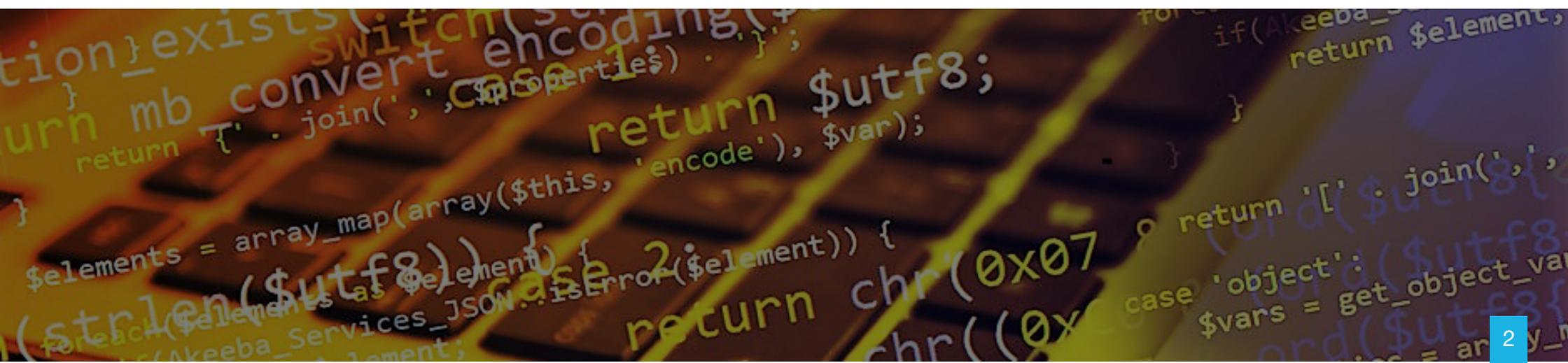
- **Many companies are using multiple apps and updating these several times each year** – multiplying the need for security procedures and processes.
- **Almost one-third of companies don't know or are unsure if they encrypt their apps** – potentially putting their apps and data at risk.
- **A high proportion of companies aren't able to consistently protect against security vulnerabilities** – leaving gaps that could be exploited.
- **Just 10% of respondents rate their mobile apps as 'very secure'** – findings which should be of great concern within the industry.



Kony is the leading enterprise mobility provider, recognised as a Gartner Magic Quadrant Leader in the Mobile Application Development Platforms (MADP) 2016, 2015, 2014 and 2013 report.

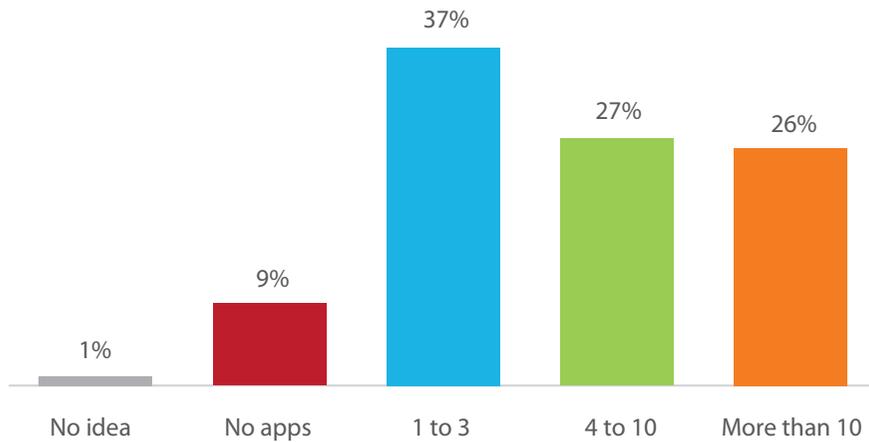


Chief Nation is a full service B2B marketing consultancy, working with the world's leading technology brands.



Q1 How many apps does your company have?

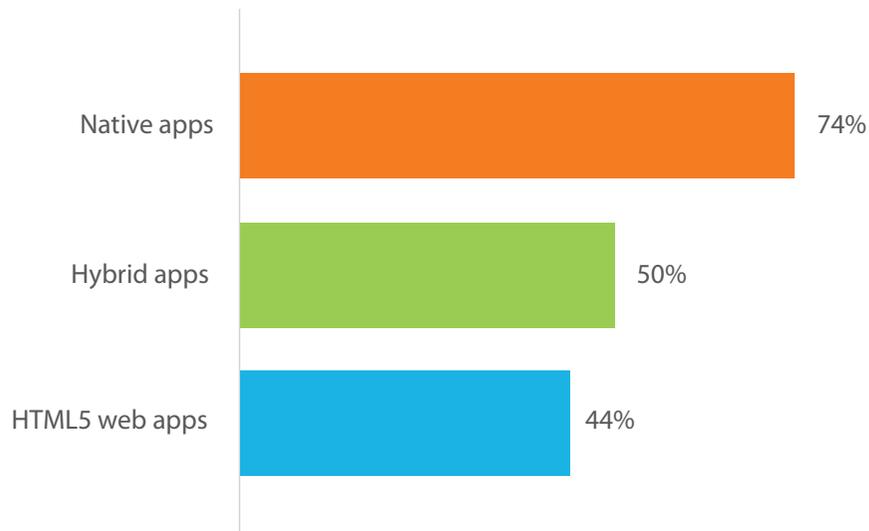
Throughout 2016 cloud application services (including infrastructure and SaaS) were expected to **grow by 42.8%**, according to Gartner*. This expansion is reflected here, with more than one-quarter (26%) of respondents going for 'more than 10' apps, it's fair to say that combined, these trends will ask new questions of infrastructure. More complex workloads will also pose new challenges for IT security and maintenance. Enterprise mobility partner will need to meet these complexity challenges on behalf of clients.



* <https://data-economy.com/gartner-says-worldwide-public-cloud-services-market-grow-17-per-cent-2016/>



“Mobile development is such a fast-moving area and there’s no chance of technology slowing down any time soon”

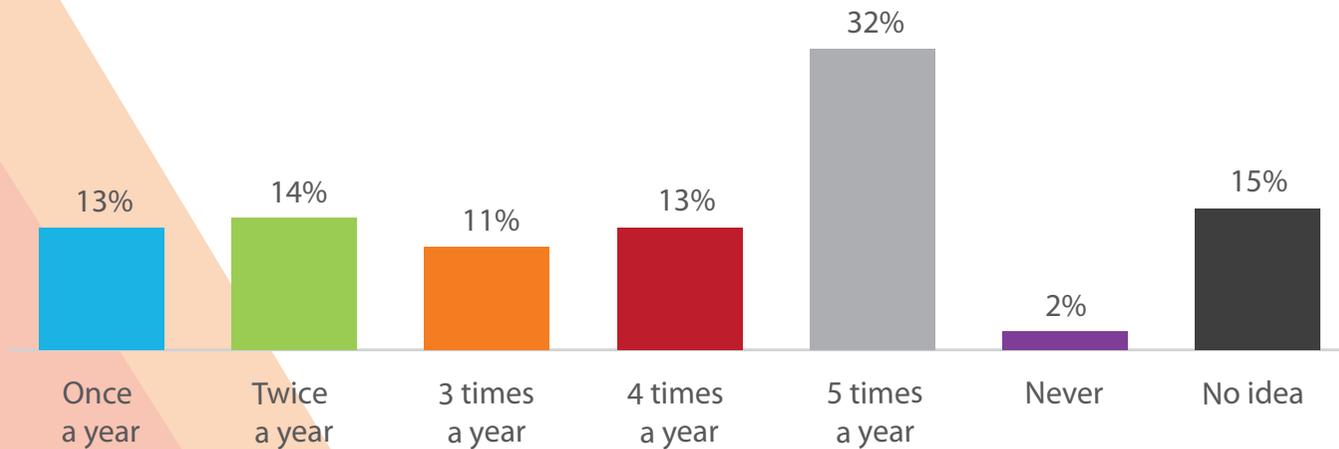


Q2 What kind of mobile apps does your company have?

Native apps are more difficult to develop, while HTML5 can work across devices, with its ‘write once run anywhere’ methodology. However, mobile development is such a fast-moving area and there’s no chance of technology slowing down any time soon. Therefore these figures are likely to remain in a state of flux for a good while yet.

Q3 On average how often are your apps updated?

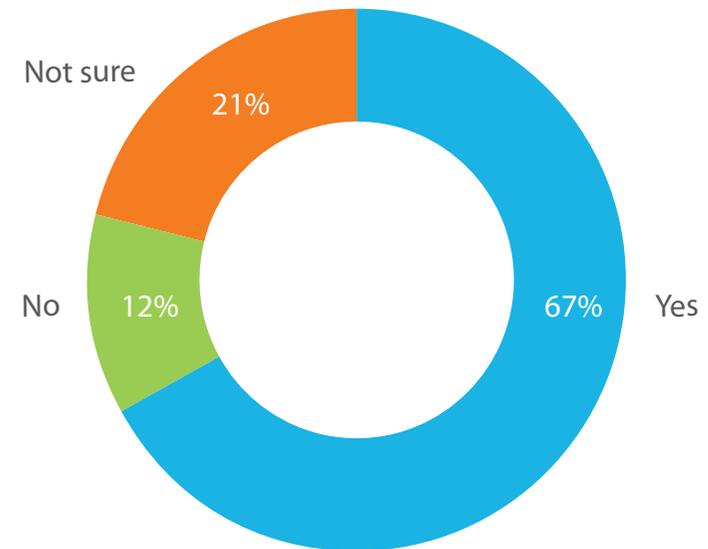
The race to keep up with the pace of change in mobile application development is reflected here, with one-third of respondents update apps more than 4 times a year, and a similar proportion opting for between 1 and 3 updates. Of course, these figures will always vary depending on the nature of the app, user base, and platform.



“One-third of respondents update apps more than 4 times a year”

Q4 Is data communication in your apps encrypted?

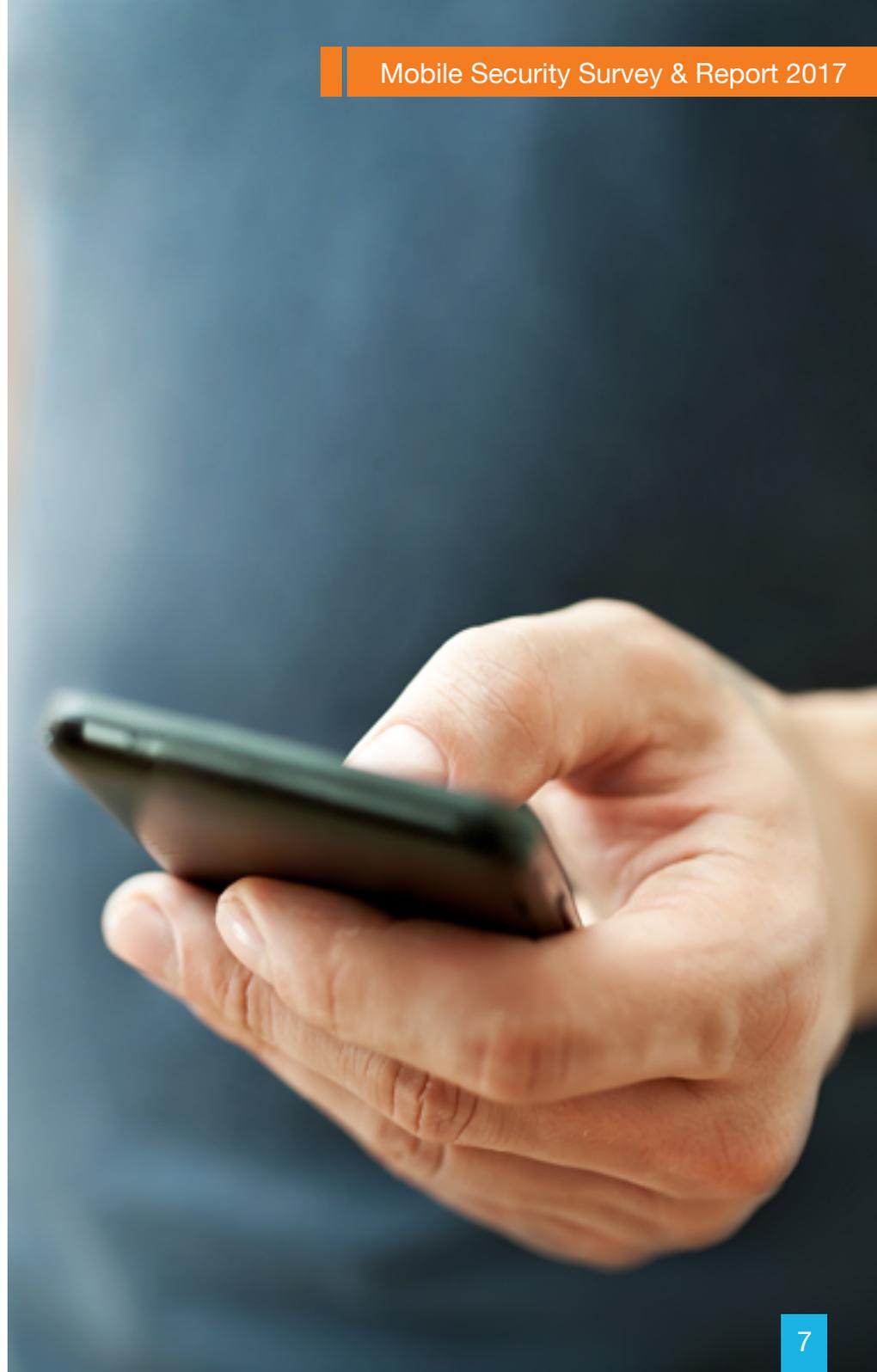
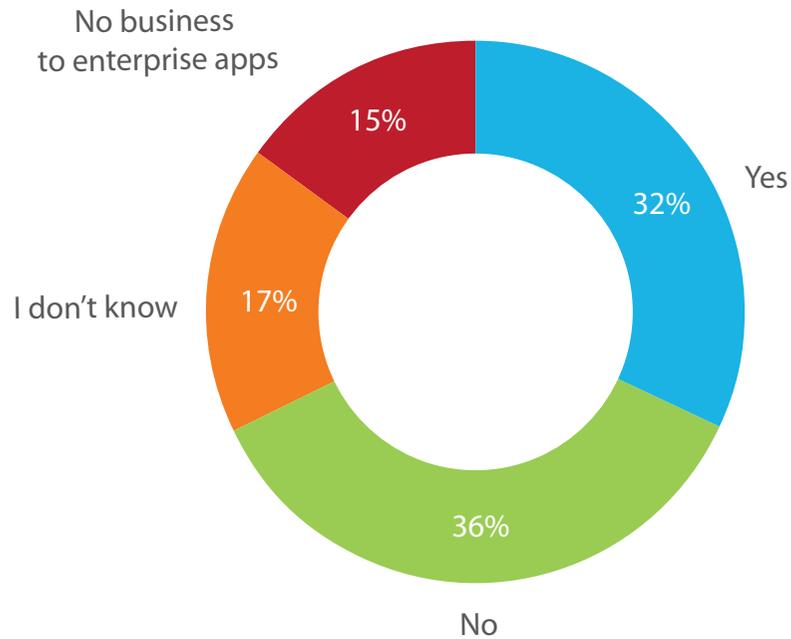
Enterprise-level security is essential for enterprises who want to realise the full potential of mobile applications. Encryption is one of the key defences against hackers, yet industry reports* say authentication is 'poorly deployed'. Even though 67% of respondents encrypt data, that still leaves almost one-third of respondents either unsure or not encrypting data communication within their apps, which is a concern.



* <http://www.computerweekly.com/news/4500272554/Mobile-apps-are-big-threat-to-business-security-researcher-warns>

Q5 Are your Business to Enterprise mobile apps managed by a Mobile App Management (MAM) solution?

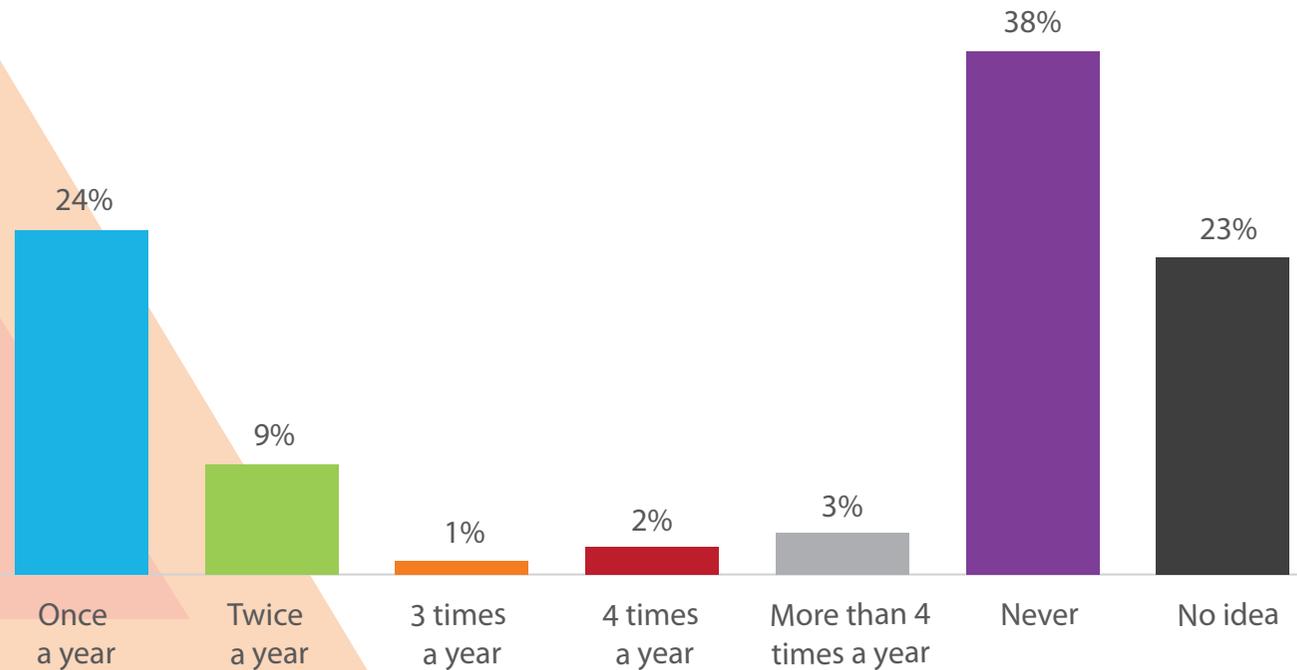
Just under a third of respondents (32%) say their apps are managed by Mobile App Management (MAM) software. The ability to control employees' devices, and wipe data, remotely is an essential element of enabling successful enterprise mobility. Of course, Android and iOS have come a long way in this area, but in-built security from the application provider remains necessary.



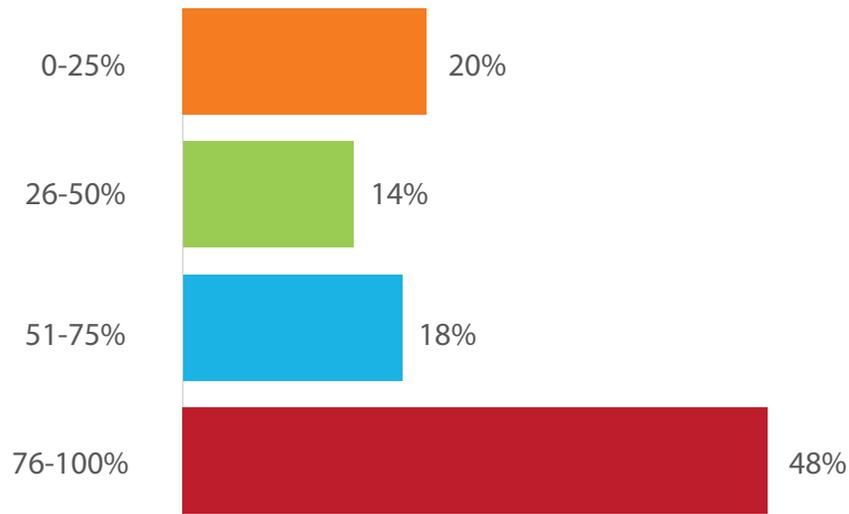
Q6 How regularly are your apps audited by an external party?

Audits of security policies and procedures are ideal preventative measures.

After all, if an organisation comes under cyber attack, it's the IT team that will have to come up with the answers. So it's a concern that the highest number of votes went to 'Never' (38%), which is significantly ahead of the next most-popular answer: 'Once a year' (25%).



“It’s a concern that the highest number of votes went to ‘Never’ (38%)”



Q7 What percentage of your apps are managed by your IT team (backend and frontend)?

While a substantial number (48%) of respondents report 76%–100% of apps are managed by their IT teams, there’s a clear spread across the rest of the answers. This helps underline how there’s no ‘one size fits all’ approach to managing apps. **Tools such as Kony’s Visualizer help non-developers visually design apps**, which has opened up possibilities for accelerating the mobile app development process.

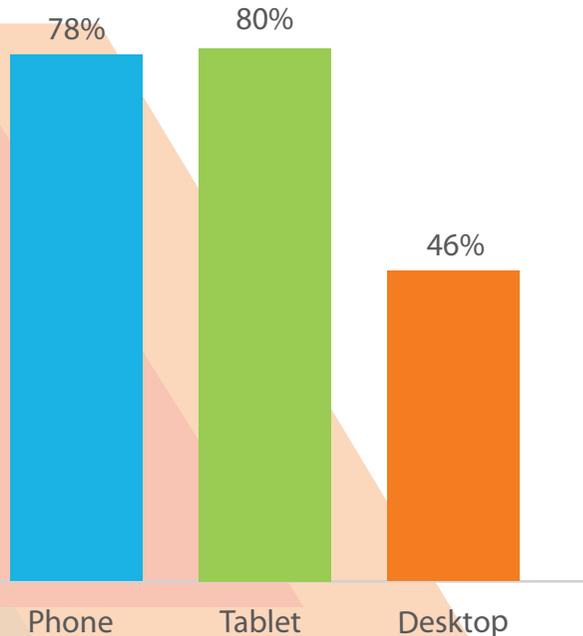
Another option gaining traction is Mobile Backend as a Solution (MBaaS), a solution offered by some enterprise mobility companies. MBaaS frees developers to focus on writing code instead of dealing with routine maintenance of infrastructure. However, for companies lacking these tools or the in-house expertise, mobile app platform vendors should be able to step in and add support.

“There’s no ‘one size fits all’ approach to managing apps”

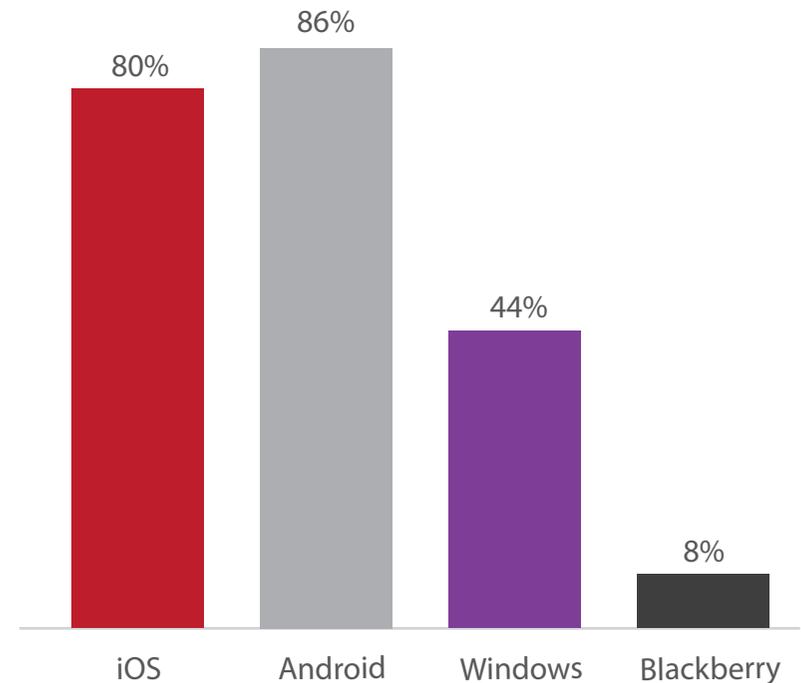
Q8 On which devices & operating systems are your mobile apps available? Check all that apply.

Global tablet sales may be slowing (IDC reported a 12% decline in Q2 of 2016)* but there's no sign of this here. What's more, **the need for enterprise mobility to have a 'device agnostic' approach shines through.** After all, companies need to have the freedom to upgrade devices and not worry about incompatibility problems. Sales of Windows smart-phones may have fallen (from 2.5% to 0.6% according to Gartner)**, but there remains high availability among respondents' organisations (44%).

DEVICE



PLATFORM

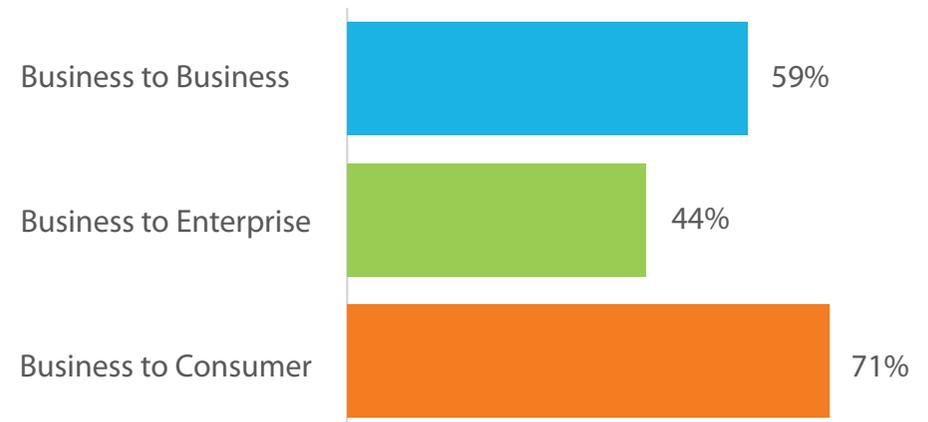


* <https://www.idc.com/getdoc.jsp?containerId=prUS41632416>

** <http://www.gartner.com/newsroom/id/3415117>

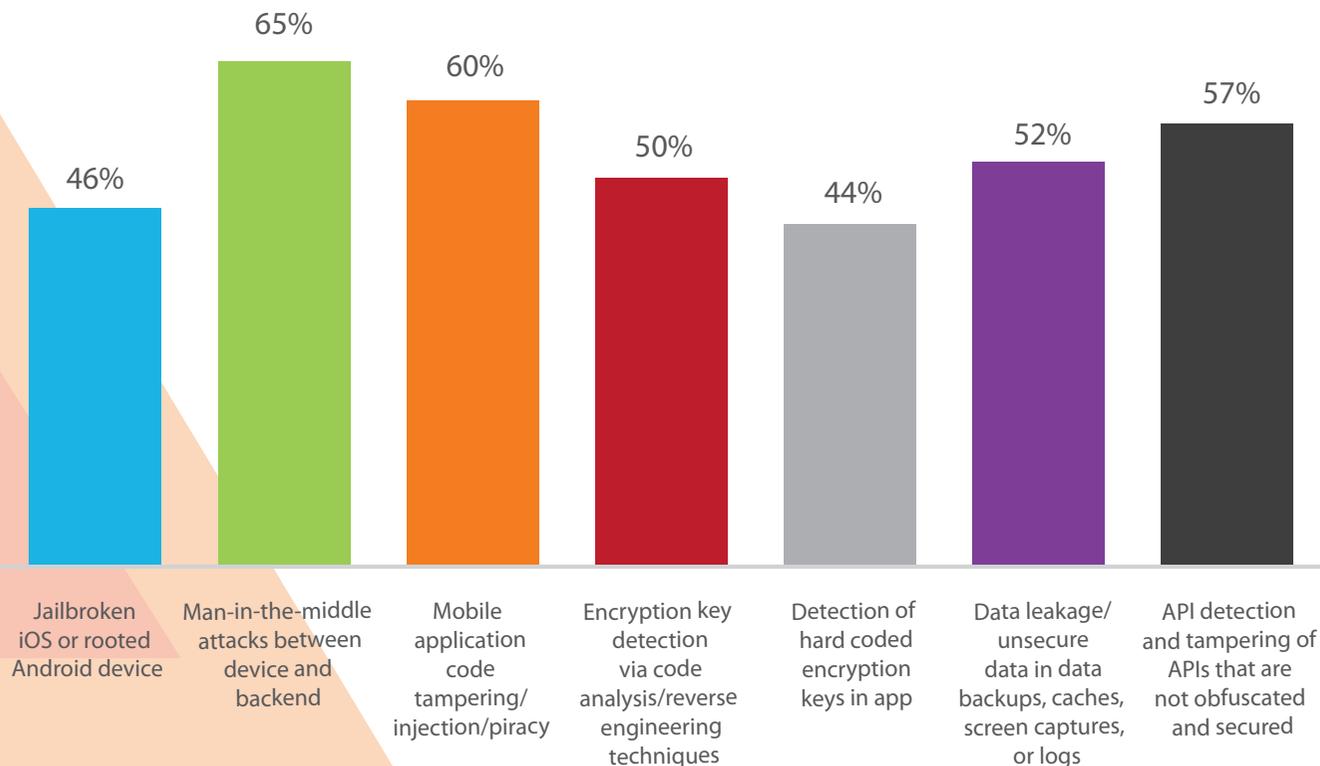
Q9 What kind of apps does your company have? Check all that apply.

Changes in end-user expectations, increased connectivity, increased data volumes – all contribute to making customer experience a key battleground for companies. **At the heart of this battle is the need to deliver superior customer-facing applications.** And this is reflected in the high proportion (71%) of respondents deploying Business To Consumer (B2C) apps.



Q10 Mobile can introduce many new security vulnerabilities, do you know if your mobile applications are designed for to protect against the following situations? Check all that you consistently protect against:

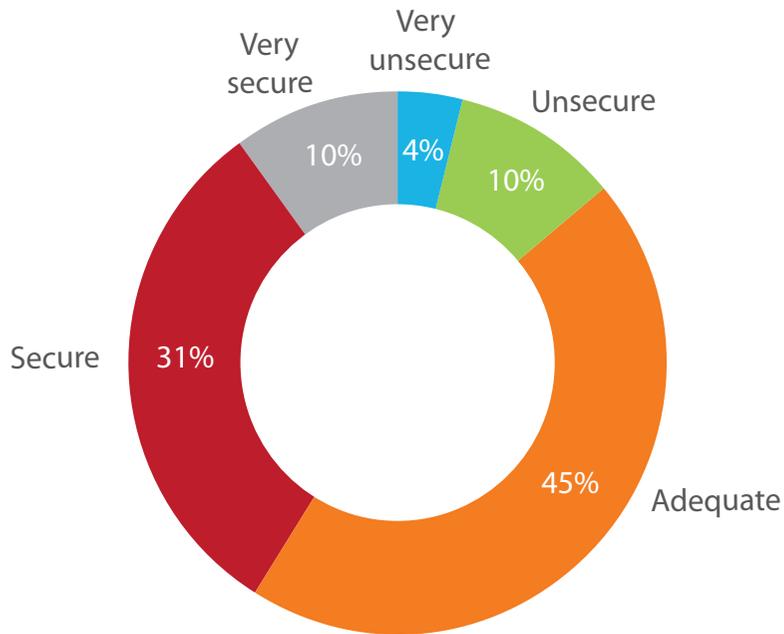
Most IT teams are under pressure to deliver BYOD and enable remote/flexible working for employees. This is often where networks are most vulnerable, hence the highest number of responses (65%) going for ‘man-in-the-middle’, where the user is the weak spot. However, **this still means just over one-third are at risk of a security breach**. Indeed, these figures paint a worrying picture of the level of consistent protection across mobile applications. After all, the nature of brute force attacks means that even if one vulnerability is secured, a hacker will just move on to the next potential weakness.



“Given the relatively low protection levels across the board, the multipronged attack typical of a cyber-criminal organization will almost always be able to find a vulnerability”

Q11 How secure do you believe your mobile apps are?

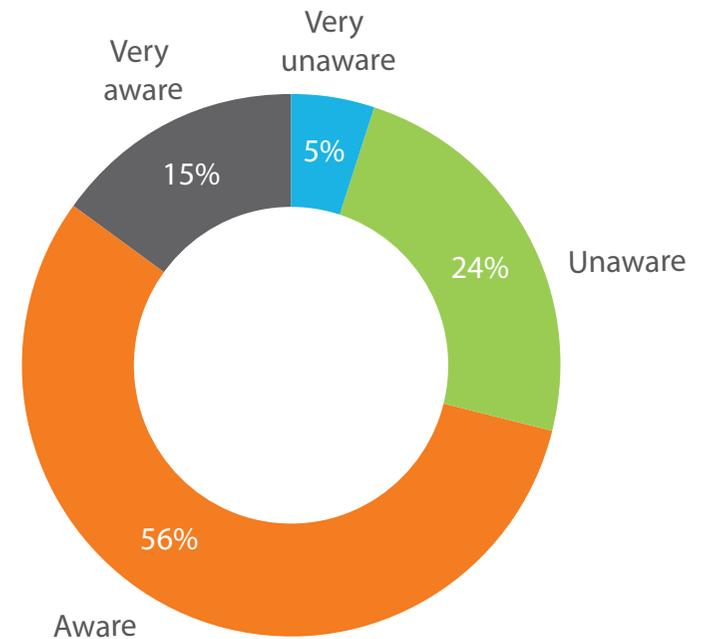
‘Grouping ‘secure’ and ‘very secure’ gives a combined total of 40%. However, ‘adequate’ is the clear leader here, with 45% of the votes. For the enterprise mobility industry there are questions to be answered. **Is it enough for the highest proportion to be adequately secure? Of course not.** Instead there needs to be an industrywide push to adopt a form of best practice.



“The most powerful protection is awareness among end users”

Q12 How aware are you about the latest security risks that are involved with mobile apps?

While over half (55%) are aware, **this leaves a void that enterprise mobility providers, not users, must fill.** IT teams can have the latest security-focused tools, software, and platforms. But ultimately, the most powerful protection is awareness among end users. That’s easier said than done, especially at enterprise level with thousands or more potential users.



Conclusion

The diversity in mobile applications, coupled with constantly evolving technology, means there's no 'one size fits all' approach to ensuring mobile security. In theory, there's nothing wrong with that. However, in practice **this is where gaps and vulnerabilities appear.**

Among respondents, there's protection against different threats – **but no one threat is consistently protected by more than 65% of respondents.** Indeed, with a large proportion deeming their mobile apps only 'adequately' protected, it's clear there's plenty of work to be done to improve mobile security.

Given that the majority of IT teams are managing companies' applications, a proven, robust Mobile Application Management (MAM) platform is required to support their aims. With a sizeable percentage of respondents' applications 'never' audited by a third party, **IT teams need to have confidence in their current setup.** Particularly because digital transformation – a key part of so many companies' growth strategies – is often enabled by successful enterprise mobility.

Kony is the fastest-growing, cloud-based enterprise mobility solutions company and an industry leader among mobile application development platform (MADP) providers. Kony empowers today's leading organizations to compete in mobile time by rapidly delivering multi-edge mobile apps across the broadest array of devices and systems, today and in the future. Kony offers pre-built business mobile apps to help organizations better engage with customers and partners, as well as increase employee productivity through mobile device access to company systems and information. Powered by Kony's industry-leading Mobility Platform, enterprises can design, build, configure, and manage mobile apps across the entire software development lifecycle, and get to market faster with a lower total cost of ownership.

For four years in a row, Gartner has named Kony a Leader in its Magic Quadrant for Mobile Application Development Platforms. In addition, Kony was named a "Leader" and earned the highest score in the current offering category in Mobile Development Platforms by independent research firm Forrester Research, Inc., according to The Forrester Wave™: Mobile Development Platforms, Q4 2016 report. In addition to these recognitions, Kony was also honored in the Mobile Star Awards for achievements in enterprise application development; named the first place winner in CTIA's MobITs Awards in the Mobile Applications, Development & Platforms category, and included on the Inc. 500|5000 list of fastest growing private companies in America.

For more information, please visit www.kony.com. Connect with Kony on Twitter, Facebook, and LinkedIn.
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