

ANDROID™ ON THE MARCH

The Management Challenges of Android
Tablets and Handhelds in Business



FOREWORD

The march of Android mobile devices into the business world continues at pace, according to technology buyers in our latest research. The flexibility and functionality of Android devices remain very attractive to organisations looking to equip their mobile workers with computing tools that can boost their productivity. But how IT departments effectively manage and secure these devices remains a challenge.

From the variety of different methods for security patching devices to expectations on end of life support for different versions of operating systems, there seems still to be little standardisation in the approach to managing Android devices.

As a result, it is important that buyers recognise that not all Android mobile devices are equal. They should look even more closely at the management and security functionality being offered by their vendor and the Android engineering experience they bring to the device.

With the use of the latest Over-The-Air updates and management consoles, IT departments can save considerable time and money automating their updates by choosing the right device with the right management and security functionality.

Panasonic has recognised the desire for businesses to deploy Android tablets and handheld devices to their mobile workforces and launched a wide range of market-leading, rugged devices in recent years to meet this need. But more importantly, we have also focused on developing our Complete Android Services and Security offering (COMPASS) to ensure our customers can make the most of Android in a business environment.

COMPASS is a Business to Business management and deployment portfolio of services for Panasonic Android devices. It enables enterprise customers to benefit fully from the flexibility that is offered by the Android Operating System whilst ensuring that Panasonic's TOUGHBOOK Android devices are enterprise-ready, whatever the business challenge.

I hope you find our latest research valuable and that it helps you to better deploy and manage your Android devices in the future.

Jan Kaempfer

General Manager for Marketing at
Panasonic Computer Product Solutions



EXECUTIVE SUMMARY

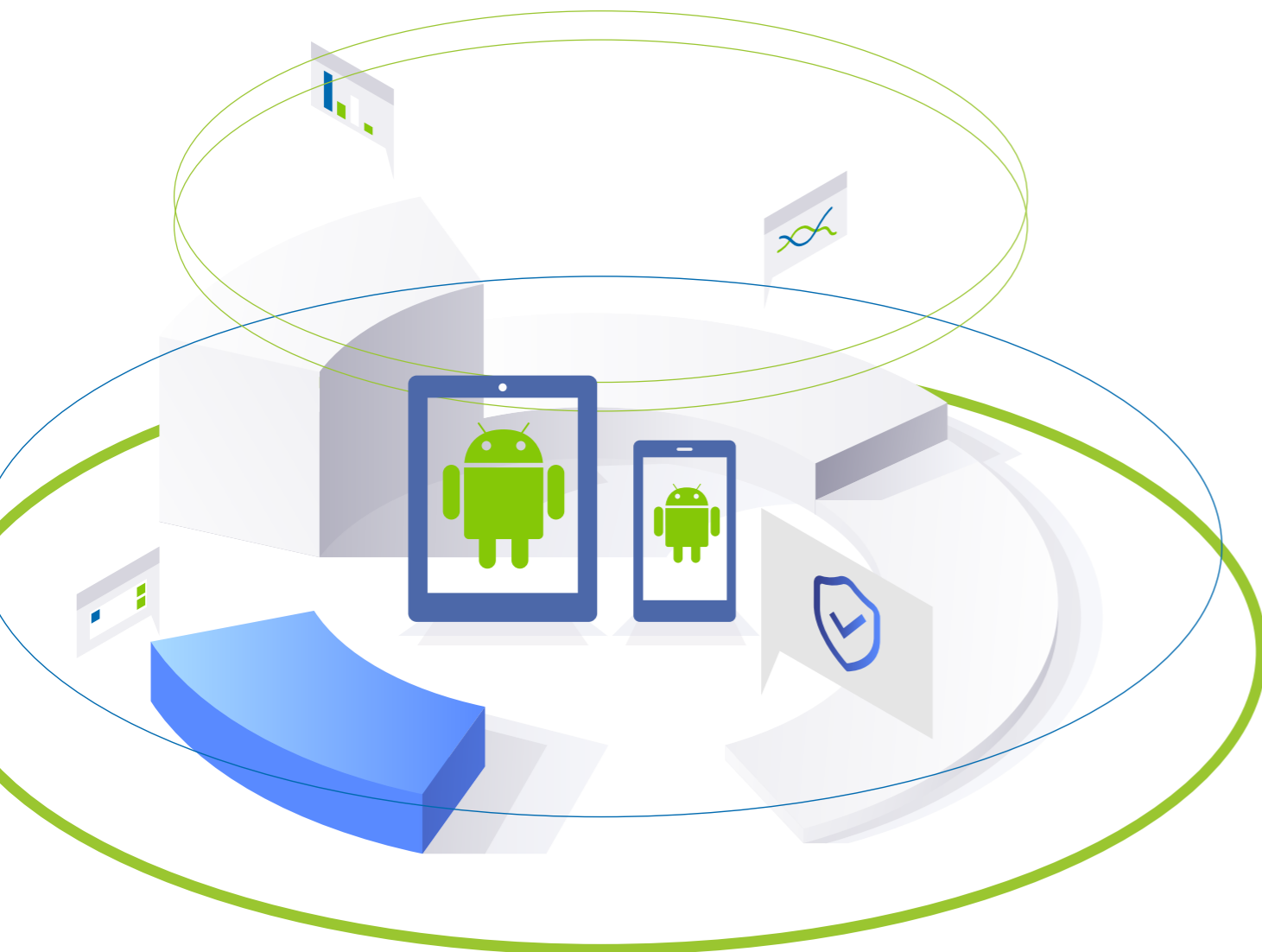
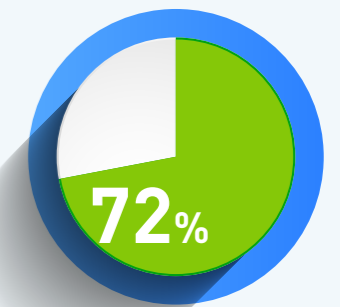
The use of Android tablets and handhelds are on the rise in business but security remains a concern, according to the latest research from Panasonic Business.

On average, 14.1% of rugged tablets and 54.5% of handheld devices in EMEA businesses (excluding mobile telephones, first half of 2018) use the Android operating system.

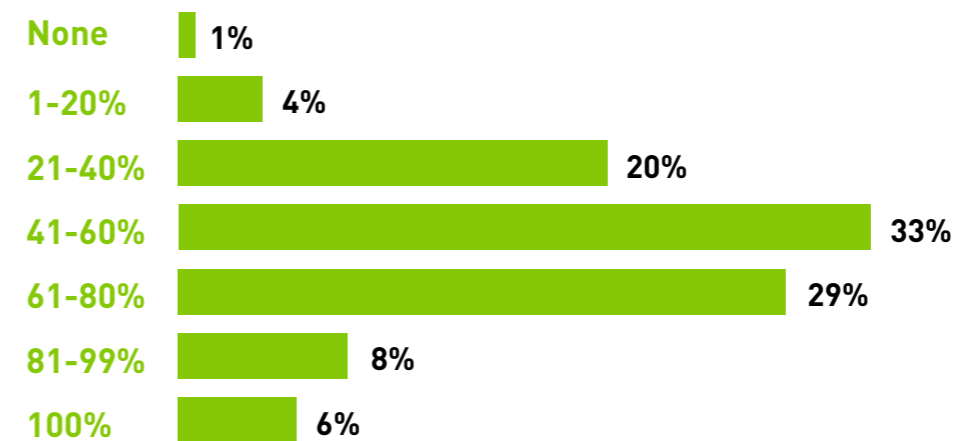
David Krebs, Executive Vice President, Enterprise Mobility and AIDC at VDC Research Group

USING ANDROID TABLETS AND HANDHELD DEVICES

On average, 72% of tablets and handheld devices in businesses (excluding mobile telephones) use the Android operating system.



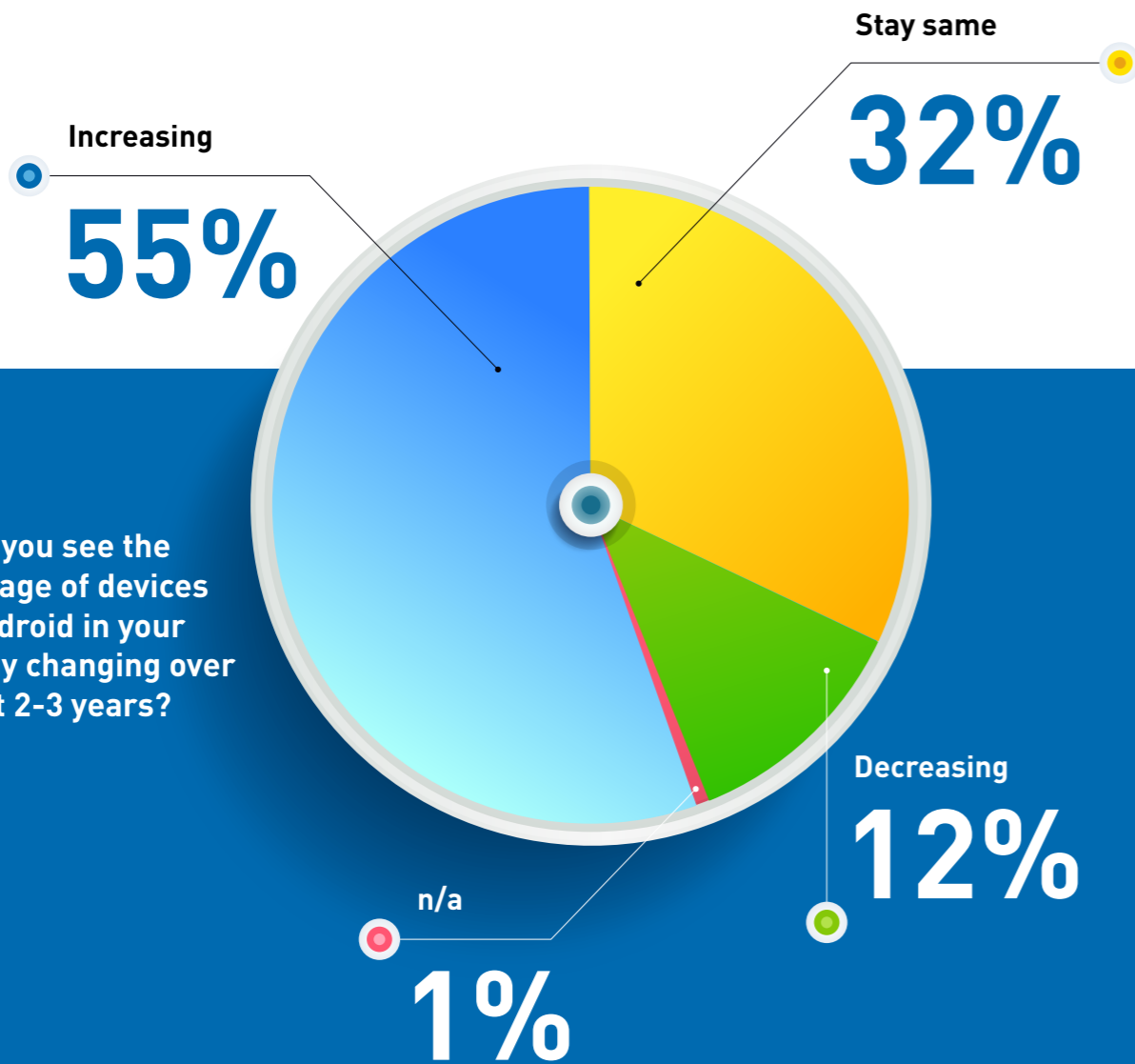
What percentage of your company's tablet and handheld devices (excluding telephones) are Android?



ANDROID USE TO CONTINUE TO RISE

60%

And with 60% of device buyers saying Android was still being integrated into their organisations, the number of devices is expected to rise with the majority seeing growth for the next three years.



ADVANTAGES OF ANDROID

The top three benefits of Android over other operating systems were said to be flexibility, security and affordability.

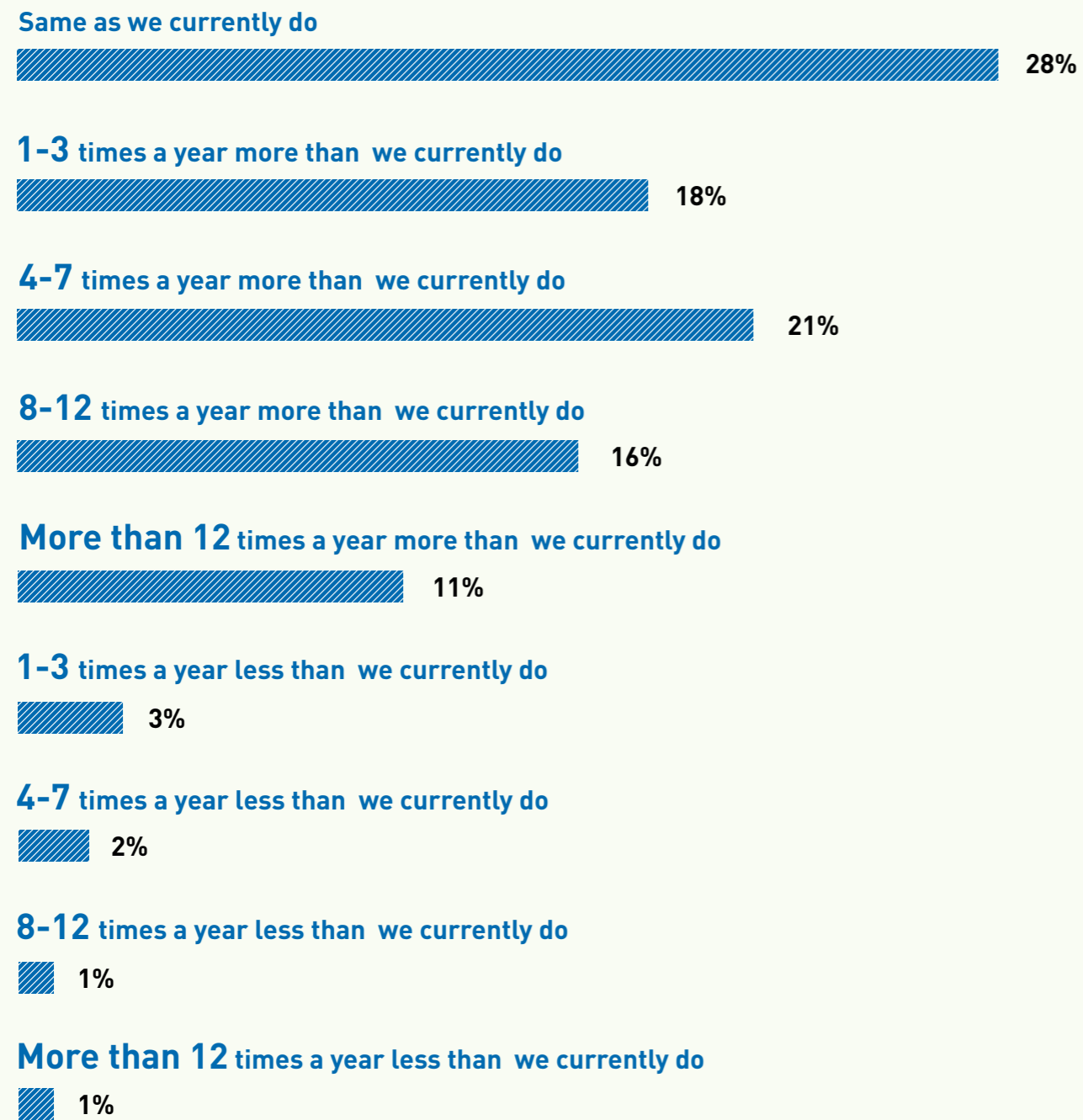


SECURITY CONCERNS

But businesses believe they should be security patching their devices much more; on average 4 times a year more than they currently do.

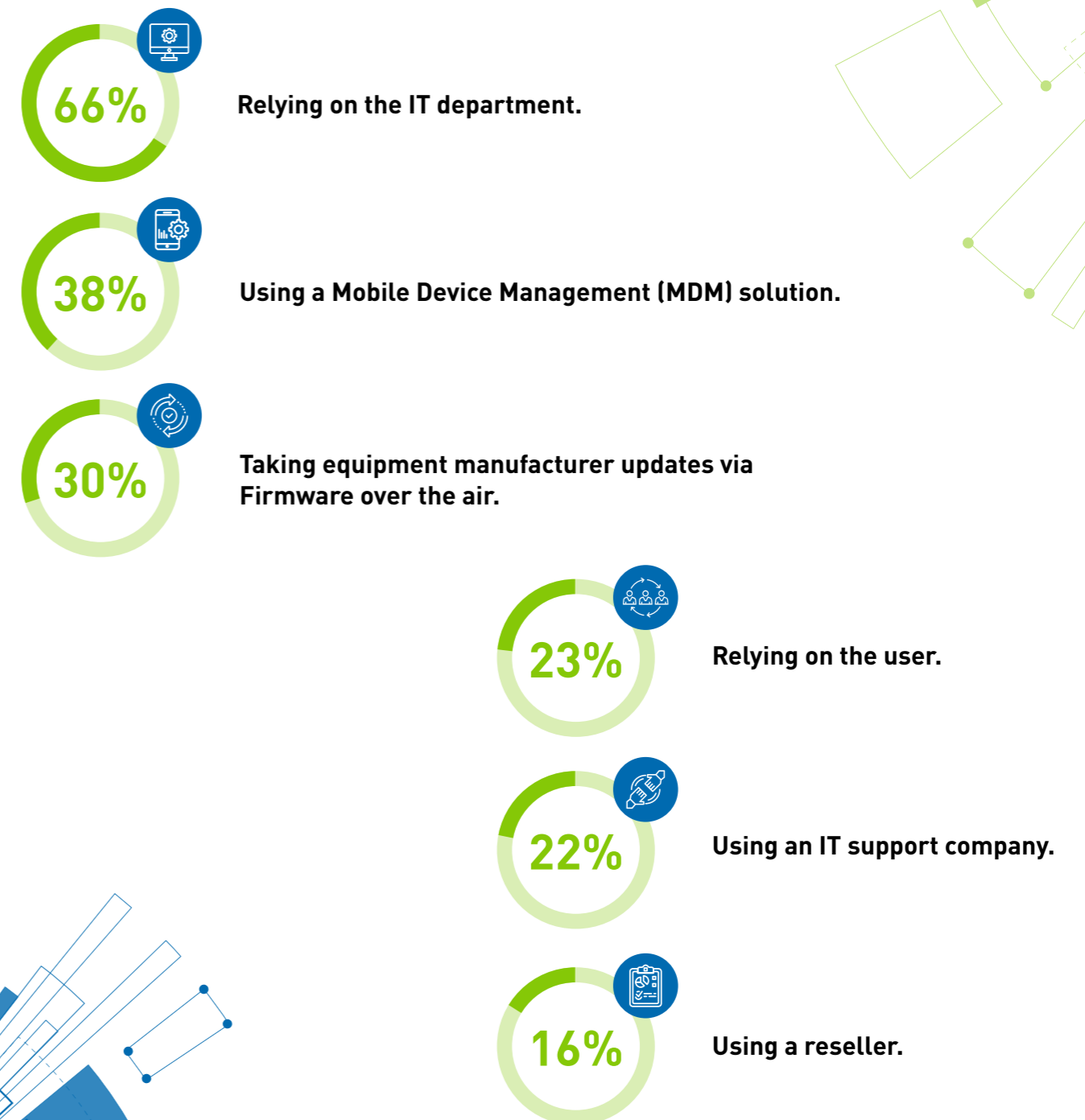


How often do you think your company should security patch its Android OS?



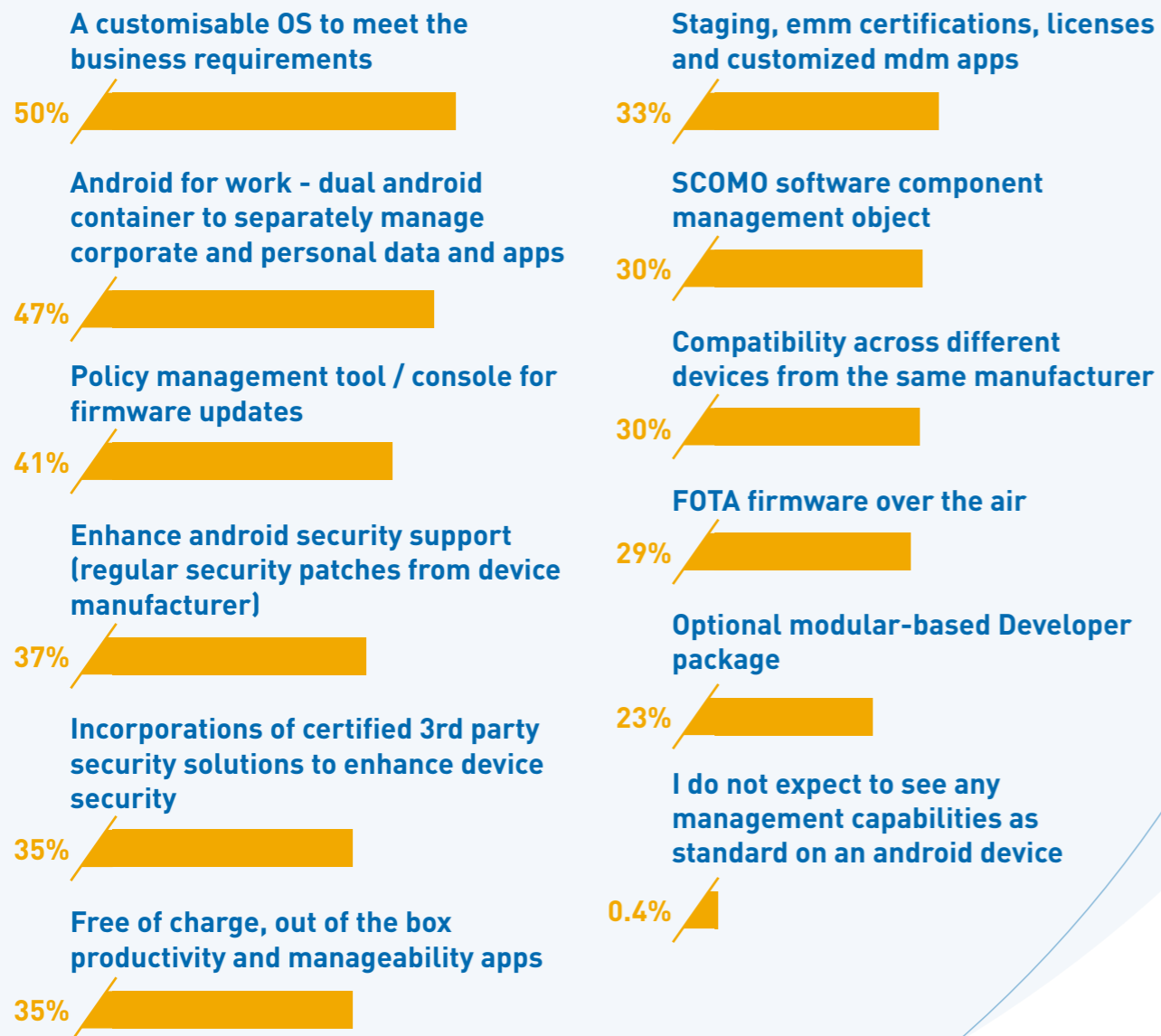
SECURITY PATCH METHODS VARY

The variety of methods to deploy security patches also varied with:



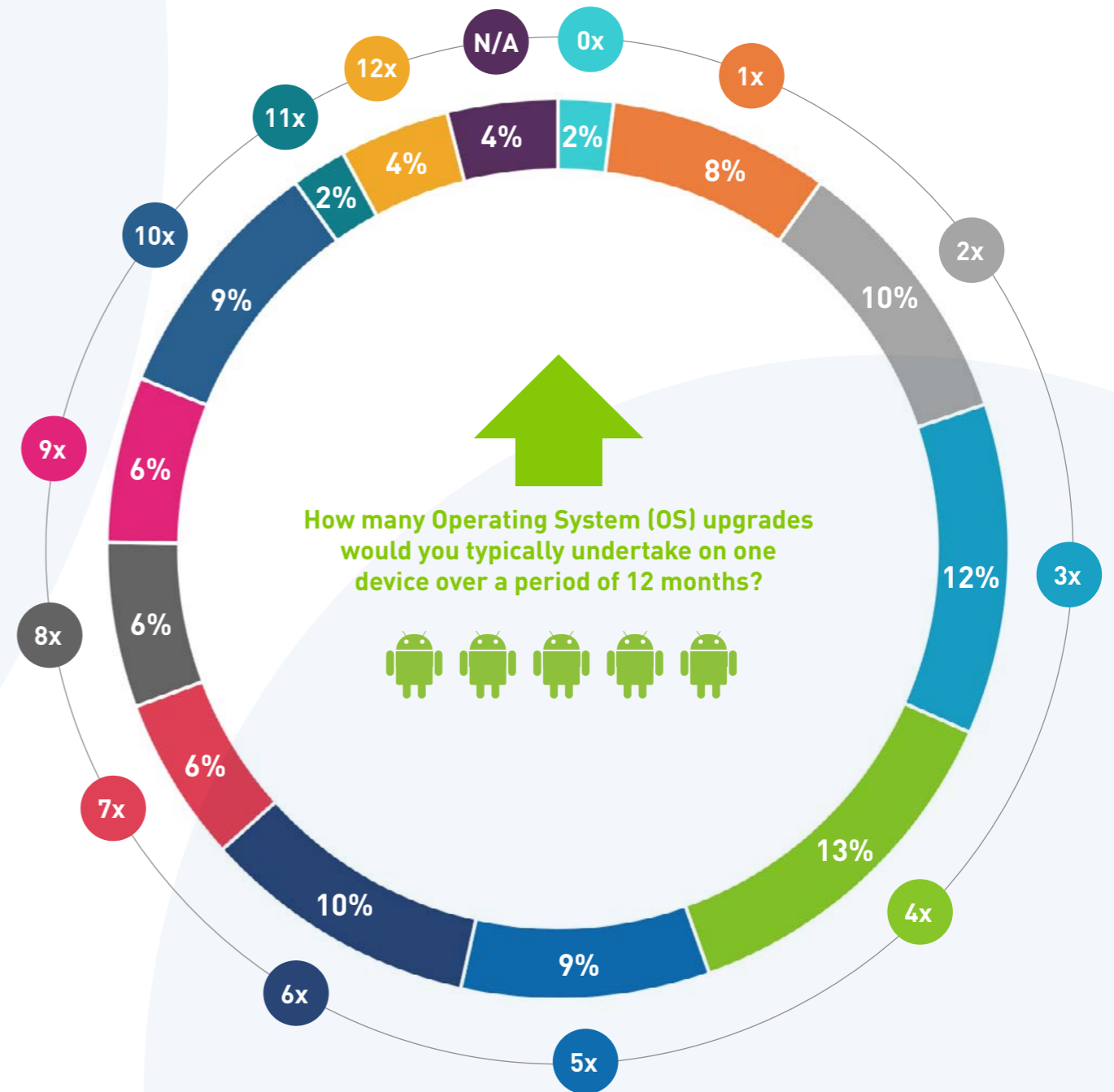
FUNCTIONALITY EXPECTATIONS

When it came to management capabilities in a business Android device, mobile buyers expected to see the following functionality as standard:



OS UPDATES

Businesses currently update their Android operating systems on each device an average of 5 times per year.

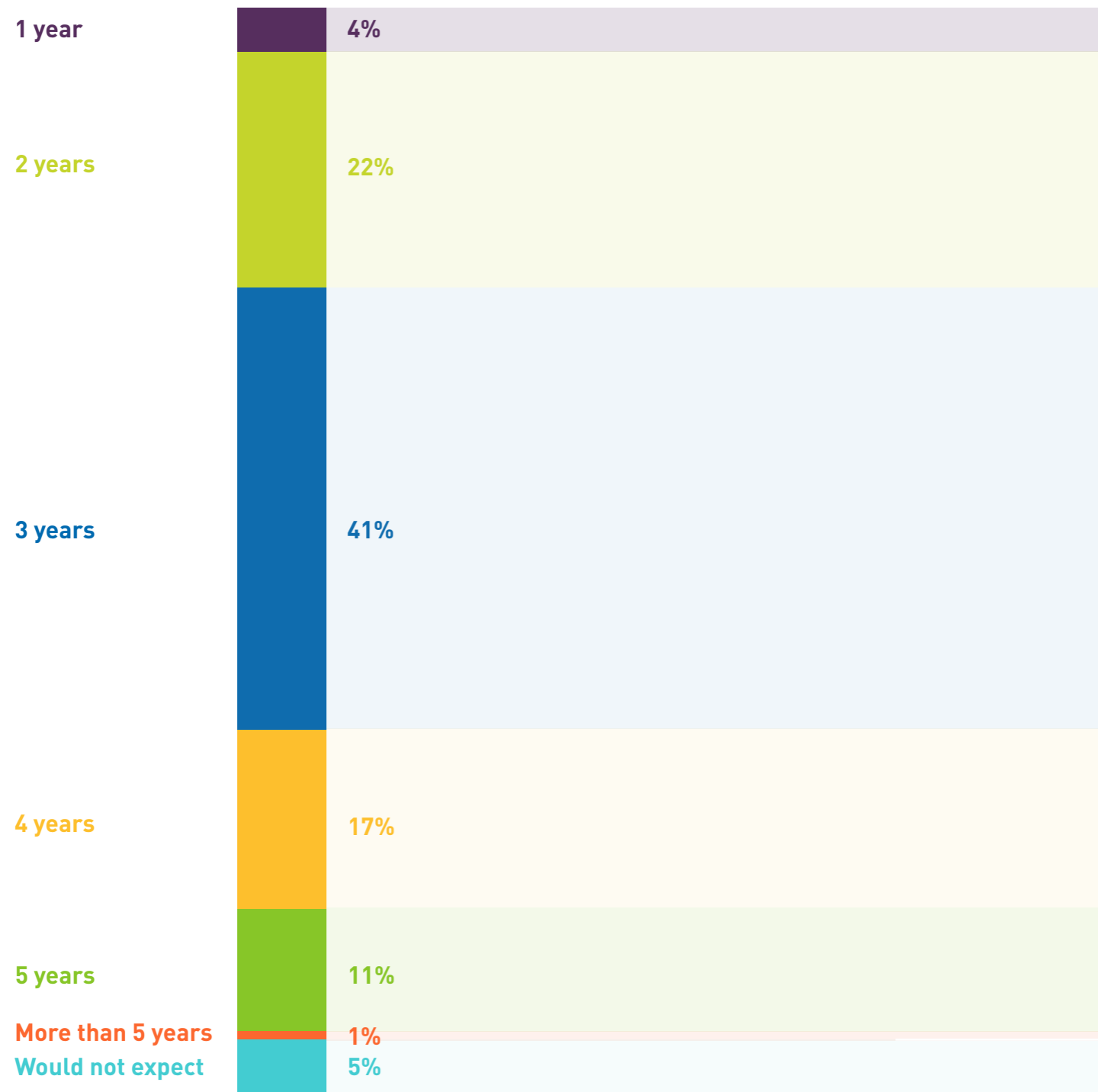


END OF LIFE SUPPORT

Buyers expect their device provider to support the Android operating system for up to **3 years** after the end of device's life.

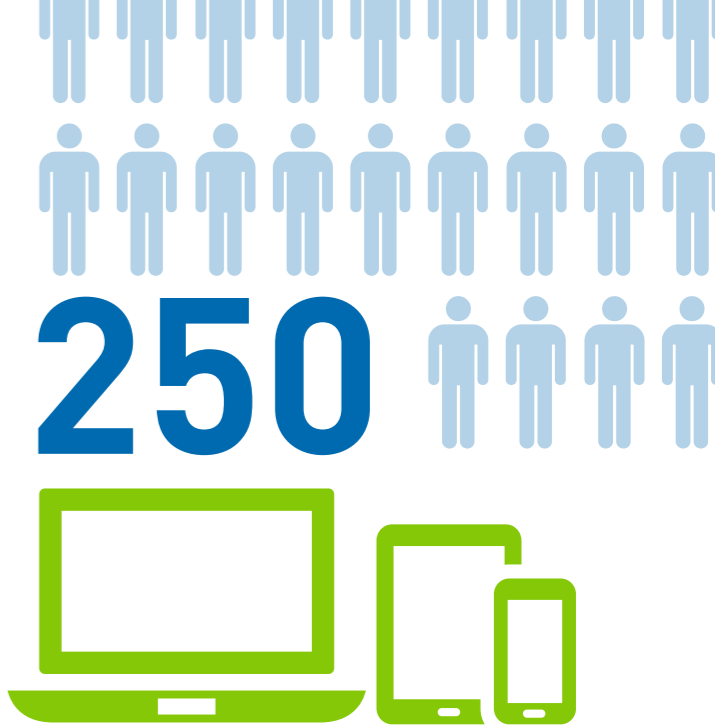


How many years after the end of life of the device do you expect your vendor to support the Android OS?



RESEARCH FINDINGS

The independent research, carried out by Opinion Matters on behalf of Panasonic TOUGHBOOK, questioned 250 UK technology buyers of notebooks, tablets and handheld devices for mobile workforces.



COMPUTER PRODUCT SOLUTIONS

Computer Product Solutions help mobile workers improve productivity with its range of TOUGHBOOK rugged notebooks, business tablets, handhelds and electronic point of sales (EPOS) systems. As European market leaders, Panasonic had a **57%** revenue share of sales of rugged and durable notebooks and tablets in 2017 (VDC Research, March 2018).

57%



Panasonic COMPASS offers businesses everything they need to configure, deploy and manage their rugged Android tablets and handhelds securely. It is designed to give businesses the confidence to take advantage of the flexibility offered by an Android operating system with the reassurance that Panasonic's devices are business-ready for applications, management and security. Panasonic TOUGHBOOK currently offers a range of market-leading, rugged Android tablet and handheld devices with 4, 5, 7, and 10-inch screens.

COMPASS: 5 Essential elements: for enterprises operating Panasonic TOUGHBOOK Android rugged tablet and handheld devices:



COMPASS Custom

Covers the customisation of the Android Operating System to suit customer requirements. From simply changing the look and feel and adding custom applications to the home screen, to providing full access to the build environment for complete customisation.



COMPASS Air

Comprises Firmware Over the Air (FOTA), a standard service for receiving firmware / OS updates. Advanced FOTA gives customers the possibility to manage which firmware policies to deploy and when, and includes the Software Component Management Object (SCOMO) tool for managing software application updates.



COMPASS Security

Lifecycle protection for TOUGHBOOK Android devices through regular security patches deployed via FOTA, 3G/4G or EMM/MDM, continuing after product End of Life. Third party security and encryption solutions can also be certified and pre-installed on request.



COMPASS Manager

COMPASS Manager encompasses a variety of staging options including the Panasonic Rapid Configuration (PARC) tool as well as Enterprise Mobility Management (EMM) / Mobile Device Management (MDM) provider certification and licensing, giving customers complete control over their estate of Android devices.



COMPASS for Enterprise

Enterprise tools to ensure your devices are used specifically for the purposes they were intended. For example, the TOUGHBOOK Enterprise Launcher enables a device to be restricted for single use.



For more information visit:

**[business.panasonic.co.uk/
computer-product/COMPASS](http://business.panasonic.co.uk/computer-product/COMPASS)**

