

ENABLING SECURE BUSINESS EVERYWHERE



Synchronoss Secure Mobility Platform

Executive Summary

The promise of mobile computing is doing business everywhere. Rewards include higher productivity, faster response to customers and opportunities, and increased job satisfaction. But in highly regulated industries—financial services, healthcare, life sciences, and legal—the promise of mobility is largely unfulfilled. The reason: most solutions focus on securing the device, not on increasing productivity by enabling employees to do more types of work, including document collaboration, on mobile devices.

Developed by Goldman Sachs for its own workforce, Synchronoss Secure Mobility Platform (SMP) reinvents mobility by enabling a new generation of productivity apps. Synchronoss SMP meets the rigorous and exacting security requirements of regulated industries by creating a secure container on the device that's completely walled off from employees' personal apps. Company policies, such as password complexity and copy-and-paste restrictions, apply only when employees are using apps in the secure container. Their experience using the device for personal apps remains unchanged.

Companies can use any or all of the Synchronoss SMP solutions. If you already have mobility solutions that meet some of your business needs, such as email and calendar, you can continue to use those solutions with Synchronoss SMP. Components include:

- The secure device container, which encrypts data on the device and over the air.
- Apps to help employees communicate and manage their workday. Orbit Mail provides email, calendar, contacts, and notes. Orbit Browser is a secure and a secure intranet browser. Unlike most secure mobility apps, Synchronoss apps operate as fast or faster than native apps, helping employees get more work done.
- An innovative app for document workflow, called Orbit Drive. Employees use Orbit Drive to securely access, create, edit, and share documents.
- A software development kit (SDK) to develop custom apps that can bring together information and services from multiple clouds. Like the Orbit apps, custom apps reside in the secure container and are subject to your policies, including password, copy-and-paste restrictions, and automatic wiping if the device OS is tampered with (jailbroken).
- Convenient two-factor authentication. Employees have the freedom to choose what information they'll enter to receive a token on their mobile device. They also choose how to receive the token: email, text, IVR call, or a QR code sent to the desktop browser.
- Analytics. Use prebuilt or custom analytics to reveal the wealth of business intelligence in your mobility usage data, such as the habits of top performers, patients most likely to use telemedicine, or popular features in customer apps.

Developed by Goldman Sachs for Its Own Workforce

Traders and investment bankers operate in a fast-paced environment and will not tolerate slow IT solutions. Goldman Sachs developed the secure mobility platform technology to improve productivity for its own workforce when no commercially available mobility solutions met the requirements for security as well as an excellent user experience.

Goldman Sachs and Synchronoss now partner to develop the Synchronoss SMP. More than 20,000 Goldman Sachs employees use Synchronoss SMP, crediting it with increasing productivity and responsiveness.

Mobility Requirements in Regulated Industries

To realize the promise of mobility, companies in regulated industries need stringent and exacting security, an appealing user experience that encourages adoption, and innovative apps that provide a competitive advantage.

SECURITY AND COMPLIANCE

Security requirements include:

- Encrypting data stored on mobile devices and data over the air.
- Enabling employees to create and share files securely, removing the temptation to use insecure webmail and free cloud file-sharing services.
- Two-factor authentication, which helps to prevent breaches from lost or stolen passwords.
- Automatically detecting devices that present a security risk because they have been jailbroken, and blocking access from these devices.
- Detecting anomalous behavior, such as a single user's tablet and phone being used from different locations, and then automatically blocking access until the user has verified his or her identity.

EXCELLENT USER EXPERIENCE

Non-native personal information managers (PIMs) tend to be slow—slower than native apps. Loading a large email box might take 15 seconds or more, and VPN connections to the intranet can require minutes. Multiplied many times throughout the day, these delays can significantly impact productivity. Employees in fast-paced industries expect and deserve fast performance.

Another part of an excellent user experience is balancing security with accessibility, especially when employees need to use smartphones and tablets for business and personal matters. Imposing passcodes every time the device is used can impede user adoption.

APPS TO CREATE, EDIT, AND SHARE DOCUMENTS

Employees who work in teams need more than email, calendar, contacts, and notes. They also need tools to create, edit, and share documents—the heart of workflows in regulated industries.

LAGOON: A SECURE CONTAINER ON THE MOBILE DEVICE

All work apps and data on the device reside in a logical container, called Lagoon. Lagoon encrypts data on the device and over the air. The IT department has complete control over Lagoon, including password policies, copy-and-paste restrictions, and remote wiping of data if a suspected breach occurs. The experience using personal apps remains identical to the experience before Lagoon was installed. Everything that's personal stays personal. Employees can hand the device to a family member, knowing that work information remains protected.

ORBIT PRODUCTIVITY APPS

Use any or all of the following apps to increase productivity:



Orbit Mail: Orbit Mail provides corporate email, contacts, calendar, tasks, and notes. Even large email inboxes, lengthy contact lists, and complex calendar invites load quickly—often faster than they do in desktop apps and native mobile apps.



Orbit Browser: Employees use Orbit Browser to securely access intranet applications and approved cloud services without waiting minutes for a VPN connection. With Orbit Browser, IT teams have the option to develop innovative intranet applications rather than mobile apps when this make sense.



Orbit Drive: With a few taps in Orbit Drive, employees can securely access, edit, annotate, and share any kind of file from your storage system, including medical images. Employees can also create and share simple Microsoft Office documents and take photos with the device's built-in camera. When sharing a file, employees indicate who can share it (everyone, no one, or specified people), when the document expires from Lagoon, and whether people on the team should receive email alerts when the document is changed.

SOFTWARE DEVELOPMENT KIT

Secure custom or third-party apps using the Synchronoss SDK. Custom apps developed with the Synchronoss SDK can securely pull in information from multiple cloud services.

LAGOON



Orbit Mail

Rich and Reliable PIM
(Calendar, Contacts, Mail, Tasks, etc.)



Orbit Browser

Access Corporate Intranet



Orbit Drive

Mobile Content Collaboration



Your Mobile Apps

Transparent Security,
Happy Users



Two-Factor Authentication

Two-factor authentication helps to prevent breaches from lost or stolen passwords. Users enter something they know (password) and something they have (one-time credential). Synchronoss Universal Identity Services, saves time whenever employees sign in. When employees enroll they provide the personal information to receive a one-time token. Some employees are more comfortable entering unusual information such as shoe size, for example, than mother's maiden name or address. Synchronoss Universal ID verifies identity to the needed National Institute of Standards and Technology (NIST) level of assurance and then issues a one-time credential. Users choose how they want to receive the credential: mobile app, email, text, OATH soft token, IVR call, or a scannable QR code sent to the desktop browser.



Synchronoss Analytics

The information that Lagoon servers collect provides a wealth of business intelligence. What do the top 10% of sales reps do the week before closing sales? The day before? The hours before? What documents do top producers view before client meetings? What sensor readings predict positive healthcare or clinical trial outcomes? What are the indicators of a security breach? Which features of a mobile app are used most? Fail most?

Synchronoss SMP collects comprehensive data about mobile device usage. Use our prebuilt analytics software to gain business insights, or write your own analytics software.

FINANCIAL SERVICES

Capital Markets and Institutional Sales

A relationship manager is on the way to a client's office for a presentation. The client calls to request that the presentation include equity-trading activity from the previous quarter. From the Uber ride, the manager uses Orbit Mail to request the information from the equity analyst, and then uses Orbit Drive to share the prior quarter's Excel report with the team. Team members receive an email notification that the document is available. The team reviews the report and adds the relevant graphs. The manager receives a notification when the presentation is ready, and makes several edits. The revised presentation is ready before the relationship manager arrives at the client's office.

Client Onboarding

A client wants to open a forex (FX) trading account immediately, for next-day trading. The senior compliance officer, who is traveling, needs to sign off on know your client (KYC) documentation to comply with Dodd-Frank. The legal team securely shares the documentation with the officer using Orbit Drive. The compliance officer receives an email notification that the file is available for review and signature, and requests a few changes. The legal team makes those changes and then resubmits the documentation for final approval. The client is eligible for next-day trading because the document was approved, signed, and filed by end of day.

Wealth Management

While at a conference, a private client advisor to a high net-worth family receives a request for a new estate plan and trust structure. The team shares relevant documents using Orbit Drive. After reviewing the plan, the advisor suggests adjustments to the plan and financial forecast using document notes and stickies. Back in the office, analysts and junior advisors make the changes in the desktop version of Orbit Drive and then share the revised estate plan. During the meeting, the team presents the final versions of the plan.





HEALTHCARE

Secure Collaboration Within Clinical Teams And With Patients

Throughout the shift, a nurse practitioner responds to patient emails from anywhere—the hospital, clinics, even coffee shops or home. When clinical team members need to contact others on the team, they use Orbit Mail to send an instant message. Outcomes improve because team members find out the nature of the emergency sooner than they would if they had to find a phone and respond to a page. Clinicians securely access electronic health records (EHRs) from BYOD or hospital-owned devices.

Tele-Radiology

A rural hospital clinician refers a patient to an urban hospital for medical images. The radiologist moves the image to Orbit Drive, enters an interpretation, and then shares the image with the referring clinician. To retrieve the image, the clinician simply opens Orbit Drive and taps the file. The clinician adds notes for the rest of the team.

Innovative Apps That Improve Outcomes While Lowering Costs

Secure custom or commercial apps using the Synchronoss SDK. Imagine the possibilities: Clinicians receive email alerts the moment that lab results are available, eliminating unproductive time spent calling the lab. At-home sleep monitoring apps avoid the high costs of sleep labs. Apps for constant glucose monitoring provide early awareness of problems to patients and their clinicians. Hospitals and physician groups can confidently e-prescribe, taking advantage of Synchronoss' robust identity services to make sure that the prescriber and patient are both authorized.



LIFE SCIENCES/PHARMA

Team Collaboration

A medical-science liaison working at a clinical trial site uses Orbit Drive to share clinical trial information securely and without the risk of data leakage. Quality assurance teams and auditors securely access systems and data while on the road or visiting manufacturing or clinical sites.

More Efficient Clinical Trials

Researchers track clinical trial patients using a secure online patient engagement platform (PEP). Remotely monitoring subjects in their natural environment produces more accurate results and lowers costs compared to monitoring them in the lab.

Collaborative Research

An academic research scientist has just published pre-competitive research funded by a large pharma. An early development team retrieves the document using Orbit Drive, and collaborates with scientists at the research center. Soon after, clinical development teams review relevant research and flag relevant documents for the new drug application (NDA) filing for a new chemical entity (NCE). The team securely imports documents and data from Orbit Drive to the company's controlled document management system.






Better Productivity

A pharmaceutical sales rep captures notes from customer conversations to update the customer relationship management (CRM) system from the field. The rep keeps track of samples using a custom app. Both apps are secured with the SDK and reside in the Lagoon container.



Conclusion

Synchronoss SMP helps your business realize the promise of secure business everywhere. It stands apart for the following reasons:

-  ***Synchronoss SMP looks forward.*** Unlike solutions that were designed to secure mobile devices and treat productivity as an afterthought, Synchronoss SMP was built from the ground up to increase productivity.
-  ***Security does not compromise the experience.*** Security does not slow down mobile activities such as loading email inboxes. Nor does it require disabling native features such as the built-in camera, Siri, and Google Voice.
-  ***Synchronoss SMP augments rather than replaces existing mobility investments.*** Use the full suite of Synchronoss SMP applications, or use a subset of solutions that fill the gaps in your existing mobility investments.
-  ***We understand your business.*** Our experienced advisers in financial services, healthcare, life sciences, and legal industries provide input at every stage of design.
-  ***Deep heritage in mobility and security.*** Synchronoss has delivered secure mobile solutions to and through the world's largest mobile carriers since the year 2000. We've activated hundreds of millions of mobile devices worldwide, including those used by your workforce. The world's largest carriers trust us to secure their customers' data. We invite you to join them.

Take the First Step

To schedule a call or demo with a Synchronoss Enterprise representative please [click here](#).