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WHAT'S INSIDE!

Harnessing the 1:1 Revolution

Symantec Mobile Management Overview

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New Version! Thomson Reuters EndNote® X6

1 Harnessing the 1:1 Revolution

Harnessing the 1:1 Revolution

The Run-up

In 2008, Lexington County School District One – a K-12 district – received $15 million in funding as part of a voter-approved school bond referendum called the Personal Mobile Computing initiative. With this windfall, the district wrestled with how to maximize their investment in mobile devices for their students. Initially, their plan was to issue 16,000 laptops to all the teachers and students in their 28 schools. However, this plan was upended by the arrival of the Apple iPad® device – the district quickly realized that they could buy two tablets for the cost of one laptop, and so switched to an iPad deployment.

The Rollout

The IT department of the district had two main concerns for the rollout of their 1:1 initiative:

- **Filtering** – The district's board of trustees had mandated that Internet use by students would be filtered both on and off-campus. To meet this need, the district purchased Cisco's AnyConnect VPN, which allows filtration of content both on- and off-site.
- **Deployment** – Implementing tens of thousands of iPad devices presented a massive logistical challenge to the district's IT department, which they addressed by installing Apple Configurator software – this software platform allows for mass configuration of iOS devices such as the iPad device.

Once these key needs were addressed, the district implemented its plan at its largest school, Lexington High School, where 3,100 students would receive their iPad devices at once. This created an early stumbling block in their 1:1 rollout – the mobile device management (MDM) software they chose was not equipped to handle hundreds of users registering at once, so the platform crashed when the students first got their devices.

With this lesson in mind, the school switched to batched registrations – faculty assisted a few hundred students at a time in the cafeteria or auditorium with their device setup, which reduced the strain on the registration software. This new process went through without any issue, and was rolled out within weeks to the other high schools in the district.

The Road Forward

The district moved on from their high school deployment to their seven middle schools and 16 elementary schools. The seven middle schools have roughly 5,300 students, all of whom will receive an iPad® device. The 16 elementary schools will receive one iPad device for every 2.5 students, to cut costs and to ensure the devices are being used optimally. Special policies were implemented to accommodate the younger set; for instance, students under the age of 13 will need parental consent to open an iTunes account and download apps. Taking a specific and nuanced approach to policy establishment is just one aspect of this district's success. With the right products, policies, and personnel in place, Lexington County School District One is ready for anything in maintaining and supplementing their 1:1 initiative.

The Business Opportunity

Lexington County School District One is not alone in their 1:1 initiative; 80% of IT decision makers within education have implemented or intend to implement mobile device management solutions as of 2012, in response to this trend.[1] This represents a huge market for 1:1 solution sales. Just within this article, key 1:1 solutions such as VPN web filters, mobile device management software, and configuration platforms have been mentioned, and the business opportunities for mobile device management expand far beyond the category of software. Here are just some of the product categories you should be asking your K-12 contacts about when discussing their 1:1 program:

Mobile Computing

- Tablets
- Smartphones
- Laptops
- Netbooks
- E-Readers

Mobile Accessories

- Mobile device cases and screen protectors
- Bluetooth peripherals
- Earbuds / headphones
- Storage carts
- USB hubs
- Course-specific accessories

Wireless Infrastructure

- Wireless routers
- Wireless access points
- Load balancing and network
- management software
- Stacking switches and modular switches

Content Application and Platform Management

- Performance tracking software
- Data security software
- Database platforms
- Web applications
- Course management systems
- Virtual learning environments
- Assessments Plan
- Content Storage
- Cloud – Storage, SAAS, Services

Mobile Device Management

- Data tracking software
- App management software
- Mobile device management software
- Mobile device accessories
- Content deployment software
- Security software
- Web filtering software

Other considerations

- Educational Gaming
- Best practice policy materials
- Professional development

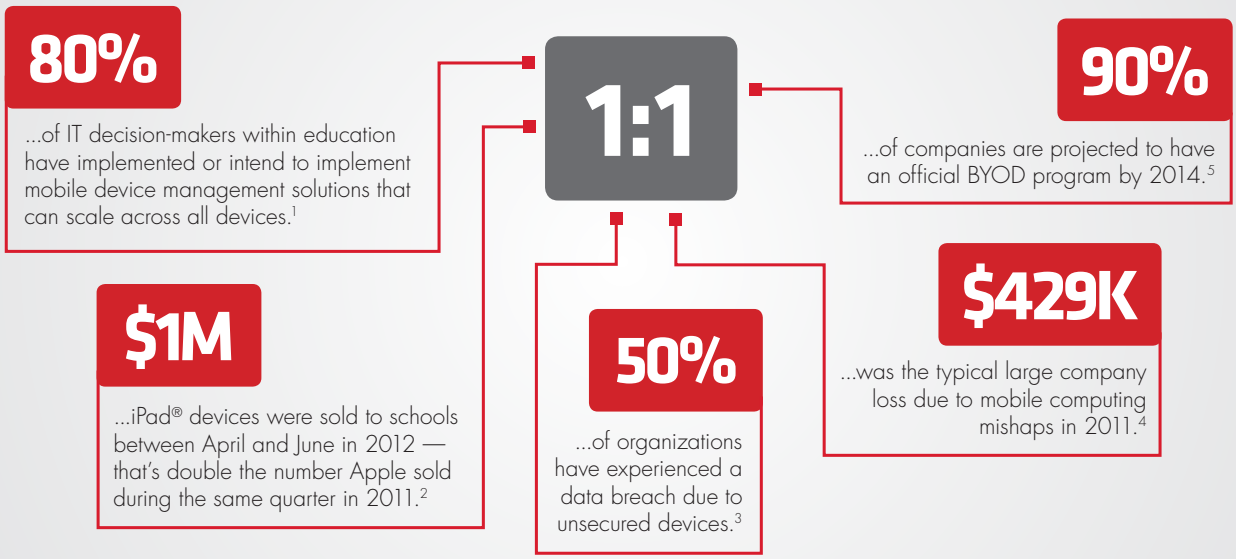
Our Account Managers are equipped with the insight needed to successfully apply our products to these opportunities. Contact us today at 800-279-2795 to find out more about our solutions from The Douglas Stewart Company for 1:1 programs and BYOD programs in both the education and corporate channels!

Sources

[1] "Building an Effective Mobile Device Management Strategy for Education," Forrester Consulting, 2012

Patton, Carol. "Mobile Impact." Scholastic Administrator. 01 008 2012: 28-33. Print.

Programs like Lexington County School District One's 1:1 program and corporate BYOD programs fall under the larger umbrella of mobile learning, and represent big opportunities for incremental sales. Use these talking points to generate interest and conversations about MDM solutions with your customers:



[1] "Building an Effective Mobile Device Management Strategy for Education," Forrester Consulting, 2012
[2] "How Apple is replacing Macs with iPads at School," http://gigaom.com/apple/how-apple-is-replacing-macs-with-ipads-at-school, 2012
[3] Ponemon and Websense Survey of 4,640 companies, 2012
[4] Symantec State of Mobile Computing Survey, January 2012
[5] Gartner, 2012

Symantec™ Mobile Management

The rapid proliferation of mobile devices in the workplace is outpacing that of any previous technology and enterprises are moving quickly to address this trend. IT departments are dealing with an explosion of mobile data, application costs, data privacy, and IP protection. As with previous technologies, this new wave of technology must be enabled, secured, and managed to maximize business agility and employee productivity.

Symantec Mobile Management helps enterprises confidently enable this new mobile productivity by facilitating scalable, secure, and integrated smartphone and tablet deployments. Mobile Management provides comprehensive visibility and control over all the popular mobile devices such as iPhone®, iPad®, Android™, and Windows® Phone 7.

What's New

Symantec™ Mobile Management 7.2 adds advanced security and mobile device management (MDM) capabilities for Android and Windows Phone 7 devices, and continues pre-existing support for Apple iOS® and Windows Mobile® devices.

Mobile Management addresses the three core areas of functionality that should be integral to any comprehensive mobile management solution, in a process that is simple and efficient for both IT managers and mobile users:

1. **Enable** the device for use in the corporate environment. This includes providing access to key corporate assets, such as email, calendars, critical mobile applications, documents, and media content.
2. **Secure** the device and the data that is stored on it or passes through it. This includes activating appropriate password and access controls as well as maintaining separation of corporate data from personal data.

3. **Manage** all devices from a central location, with real-time access to inventory, configuration, and help desk functions.

Built on a proven enterprise-scale platform and natively integrated with Altiris™ Client Management Suite from Symantec™, Mobile Management can support 20,000+ devices from a single server.

Contact our Licensing Team at 800-279-2795 for more information about this and other Symantec solutions.

Symantec Mobile Management At a Glance

Product Description

Mobile Management provides policy management, security management, software distribution and inventory across a range of smartphones and tablet devices.

Supported Platforms

Apple iOS®, Android®, Blackberry®, Windows® Phone, Symbian®, Web OS

Key IT Projects

- Data Security on Mobile Devices (Selective Wipe)
- Corporate-Owned Mobile Management
- Support Bring Your Own Device (BYOD) Initiatives
- Create an Enterprise AppStore

Discovery Questions

1. Do you plan to allow corporate email on smartphones or tablets?
2. How many devices do you plan to support and in what timeframe?
3. Are you looking to mobilize any other enterprise applications?
4. Are you concerned about data leakage from iPad® devices?
5. How are you building a uniformly compliant infrastructure?

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Mobility without vulnerability.

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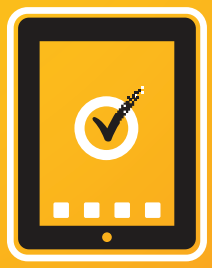

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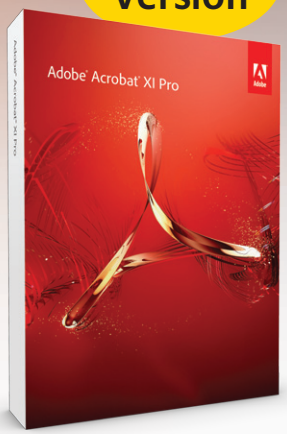

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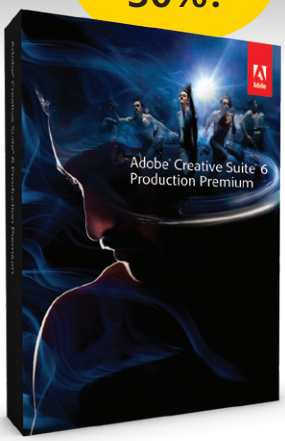

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Time is running out to take advantage of the popular Knowledge Adventure **4 for 3** promotion! From right now until January 1, 2013, schools can purchase any three Knowledge Adventure networks and get the fourth **free**!

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- Orders must go through The Douglas Stewart Company and mention the 4 for 3 promotion.
- Stand-alone versions are not eligible.

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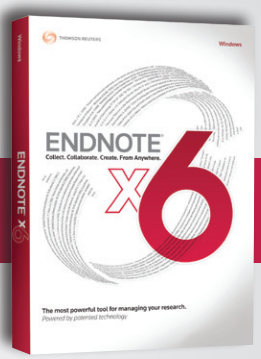

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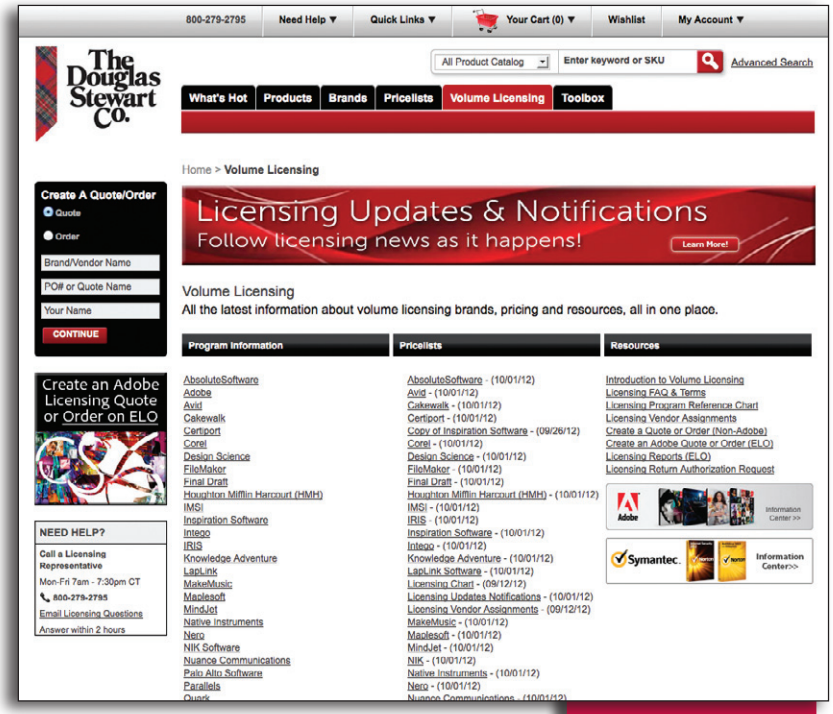

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PALO ALTO		Kelly Lajter, ext 291 klajter@dstewart.com	No	Sent as an Electronic Software Download (ESD) with serial number	Shipped with Software	Electronic download via link in license	Downloadable from vendor website	5, 30, 60 Packs Available. Each order is transactional.	No	No	No	No	No	K-12 and Higher Education	No
PARALLELS		Kelly Lajter, ext 291 klajter@dstewart.com	No	Emailed within 3- 5 Business Days	Emailed	Electronic download via link in license	Downloadable from vendor website	1 unit for order/reorder	No	Available from two prior versions with or without maintenance	Yes, one, two or three year options available with new license or as a renewal	No	Yes, in finished goods	K-12 and Higher Education	Yes
QUARK		Kelly Lajter, ext 291 klajter@dstewart.com	Yes	Electronic download provided within 2-4 Business Days	Emailed	Media is ESD emailed from Quark. Physical media is available as an additional purchase.	Downloadable from vendor website	5 units for Network Licenses / 2 Units for Activation Licenses	Licenses and Upgrades of same product; cannot mix versions or titles	Yes, must provide existing serial number. Run counts on existing sites must be upgraded in full.	Yes, 1 year included with purchase of new licenses. Optional additional years.	Yes	Yes, included with v9 licenses and upgrades for up to half the quantity of licenses ordered.	K-12 and Higher Education	Yes
REALLUSION		Charlene Schmidt, ext. 224 cschmidt@dstewart.com	No	Emailed within 2 business days	Emailed	Electronic download via link in license or Media SKU can be added to the order at no charge if disk needed	Downloadable from vendor website	5 units for order/reorder	Yes	No	No	No	No	K-12, Higher Education, and Commercial	Yes
RETROSPECT		Kelly Lajter, ext 291 klajter@dstewart.com	No	2-4 business days for Electronic Download email	Emailed	Physical media is available as an additional purchase.	Downloadable from vendor website	1 unit for order/reorder	No	Yes	Yes, 1 year included with purchase of new licenses and upgrades. Optional additional years.	No	No	K-12, Higher Education, Government, Non-Profit, and Commercial	Yes
ROCKY MOUNTAIN RAM SOFTWARE		Charlene Schmidt, ext. 224 cschmidt@dstewart.com	No	3-5 Business Days	Emailed	Electronic download via link in license	Downloadable from vendor website	1 units for order/reorder	No	No	Yes	No	No	K-12, Higher Education, and Commercial	Yes
SAGE SOFTWARE		Charlene Schmidt, ext. 224 cschmidt@dstewart.com	Yes	5-10 Business Days	Shipped with Software	Install media included shipped from Sage	Available on install media	1 unit for order/reorder	No	Yes	Yes	No	No	K-12 and Higher Education	No
SERIF		Kelly Lajter, ext 291 klajter@dstewart.com	No	5-10 Business Days	Shipped with Software	Install Media included shipped by Serif	Downloadable from vendor website	Site License based on the number of installations.	No	No	Yes for specific titles	Yes	No	K-12 and Higher Education, some products government	Yes
SMITH MICRO	ALLUME	Kelly Lajter, ext 291 klajter@dstewart.com	No	3 - 5 Business Days	Shipped with Software	Install Media included shipped by Smith Micro	Downloadable from vendor website	11 units for order/reorder	No	Yes	Yes, available at time of license purchase only at 30% cost of license	No	No	K-12 and Higher Education	Yes
	E-FRONTIER		No	3 - 5 Business Days	Shipped with Software	Install Media included shipped by Smith Micro	Downloadable from vendor website	10 units for order/reorder	No	Yes, for Poser only	No	No	No	K-12 and Higher Education	
SONY CREATIVE SOFTWARE		Randy Donnell, ext. 282 rdonnell@dstewart.com	Yes	Electronic download provided within 24 hours	Emailed	Install Media included shipped by DSC	Physical Manual included with license purchase	5 units for order/reorder	No	Yes	No	No	No	K-12, Higher Education, Commercial and Government	Yes
STYLEEASE		Charlene Schmidt, ext. 224 cschmidt@dstewart.com	No	4 Business Days	Choice of Electronic Delivery (ESD) or Delivery with a Disk in a Sleeve	Choice of Electronic Delivery (ESD) or Delivery with a Disk in a Sleeve	Available on install media	10 units for order/reorder	No	No	No	No	No	K-12 and Higher Education	No
SYMANTEC	ACADEMIC	Courtney Spangler, ext. 235 symantec@dstewart.com	Determined by product	3-5 Business Days	PDF license emailed, reseller copied.	Physical media for purchase, download available when licenses are registered	Yes, contained on CD	5 units on Band A-H 1 unit on Band S	Yes	Yes	Yes	No	Student Use license available. Contact specialist for details.	K-12, Higher Education and Not-For-Profit	No
	GOVERNMENT	Courtney Spangler, ext. 235 symantec@dstewart.com	Determined by product	3-5 Business Days	PDF license emailed, reseller copied.	Physical media for purchase, download available when licenses are registered	Yes, contained on CD	5 units on Band A-H 1 unit on Band S	Yes	Yes	Yes	N/A	N/A	Government	No
TECHSMITH		Randy Donnell, ext. 282 rdonnell@dstewart.com	No	24-48 hours	Emailed or Shipped with software depending which delivery option (per SKU) is chosen	Install Media included; shipped by TechSmith OR available via ESD. Order appropriate license for ESD or Physical media.	Included in License download link or available from Install media	1 unit for order/reorder	Yes, between products of same platform if Maintenance is purchased	Yes	Yes	Yes	Yes	K-12, Higher Education, Commercial and Government	Yes
THOMSON REUTERS	VOLUME LICENSE	Charlene Schmidt, ext. 224 cschmidt@dstewart.com	No	5-10 Business Days	Shipped with Software	Install media included; shipped by Thomson	Available on install media	20 Units for order/1 unit for re-order (must provide proof and re-orders do not include media)	Yes, between volume licenses	Yes	No	No	Yes, in finished goods	K-12 and Higher Education; 5 packs and add-ons can be sold to commercial, government	Yes
	STUDENT LAB LICENSE		No	5-10 Business Days	Shipped with Software	Install media included; shipped by Thomson	Available on install media	5 unit. Re-orders must include VL# of existing license and do not include media.	Yes, between student lab license products	No	No	No	Yes, in finished goods	K-12 and Higher Education	
TI SOFTWARE		Charlene Schmidt, ext. 224 cschmidt@dstewart.com	No	4-5 Business Days for physical delivery. 1-2 days for ESD delivery	Choice of Electronic Delivery (ESD) or physical install media	Install Media included; shipped by DSC or available via ESD. Order appropriate license for ESD or Physical media.	Downloadable from vendor website	5 or 10 depending title. Each order is transactional	No	No	No	No	Yes, in finished goods	K-12, Higher Education, Not-For-Profit, Commercial and Government	No
TOON BOOM		Charlene Schmidt, ext. 224 cschmidt@dstewart.com	Yes	Order is emailed within 2-3 days of receipt of order.	Emailed with license key to end user	Electronic download via link in license	Downloadable from vendor website	10, 25, 50 packs available.Each order is transactional.	No	No	No	No	No	K-12 and Higher Education	No
TOTAL TRAINING		Kelly Lajter, ext 291 klajter@dstewart.com	No	2-3 Business Days.	User password and access code is delivered electronically via email to end user and reseller.	Electronic download via link in license	Downloadable from vendor website	1 unit for order/reorder	Yes	No	License is a 1 Year subscription. Subscription includes any new training content produced and added during the end user 1 year subscription period.	Yes	No	K-12 and Higher Education	Yes
TUNE-UP		Charlene Schmidt, ext. 224 cschmidt@dstewart.com	No	4 Business Days	Emailed with download link included	Electronic download via link in license	Downloadable from vendor website	10 units for order/reorder	No	No	No	No	No	K-12 and Higher Education	No
WOLFRAM		Charlene Schmidt, ext. 224 cschmidt@dstewart.com	No	2-3 Business Days	Shipped with Software	Install media included; shipped by Wolfram	Downloadable from vendor website	1 Network License Manager and 1 or more Network increments	Yes	No	No	No	No	K-12 and Higher Education	Yes
WRITE BROTHERS		Kelly Lajter, ext 291 klajter@dstewart.com	Yes	5-7 Business Days	Shipped with Software	Install Media included; shipped by Write Brothers	Downloadable from vendor website	2 unit for order/reorder	No	No	No	No	No	K-12 and Higher Education	Yes