

3 Steps

Fluid Mobility helps organizations with real-time visibility and control of the data traffic to and from its employees devices

1 Identify the Problem

Mobile data volumes consumed by employees are growing by over 100% year over year

Mobile data traffic will grow 5-fold with a compound annual growth rate of 38%.

+

Mobile traffic per mobile-connected end-user device will reach 9.2 gigabytes per month by 2022

+

By 2022, the average 5G connection (22 GB/month) will generate about 3X more traffic than the average 4G connection (8 GB/month)

Source: Cisco VNI Mobile, 2017



2 What are the causes

High levels of data usage on the company plan, be they personal or business, will come at a cost to the enterprise. Today growth is coming from increased use of high-bandwidth applications which stream sound or video. Application developers, like those at Facebook, have taken advantage of high bandwidth connectivity to integrate new features—video, in particular—into their user experiences.

3 Solution

Fluid provides an organization with real-time visibility and control of the data traffic to and from its employees devices. Visibility should be possible on two levels: firstly real-time visibility of the volumes of traffic being consumed by enterprise mobile devices and secondly real-time visibility of the apps and websites generating this traffic.



Visibility provides benefits in a range of areas:

- Organization can be alerted to usage, which, if continued, will cause significant unnecessary cost.
- The ability to set limits on domestic and roaming data consumption.
- The ability to whitelist critical business applications to ensure that access will never be restricted even where a data consumption limit has been hit.
- The ability to restrict access to specific high bandwidth non business related applications
- The ability to block access to unsafe and inappropriate categories of content such as malicious sites, adult or gambling sites.



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