



THE REAL BENEFITS OF BYOD

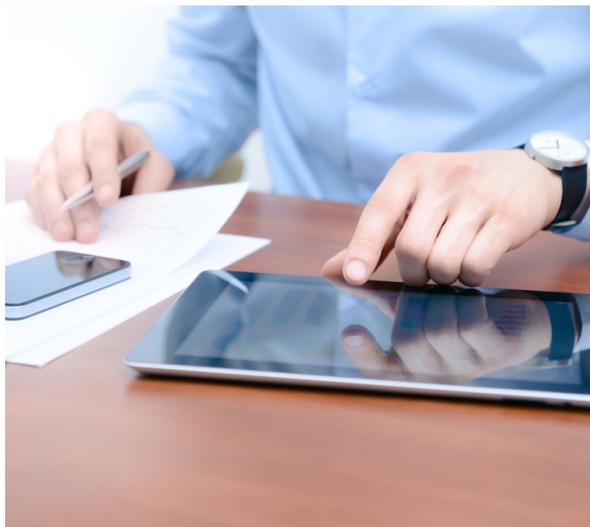
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THE REAL BENEFITS OF BYOD

Introduction



Bring your own device (BYOD) is one of the most popular operational trends to impact the enterprise in recent years. With the consumerization of IT, the rise of smartphones and tablets and an increasing demand for flexible mobility options, a growing number of businesses are embracing BYOD.

Motivated largely by the buzz surrounding the trend, companies of all size in all industries are deploying BYOD initiatives. According to a May 2012 report from

ARCchart, 65 percent of surveyed businesses plan to have adopted BYOD in some form by the end of 2012, and only 11 percent say they have no plans for BYOD in the near future. Even if an official BYOD policy is not put into place, many companies are simply turning a blind eye to the fact that employees are using their personal smartphones, tablets and PCs to perform work-related functions. Indeed, as it develops, BYOD is looking less like a trend of the moment and more inevitable.

However, one of the unusual things about this trend is that businesses are often unclear about the reasons for deploying BYOD. Most often, businesses will turn to BYOD after hearing the practice has the ability to reduce mobile costs. Rather than the company purchasing mobile devices for employees, in a pure BYOD environment, the employees themselves purchase the devices and pay for all usage and maintenance costs.

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Most businesses do not operate in pure BYOD environments, opting instead to pay for some or all of their employees' service plans and maintenance costs. Additionally, many businesses do not understand the complexity of BYOD and end up running into problems once the plans get off the ground. As such, BYOD may end up costing a company more than it had initially realized. A study from telecommunications expense management firm Xigo found 67 percent of surveyed businesses said expenditures haven't changed since implementing BYOD, and 24 percent saw their spending increase. Only 9 percent of respondents said BYOD actually lowered expenses.

BYOD does offer some very real benefits to companies, but businesses should not look to the practice as a surefire cost-cutting measure.

BYOD: A Business Enabler, Not A Cost Saver

The BYOD trend has generated a great deal of buzz among IT experts and industry pundits. Some have called BYOD the future of enterprise mobility and an inevitable game-changer in the way businesses operate. In August 2012, research from Gartner said BYOD programs “herald the most radical shift in enterprise client computing since the introduction of the PC.”



Whenever this sort of hyperbole is expressed, it's generally wise to be skeptical. And though BYOD does offer some very real benefits, its current level of overhype is apparent. A business looking to deploy a successful BYOD strategy must know how to cut through the hype and uncover the areas where BYOD can truly benefit.

Employee Satisfaction, Attracting Talent

Xigo's 2012 "Mobility Temperature Check" study found the No. 1 reason for implementing BYOD is to keep employees happy. This can happen in several ways, but ultimately, it boils down to employees preferring to use their own technology in all situations.

Consider an employee's smartphone. The device travels with the employee everywhere, whether on the job or not. Employees can access the internet, their email and their contacts - as well as

In a survey conducted by Forrester Consulting for Trend Micro, 70 percent of respondents said increasing worker productivity was the primary driver for the BYOD deployments.

music libraries and social media accounts - no matter where they go. Smartphone in hand, employees are truly connected at all times.

It makes sense, then, that employees would want to use their personal devices for work-related purposes. In the past, businesses would provide devices for their workers, forcing them to carry both a personal cellphone and a company-issued Blackberry or other device. The personal phone, of course, is selected by the employee, but the company-issued device may not be a platform with which the employee is most comfortable.

This limits the usefulness of a company's mobile strategy, as employees may be less inclined to use their company-issued phones if they believe the devices to be less-than-ideal for their purposes. This impacts the employee's ability to do his or her job and may result in an employee being less than satisfied with his or her work.

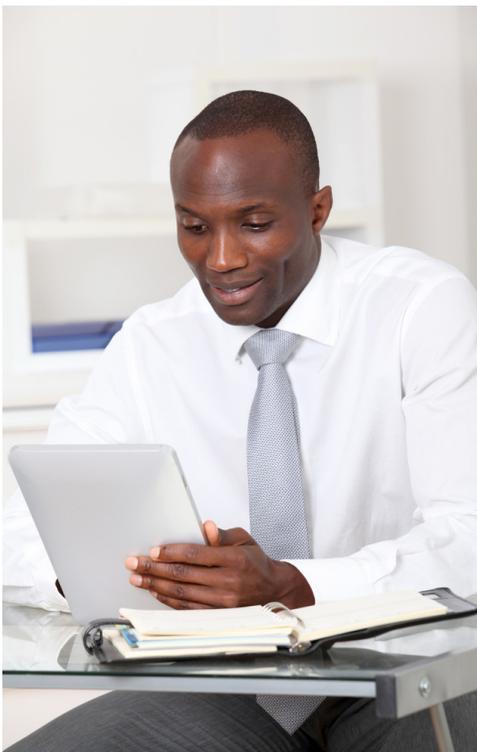
But with BYOD, a company can boost employee satisfaction by allowing workers to perform work-related tasks on the platforms of their choice. This applies to personal computers in addition to smartphones and tablets. Especially with the rise of cloud computing and virtualization, workers are looking to use their at-home computers to access the company network and applications when out of the office.

In addition to keeping established employees satisfied, BYOD can also help a company attract and support new talent. The flexibility provided by BYOD - especially when combined with work-from-home opportunities - can be a major selling point for a company looking to hire new workers. This will allow the company to attract applicants who are best suited for and excited about the job, rather than those willing to settle.

Productivity, Flexibility

In a survey conducted earlier this year by Forrester Consulting for Trend Micro, 70 percent of respondents said increasing worker productivity was the primary driver for the BYOD deployments. Of those surveyed, 60 percent said they had implemented BYOD programs that support smartphones, and 47 percent had BYOD programs for tablets and laptops in place.

The most obvious way BYOD increases productivity is by allowing employees to work wherever and whenever they want. When an



employee is able to access the corporate network from his or her personal laptop, he or she has a virtually limitless work schedule. Studies have shown that employees tend to work longer hours when they have the ability to work from home, as they are more likely to log on to their corporate email account or other applications during the evenings or weekends. In some cases, employees will work an additional 5 to 10 hours per week when they are able to work from home.

Another way BYOD increases productivity is by improving employee communication. Employees who use their own devices for work are able to communicate with one another no matter where they are located. People are becoming more accustomed to web-based communications in their personal lives. As such, it makes sense that platforms like email and web messaging would become more popular in the workplace. Using their personal devices, employees can email, text, chat and even hold video conferences with their co-workers regardless of location or, in some cases, time of day.

Infrastructure Utilization

Perhaps one of the more overlooked benefits, the opportunity to make better use of the IT infrastructure is an interesting advantage provided by BYOD. Companies invest a great deal of time and money into their infrastructures, particularly as more businesses adopt wireless technology and cloud computing services. BYOD ensures these resources are utilized and do not go to waste.

However, there is a flipside to this, as businesses must be careful that the use of personal devices doesn't put too much strain on the network. With the influx of smartphones, tablets and laptops accessing corporate systems, the network could become bogged down by the increased activity, affecting performance and causing frustration. Through careful monitoring and mobile device management, a business can ensure it uses its resources to the fullest without putting undue stress on its network.

Addressing The Cost Issue

When considering a new strategy - whether IT or otherwise - a business is generally looking to address one of two questions: Does it improve operations? If not, does it save money? When it comes to BYOD, many businesses assume the latter is the main issue.

On the surface, this makes sense. By letting employees pay for their own hardware and internet or data plans, the company has effectively unloaded a great deal of expenses that it would otherwise be responsible for. However, it is not this cut and dry.

Soft savings are leveraged through the operational advantages that BYOD offers - increased productivity, streamlined communications and improved flexibility, among others

The above scenario describes a pure BYOD environment, in which the employee shoulders all the responsibility of his or her mobile plan. In this environment, saving money is a very real possibility. But most companies do not operate in a pure BYOD environment. Instead, businesses are more likely to employ a hybrid BYOD strategy in which the responsibilities are shared.

A hybrid BYOD environment can take many forms. For example, a company may allow employees to choose and pay for their own devices, then the company will pay for the actual usage. In other scenarios, the employee may be required to pay for all personal usage, while the company reimburses the worker for any work-related activity conducted on the device. Many businesses offer flat-rate stipends, in which the employee is responsible for any activity that exceeds a predetermined amount of usage.

In a hybrid environment, cost savings are not necessarily a guarantee, especially if a company also has to implement security measures and upgrade its infrastructure to support the number of devices accessing it. Wireless management expenses also tend to increase in a BYOD environment, whether pure or hybrid. A February 2012 study from the Aberdeen Group found that a company that supports 1,000 mobile devices ends up spending an extra \$170,000 per year on average when a BYOD strategy is in place.

Rather than look at the hard cost savings that BYOD may not be able to provide, a business should look at the soft savings. These are leveraged through the operational advantages that BYOD offers - increased productivity, streamlined communications and improved flexibility, among others.

It's About The Data

One of the factors that should not be overlooked when considering a BYOD strategy is ensuring that your organization's data is protected. BYOD, and the flexibility it provides, also enables the users of these devices to intentionally or unintentionally lose or send data assets or regulated data to unauthorized destinations. With 94 percent of the Fortune 500 either deploying or planning to deploy mobile devices

and 1.5 million iPads deployed in educational environments data loss prevention (DLP), mobile content management (MCM) and file synchronization solutions (FSS) are quickly becoming a topic of discussion in IT departments worldwide.

Businesses must determine how they plan to provide usable yet restricted access to data and applications while maintaining regulatory and informational integrity.

While there are dozens of consumer FSS solutions available, including DropBox, Box.net, Google Drive and others, most do not address the needs of a corporate or educational environment that is responsible for adhering to various local, state and federal information protection regulation.

Several mobile device management (MDM) solutions provide FSS capabilities, but few provide granular role-based access to allow for maximum flexibility while insuring compliance with policy. This is still a burgeoning requirement that will nurture technological innovation to meet the needs of various types of organizations seeking to embrace BYOD.

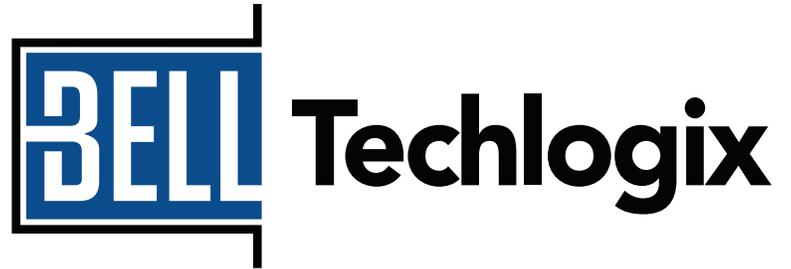
An Alternative Approach

An alternative approach to internalizing BYOD is to outsource the management of this strategy to a trusted third-party vendor that has the depth of technical expertise and field experience to support a BYOD strategy out of the box. With IT budgets stretched and IT personnel at their most productive, yet over-tasked, levels ever seen, outsourcing a BYOD strategy -- which requires additional training in security, mobile technologies, device management and policy enforcement -- makes sense for organizations of all sizes. A flat, predictable cost model is an attractive financial motivator, but care must be taken to choose a partner that can meet your regulatory, policy and longevity requirements.

Summary

In today's workplace, workers are increasingly expecting employers to be more flexible in their practices. As such, BYOD seems more like an inevitable solution than an up-and-coming trend of the moment. BYOD can offer a company numerous benefits, but these benefits may not necessarily be what the company expects.

Before implementing a BYOD strategy, it is important for a company to do its homework and consult with experts to get a better understanding of how to best approach BYOD, or determine whether they should internalize the approach at all. In many cases, cost savings are not a realistic outcome. However, through careful planning and by establishing realistic goals, a company can improve several aspects of its business and be better prepared to respond to the evolution of the workplace.



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