

# Amsterdam Airport Schiphol

Reference Case



# BYOD – What's in it for whom?

## ■ Benefits for end user

- Choice and freedom
- Work anywhere
- Work / life balance
- Work / life integration
- Convenience
- User satisfaction



## ■ Benefits for business

- Attractive for recruiting
- More (free) work
- Higher productivity
- More business opportunities
- Competitive advantage
- Reduce HW assets
- Reduce costs
- Reduce office real estate
- Fewer lost devices (better care)



## ■ Benefits for IT

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***BYOD – A win-win situation for all?***

# BYOD involves all parts of the business

- IT organization
- Human Resources
- Accounting / Finance
- Legal
- End users
- Communication
- Training
  - Make user understand what can happen
  - Importance of data protection
- Workers council



***Without the contribution of all, BYOD will fail***

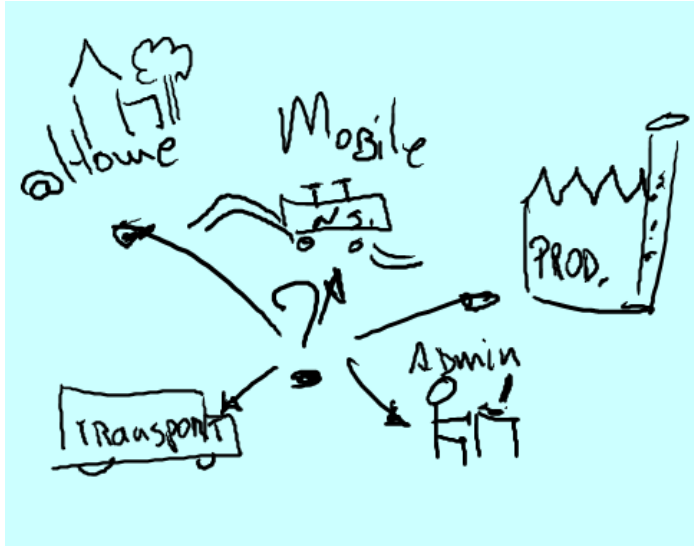
- New Offices, flex desks only
- Reduced Printing Objective
- Thin Client @office & @home
- Application Virtualisation
- No more corporate mobile device.
- Plus strict follow through of the concept.
- Crystal clear approach needs choices:

The main logo for Schiphol Amsterdam Airport, featuring the word "Schiphol" in a large, bold, blue font with a white outline, and the words "Amsterdam Airport" in a smaller, bold, red font below it. The background is a blurred image of the airport terminal and tarmac.

**Schiphol**  
**Amsterdam Airport**

# BYOD requires choices (1-13)

1. Scope and eligibility
2. Acceptable devices and OS
3. Ownership and procurement
4. License implications
5. Private apps in corporate NW
6. Security considerations
7. Support
8. Reimbursement
9. Tax implications
10. Claim for device surrender
11. Liability for damage or theft
12. What else to consider
13. Policy violation



## ■ Amsterdam Airport Schiphol Choices:

- Encourage, Voluntary, revocation option when misused.
- All users with Pers.Id#, have access to the services
- Local save-by-accident blocked, USB allowed
- No more corporate mobile device
- @Offices: Thin Client Desktop
- Selfservice Portal, manager approval in advance

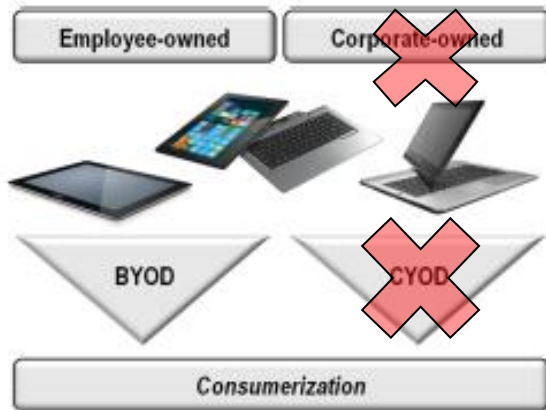
# Acceptable devices and OS



## ■ Amsterdam Airport Schiphol Choices:

- 7" display minimum
- Android, IOS use „Good for Enterprise“
- Windows users have Browser access to Virtual Desktop
- Unix not supported
- Android/iOS support for Virtual Desktop Pending
- Software suppliers will manage compatibility





- Amsterdam Airport Schiphol Choices:
  - .. your OWN!!, YES!!
  - Buy, maintain, care for it like it is your own, because it IS your OWN.
  - No financial or lease support
  - No insurance support
- License implications
  - MS Home contract
  - Good Client for Andriod/iOS for free
  - @office use of Wireless open network
  - Named User/Device License





- Infrastructure security
  - Public Wireless, monitoring for misuse
  - DdOS Bots scare: individual devices only, no access to Amsterdam Airport Schiphol resources.
  - Piratebay, P2P...all individual responsibility
  - iOS/Android use „Good for mail & data“ with PIN
  - Browser access on Windows to Virtual Desktop
  
- Take your OWN care
  - Device is your own, possibly even your family tablet, no Amsterdam Airport Schiphol enforced policies.
  - Wipe of Good-client application data
  - No hooks, cookies, traces, logs by Amsterdam Airport Schiphol.
  - USB supported, save to c:/ is blocked

- What by whom (IT, self-support, 3<sup>rd</sup> party)
- Spare device procurement / loaner pool
- Max. disruption after damage or theft

## ■ Amsterdam Airport Schiphol Choices:

- Onboarding & startup guidelines
- Forum for users
- FAQ
- Needs continuous attention
- Dont Call Us...



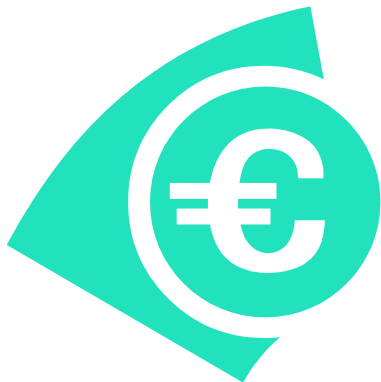
**WIKIPEDIA**  
The Free Encyclopedia



The screenshot shows a forum interface with a navigation bar at the top containing links for Front Page, Mac Blog, iOS Blog, Roundups, Buyer's Guide, Forums, and a search box. Below the navigation bar are links for Register, FAQ / Rules, Community, Forum Spy, and Today's Posts. The main content area shows a breadcrumb trail: MacRumors Forums > iPhone, iPad and iPod > iPhone > iPhone 4 Self Service Screen Repair. There are input fields for User Name and Password, and a Log button. A 'Post Reply' button is visible. The post itself is dated Oct 22, 2010, 11:06 AM and is by user Jon Stewart. The post text reads: 'I shattered my iphone 4's screen and have been looking around for the cheapest way to go about replacing it found the lcd and digitizer sold separately on ebay for a combo of just under \$90.00. Will the screen resoluti different from before using these cheaper parts? Basically just want to know if it's going to look the same as was new or if it will be like I replaced the awesome retina display with some crappy low quality display.' Below the text are two links: 'http://cgi.ebay.com/New-OEM-iphone-4...item33610236c4' and 'http://cgi.ebay.com/US-iPhone-4-4G-R...item3a5f7c95b3'. The post ends with 'Will these do the job?' and a small icon in the bottom right corner.

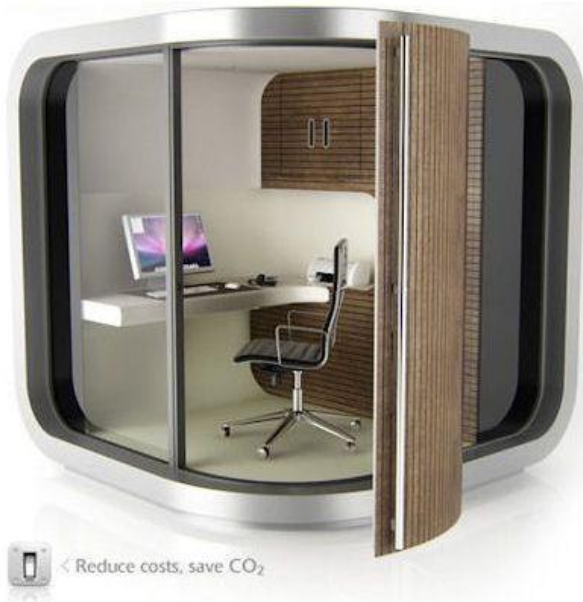
## ■ Reimbursement

- Which users
- Which devices, how often
- Which services (support, communication)
- Full, partial, capped, 1-time allowance or per month
- Prorated payback when quitting?



## ■ Amsterdam Airport Schiphol Choices:

- All employees
- >7", android, iOS, Windows
- Tablet, Laptop, Hybrid
- 150€ per year
- No further spending rules
- No payback, too much trouble
- Free Good Client for Enterprise license
- No income Tax implications (Dutch Law)



- Amsterdam Airport Schiphol Choices:
  - > 50% of working time to be spend at Schiphol offices.
  - @home working day is not a 'acquired right'
  - Abuse = Revoke of BYOD services
  - If necessary line management will undertake action

# Choices overview



Who	What	Buy ?	License	Private	Security	Support	Finance	Tax	Data	Care	Other	Misuse
All	Any	CYO	Comp. License	Allways online All apps	Enforced policy mgmt software	Fujitsu Helpdesk	Lump sum once	Income tax eligible	Data copy	No care no pay	Shared Open office	Goto Jail
Sales	Laptop	Buy	Own	Not on company network	Policy	Company Forum Page	Yearly sum	Nett payment	Work groups	Liability for damage & theft	Home unless	Suspend service
Office	Mac	Lease	Open		Periodic Sample	Wiki	Monthly sum		No data share on device			Claim for comp.
Prod.	Tablet				Probed	Facebook			Contacts			

## ■ Business case validity resumé

- New flex office,
- Thin Client Desktops,
- Application Virtualisation,
- Print reduction,
- Company Laptops cancelled,
- OS upgrade,
- Y-Amsterdam Airport Schiphol-D>BY

## ■ And now...everybody happy?

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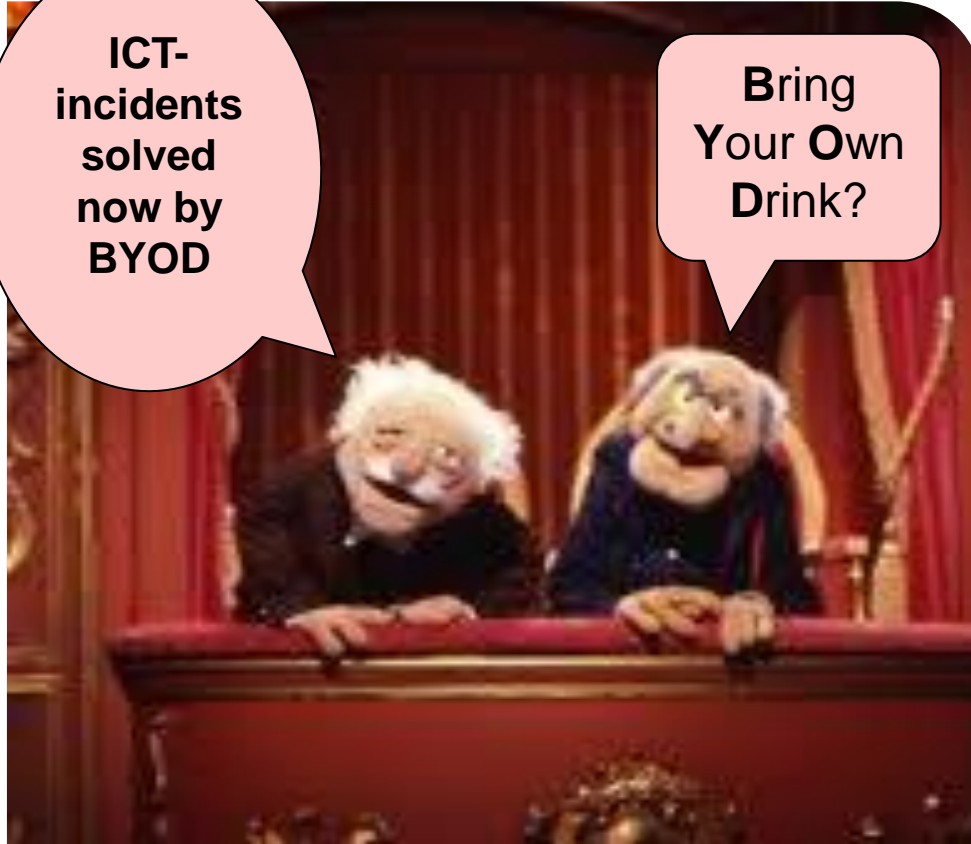


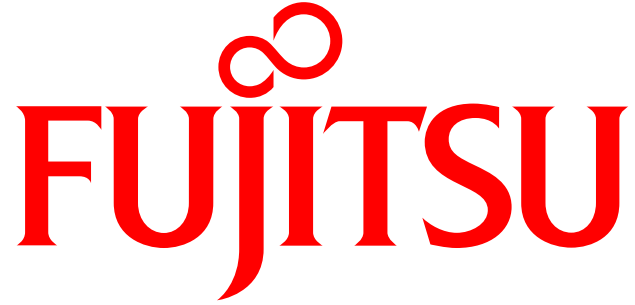
*BYOD – A win-win situation for all?*

# Our Bring Your Own Device

**ICT-  
incidents  
solved  
now by  
BYOD**

**Bring  
Your Own  
Drink?**





shaping tomorrow with you