

Why BYOD

Won't Go Away...

...and How You Can Manage the Consumerized Workplace.



Organizations worldwide are facing challenges with the consumerization of IT. Ignoring them isn't a viable option – instead they should be embraced in initiatives that have a positive impact on the enterprise.

Why BYOD?

So what's driving the move to Bring Your Own Device (BYOD)?

- **Personal choice and social:** workers are choosing a consumer-grade experience to improve productivity and work satisfaction
- **Cloud:** people are using cloud apps and storage, while organizations still search for a strategy
- **Business-driven:** some business units choose to improve productivity in their own ways, without involving IT

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Want to stay competitive?	Want to win the war for talent?	Want to remain in control?
You need to mobilize your applications	You need to improve employee satisfaction	You need enterprise mobile management

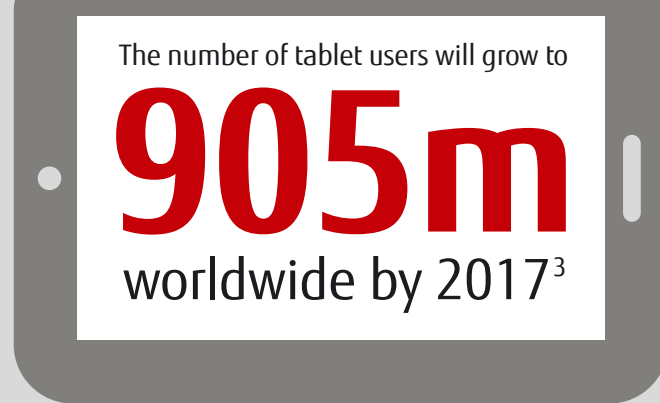
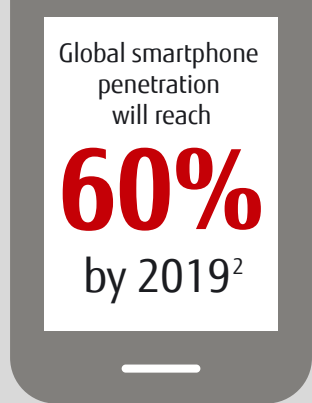
Why NOW?



Flexible working:
Anytime, anywhere workers in the US and Europe

Grew from 15% to 29%
of employees between 2011 and 2012¹

Device proliferation:



More digital natives enter the workforce every year – and they expect to use the devices they like and that support their dynamic work styles.

36% of global information workers are willing to pay to get the computer they want.⁴

¹ 2013 Mobile Workforce Adoption Trends, Ted Schadler, Forrester, February 2013
² Ericsson Mobility Report, Ericsson, November 2013
³ Forrester Research World Tablet Adoption Forecast, Forrester Research 2013
⁴ 2013 Mobile Workforce Adoption Trends, Ted Schadler, Forrester, February 2013

There are plenty of benefits...



For the employee:

- Better user **experience**
- **Flexibility** and choice – can work with the devices they prefer
- Improved **work/life balance**, with a single device for both



For the business:

- Lower operating **costs**
- Increased **productivity**
- Greater business **agility** and employee responsiveness
- Attract and retain the best **talent**

but also some big risks



Management chaos

- How do you get apps to work on multiple operating systems?
- Who's responsible if a device fails?

Security nightmares

- How do you protect corporate data?
- And keep personal data safe?
- What's the right balance between security and ease of use?

What are the options?

COPE

COMPANY OWNED PERSONALLY ENABLED

Company owned devices, even for personal use

CYOD

CHOOSE YOUR OWN DEVICE

Choose from a range of approved devices

BYOD

BRING YOUR OWN DEVICE

Use whatever you like and add corporate apps

S

SUBMARINE

Personal devices are used, but with no corporate awareness

PROS			
<ul style="list-style-type: none"> ■ Minimize security risks ■ Easier to manage ■ Negotiate better acquisition and support prices 	<ul style="list-style-type: none"> ■ Good level of personal choice ■ Simplify device management 	<ul style="list-style-type: none"> ■ Eliminate acquisition and support costs ■ Improve employee satisfaction ■ Attract digital native employees 	<ul style="list-style-type: none"> ■ Employees might use any devices, apps, or cloud storage they want
CONS			
<ul style="list-style-type: none"> ■ Lower employee satisfaction ■ Risk of alienating Generation Y employees 	<ul style="list-style-type: none"> ■ Still limitations on what devices employees can use ■ Risk of employees continuing to use unauthorized devices 	<ul style="list-style-type: none"> ■ Increased risk of data corruption or loss ■ Complex device management ■ Employee concerns about personal data available to employer ■ Unclear re-imbursement 	<ul style="list-style-type: none"> ■ Very high security risks ■ Interoperability issues can hinder collaboration ■ Impacts Unified Communications capabilities

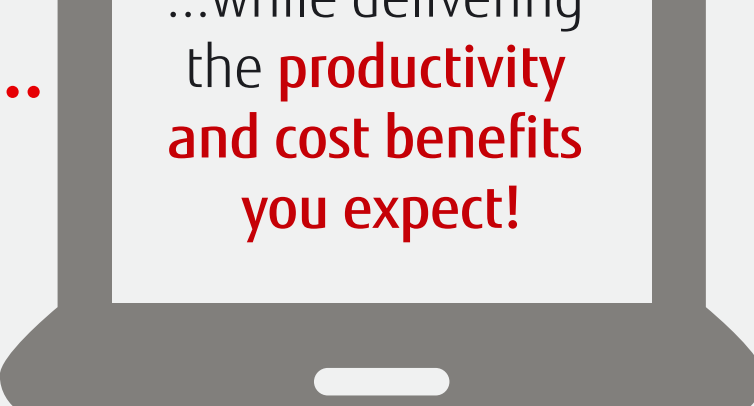
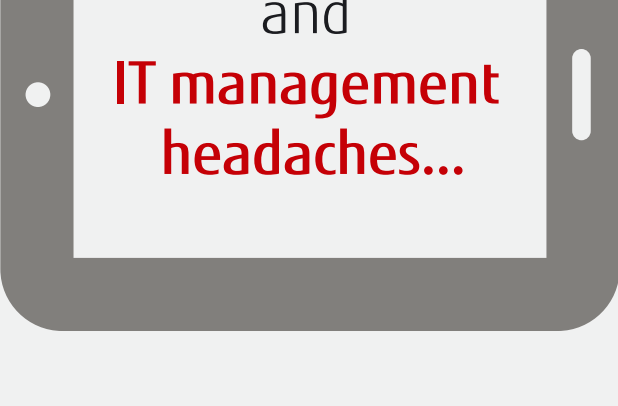
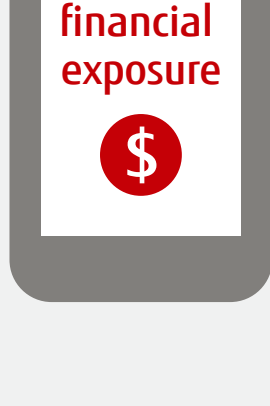
So how do you stop Bring Your Own Device



becoming Bring Your Own Disaster?

- Understand** your **workforce**, your **workplace** and your **ICT infrastructure**
- Assess** your **BYOD readiness**
- Build** a business case for **change**
- Define** a **strategy** that includes:
 - Application landscape
 - Business processes
 - Virtualization
 - Centralization
 - Managed Mobile
 - Policy management /additional policies
 - Management and employee training
- Select** the technologies that are the **best fit** for you
- Implement** with help from the right **strategic partner**

Get it right, and you can **reduce risk...**



That's where we can help.

Get in touch today to see how Fujitsu can help you create your roadmap for successfully managing the challenges of BYOD and the consumerization of IT.



To find out more visit <http://workplace.global.fujitsu.com>