

# Bring Your Own Device (BYOD)

Embracing consumer technology with confidence



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shaping tomorrow with you

# Bring Your Own Device (BYOD) Assessment service – embracing consumer technology with confidence

## Take the risk out of Bring Your Own Device with Fujitsu's BYOD Assessment service

Bring Your Own Device (BYOD) is the fastest growing mega-trend in the IT industry\*. CIOs are under pressure as employees demand to use their own devices in the workplace (or just do it anyway). Organisations cannot afford to ignore BYOD but need help in determining whether BYOD will work for them, which approach to BYOD should they adopt, which parts of the organisation it should be applied to and how they should approach the implementation of the policies, processes and solutions to make it successful.

With almost every vendor claiming that their product “does BYOD”, organisations need help from a trusted partner with the expertise to guide them through this complex and ever changing landscape, giving them practical advice that will help them to deliver increased user satisfaction and productivity, whilst improving the perception of the IT service and department.

## Consumer technology is changing the workplace forever

Mobile technology is here to stay and the proliferation of consumer technology such as smartphones and tablets is changing the expectations of users with regard to technology in the workplace. This has resulted in most organisations doing some form of BYOD whether it is official or not. However BYOD isn't suitable for all organisations and roles, it may be appropriate for people such as knowledge worker, but not those with specialized needs, e.g. warehouse operative, where a consumer device might not be appropriate.

Often the BYOD mandate comes from the top, with executive level demand for iPad connectivity to access corporate email and calendar. The CIO is under pressure to respond to this executive mandate or face a negative perception of the IT department.

The key benefits from BYOD are not necessarily about cost savings in the IT department, they are more to do with increasing staff productivity, satisfaction and effectiveness. Embracing BYOD formally also helps to decrease the overall risk to the organization by maintaining the security of corporate data and applications, e.g. avoiding employees just transferring data to their personal devices via their own webmail accounts.

Implementing the technology is often not the hardest part of a BYOD Programme: it should be recognized that the business change aspects provide the greater challenge (e.g. managing stakeholder expectations, developing HR policies). What is certain is that you can't 'do' BYOD



## Maximising value from BYOD whilst reducing risk

Organisations wish to evaluate how Bring Your Own Device (BYOD) might be applied to their business, what needs to be delivered in terms of policy, process and solutions, together with what benefits they might achieve. This is not straightforward and there are many factors to consider when assessing BYOD such as:

- What approach to BYOD is right for the organisation, e.g. bring additional devices, replace existing?
- What parts of the organisation should BYOD be applied to, e.g. executives, management, support staff?
- What HR, Legal and other policies, processes need to be created or adapted to support BYOD?
- Which technology solutions could be suitable for meeting the BYOD needs, e.g. virtual desktop, mobile device management?
- How can the organisation ensure corporate data is secure if a BYOD strategy is implemented?

To help address this complexity, Fujitsu has created a BYOD Assessment service to help organisations answer these questions and create a roadmap for BYOD adoption.

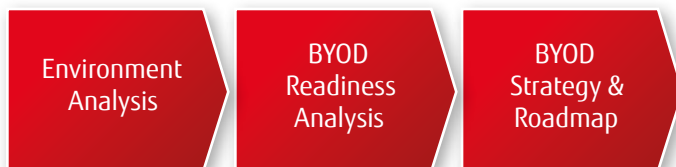
## BYOD Assessment – what it does?

The Fujitsu BYOD Assessment helps organisations:

- assess the appropriateness of BYOD and determine the organisation's readiness
- engage and gain buy-in from departments/stakeholders outside of IT, e.g. HR, Legal
- create a clear and agreed BYOD strategy and roadmap
- determine the immediate way forward for addressing BYOD, including the right technology solution(s)

## BYOD Assessment - approach

Fujitsu works with your key business and technology stakeholders over a 3-4 weeks period, taking them through a simple 3 stage process in order to develop a BYOD strategy and roadmap.



This approach drives the BYOD strategy from a business perspective engaging our industry sector and technical expertise to create a powerful and adaptable BYOD Strategy and Roadmap.

## Why Fujitsu?

Fujitsu can help with BYOD strategy because:

- We approach BYOD from the business perspective, rather than the technology perspective – thus ensuring that you will realise the benefits of BYOD and avoid the pitfalls
- We have created a unique BYOD diagnostic tool, developed from our wide experience of the use of mobile and consumer technology across the public and private sectors – this ensures you benefit from best practice.
- We have the ability to follow through with a portfolio of services that can support BYOD – there is no one size fits all and you can be sure that our advice will be actionable.



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