



Consumerisation

The drivers, benefits and considerations



The digital revolution

We've come a long way since 1973 when the first mobile phone call was made. In fact, as we mark its fortieth anniversary, it's clear that mobile technology has changed a lot of things: the way we communicate, how we shop, how we consume information and even the way we work.

This year, mobile phones have overtaken PCs as the most common way to access the internet¹

People have become so attached to their mobile devices that they want to use their own laptops, tablets and smartphones at work. It's called consumerisation, and it's here to stay.

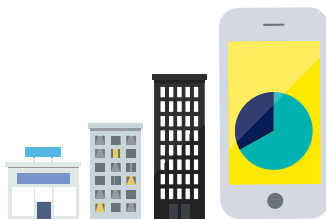


Gartner predicts that 80% of businesses will support a workforce using tablets this year²

What does that mean for your business? Well, that was the question we asked at a series of consumerisation events we recently held around the country.

From the conversations we had, it was clear that there are huge benefits to embracing bring-your-own-device (BYOD) and consumerisation.

It's good for business



67% of businesses have already embraced consumerisation by allowing some or all of their employees to use personal devices on the corporate network³. It's a trend that's here to stay. In fact, people in your organisation are probably accessing your network from their devices already – you just might not know it yet.

There are some real benefits from letting people use their own devices. We've found that businesses have benefited from:

- Lower IT hardware costs
- Faster adoption of new technology
- Fewer calls to the IT helpdesk
- Happier employees, and better recruitment
- More engaged people

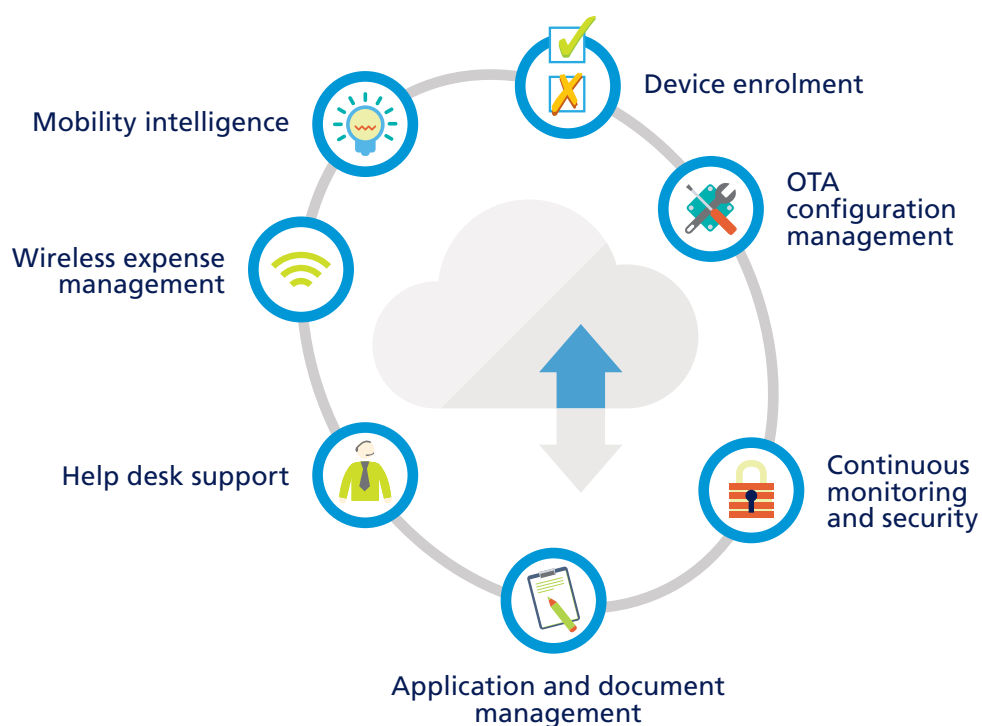
Some things to consider



Understandably, the biggest concerns are around security. There's an inherent risk in allowing people to access your network from their own devices. What happens if a device is lost or stolen? How do you ensure that viruses and compromised apps don't put your network at risk?

The answer lies in having the right policies in place and ensuring that all devices connected to the network are compliant. We call it Mobile Compliance Management.

Policies need to include guidance on things like password protection, continuous monitoring, app management, the use of track-and-trace and remote wipe and expense management (including roaming charges).



In practice

We've embraced BYOD at O₂. We're happy to let our people use their own devices, provided they're willing to purchase them and stick to our 'accepted devices' list. We're not worried about our network, because we get real-time information about the security of devices accessing it. And if one of the devices goes missing or is stolen, we can wipe it remotely.

Practical solutions

Managed Mobility Solutions help you stay in control of your network.



So, where are you on the journey?

Most businesses fit into one the following four categories:

Informal BYOD

People use their own devices without a formal BYOD policy in place. This leaves your business open to security breaches.

Formal BYOD

A formal policy is in place, in line with your security requirements. Users know and accept the rules for, and the implications of, using their own devices.

BYOD not allowed

Your business rejects BYOD altogether. Personal devices are blocked from internal systems.

Undecided

You are aware of people working with their own devices, but you're unsure how to proceed.

Formal consumerisation or BYOD adoption may not be the answer for every organisation. How much control you need over devices depends on your business and the sensitivity of your data. But it's a good idea to know where you are, and to ensure that your network is always secure.

We'd be happy to share our own experience of setting up a formal BYOD policy. And to arrange a demonstration or free trial of our Managed Mobility Solutions.

To arrange a demonstration or trial, just contact your Account Manager, or call [number].

Sources

¹ As predicted in Gartner's Top End-user Predictions for 2010: Coping with the New Balance of Power

² Gartner's Top Predictions for IT Organisations and Users, 2011 and Beyond: IT's Growing Transparency

³ Independent research conducted for O2 by Coleman Parks, 2012