

The BYOD Party's Just Getting Started

By Becky Bracken

Bring Your Own Device, or the more festive sounding acronym BYOD, isn't really anything new. BYOD happens every time Steve from marketing gets the latest smartphone and needs someone from IT to help him set up his email. BYOD happened last Christmas when the CEO got the new iPad. But, what is new is the growing realization that IT departments, network administrators, mobile departments, legal, marketing, customer service--and every other enterprise entity you can think of--need to come together and formulate a real strategy about how to tackle handling the CEO's new iPad, Steve's Samsung Galaxy and the myriad of other devices finding their way onto their networks.

In fact, 90 percent of enterprises already see the value in mobile devices with smartphones being most widely deployed, according to a survey by Gartner.

Eighty-six percent of enterprises surveyed said that they plan to start using media tablets this year. Many of the respondents to the survey say they provide technical support for personal devices--32 percent of smartphones, 37 percent of tablets and 44 percent of laptops.

For business, the headache of making the mind-shift to BYOD is well worth the effort. First, it's already happening so it's easy to make the case for getting control of the business information and communication that's already flying around out there without any oversight. Second, an empowered mobile workforce is efficient, connected and keeps customers happier. Lastly, letting employees foot the bill for some or all of a device of their choosing makes for both happier employees and smaller IT budgets.

But in reality, for the typical enterprise IT department,



BYOD is a big bag of problems. Service providers are in a unique position to solve many of those challenges

and allay many of the fears associated with a BYOD device free-for-all. Luckily, the big opportunities are ahead. Mobile adoption in the workplace still has a lot of room to grow as a market.

"While mobile is now the primary

way people communicate, connect and transact, our latest benchmarking report supports the fact that mobile adoption in the workplace is still in the early stages," Nick Brown, senior vice president, Mobile Strategy and Market Development, SAP says. "The benefits of mobile are well documented and understood by most organizations, but a successful implementation requires a clear strategy and comprehensive platform."

While the average company reported that less than 32 percent of its workforce is mobile, 97 percent of those companies have centralized IT departments managing their mobile solutions, according to the SAP benchmarking study.

The Benefits of BYOD

According to a recent Amdocs survey, 73 percent

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of service providers expect to see a 10-25 percent increase in BYOD device requests from business customers because they see the potential for cost savings, employee satisfaction and increased productivity. Almost half of service provider respondents say they believe that BYOD will decrease costs and increase productivity by 10 to 25 percent.

“The business segment represents huge revenue potential for service providers, and to capitalize on this market they will need to offer tailored and competitive offerings, including BYOD,” said Rebecca Prudhomme, vice president of product and solutions marketing for Amdocs. “By converging BSS and OSS, service providers gain a unified customer view required to support BYOD requests, such as creating hybrid plans and offering device support, ultimately simplifying the customer experience.”

According to a BT survey on the competitive advantages for enterprise BYOD adoption, IT managers within organizations with BYOD policies, providing the security infrastructure to support a BYOD policy has had the most impact on organizations in the U.S. This impact is where service providers can make the difference.

Policy

The Amdocs survey of service providers revealed 52 percent of business customers want the ability to disable business functions like email and IM when the device is in personal mode. Seventy percent are concerned with excess bandwidth use, which can potentially increase connectivity costs and networking issues. These challenges can be tackled with smart device-level policy and security. As more IP-based networks are deployed, a more sophisticated policy can be enabled to enforce across the entire network, rather than just at the entry point. Cisco’s SecureX solution, for instance, can make real-time adjustments to access when an unauthorized device comes onto the network or tries to access secure data.

Chae-Gi Lee, research director at Gartner, identifies

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three specific challenges facing enterprise amidst the BYOD party: mobile data protection; network access control; and mobile device management. All three can be addressed by smart networks with stringent, device-level policy and security that knows exactly which devices are on the network, what data they are trying to access and when.

NTT Communications just announced it has tapped Juniper Networks to provide the security and remote access technology for its latest BYOD security service called “Mobile Connect.” NTT’s beefing up its mobile access security to meet the demands of BYOD.

“In our push to change how work is done, we deployed a solution that enables security checks of the user’s PC and the use of multiple devices such as smartphones, all with the help of

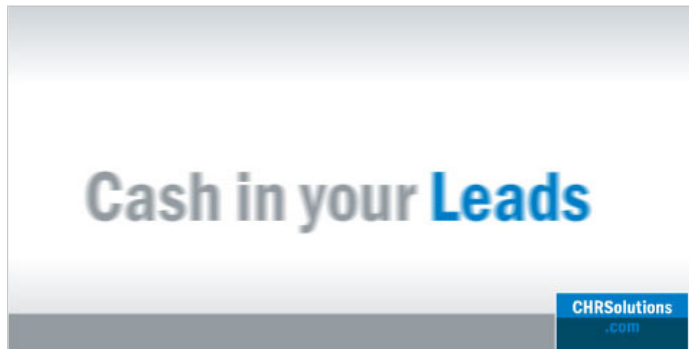
Juniper Networks,” Takahashi, cloud services hosting and platform services manager, NTT Communications says.

The solution delivers connectivity to end users based upon on their device type and security state, location, identity, and adherence to corporate access control policies.

Split Personalities

According to the Amdocs service provider survey on BYOD, 52 percent of business customers want the ability to split bills between personal and business use. AT&T just released Toggle 2.0 for its business customers, which lets employees download an app that will switch their device between business and personal plans to address this very need.

Business customers can access their account through AT&T ToggleHub, a custom, centralized



corporate application management center for all of their employees. Users can access business approved applications, including custom apps, media and documents. The custom business applications can only be used when in the work mode, ensuring that critical business data is walled-off from the user's personal applications. The AT&T Toggle platform gives control to the IT department with the ability to set corporate policies, such as enable and disable applications, and to lock and wipe the AT&T Toggle workspace if the device is lost or if an employee leaves the company.

Today, we have more than 27,000 business customers who have adopted mobile applications," said Chris Hill, vice president, Advanced Mobility Solutions, AT&T Business and Home Solutions. "The enhancements we've made available on AT&T Toggle give businesses the tool they need to confidently allow employees to use their own smartphones and tablets for work."

Privacy

But Ovum researcher Richard Absalom warns that business access to an employee's personal data brings with it many inherent privacy concerns.

"MDM features such as device activity monitoring, tracking, and remote lock & wipe necessarily involve a certain amount of access and processing of personal data and applications on an employee's device," Alsalom says. 'This raises concerns around individuals' data privacy rights. Legislation differs from country to country, but one stipulation that all regions covered by Ovum's research have in common is that individuals must give explicit and fully-informed consent for any organization to access and process their personal data."

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"The way to negotiate this challenge is to engage with the workforce, and roll out a corporate mobility policy to which employees must sign up before having an enterprise mobility solution installed and being allowed to use their own device at work," he adds.

Today's businesses are waking up to the idea that business doesn't happen in a particular building within particular hours. Now IT departments need to make that a secure, flexible reality. Service providers are in a position to help the enterprise market build a virtual workplace that connects

people and ideas across time zones, networks and job functions. BYOD is a reality. It started when Steve from marketing got his first Blackberry. Now it's up to technology to supercharge it, make it work and let Steve pay for his own Angry Birds addiction.

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