RapidScale

White Paper
BYOD: Revolutionizing Your Business

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With the rapid increase of personalized technology use, a phenomenon is occurring in the workplace that is changing the way people work. This is BYOD, or "Bring Your Own Device," a policy that permits employees to use their personal computing devices, including laptops, tablets and smartphones, to access company information and applications. BYOD is growing in popularity because it provides multiple benefits to businesses and freedom to users. Cloud allows companies to implement this policy while still having confidence in the security of private information.

BYOD continues to be a trending topic in the business world. It's all about freedom, innovation and productivity. It offers employees the same experience at work as they have with their devices at home.

For mobile users, basic BYOD delivers an average annual value of $350 for companies.

With a comprehensive, reactive BYOD program, that gain jumps to $1,300 per mobile user per year. (Cisco)
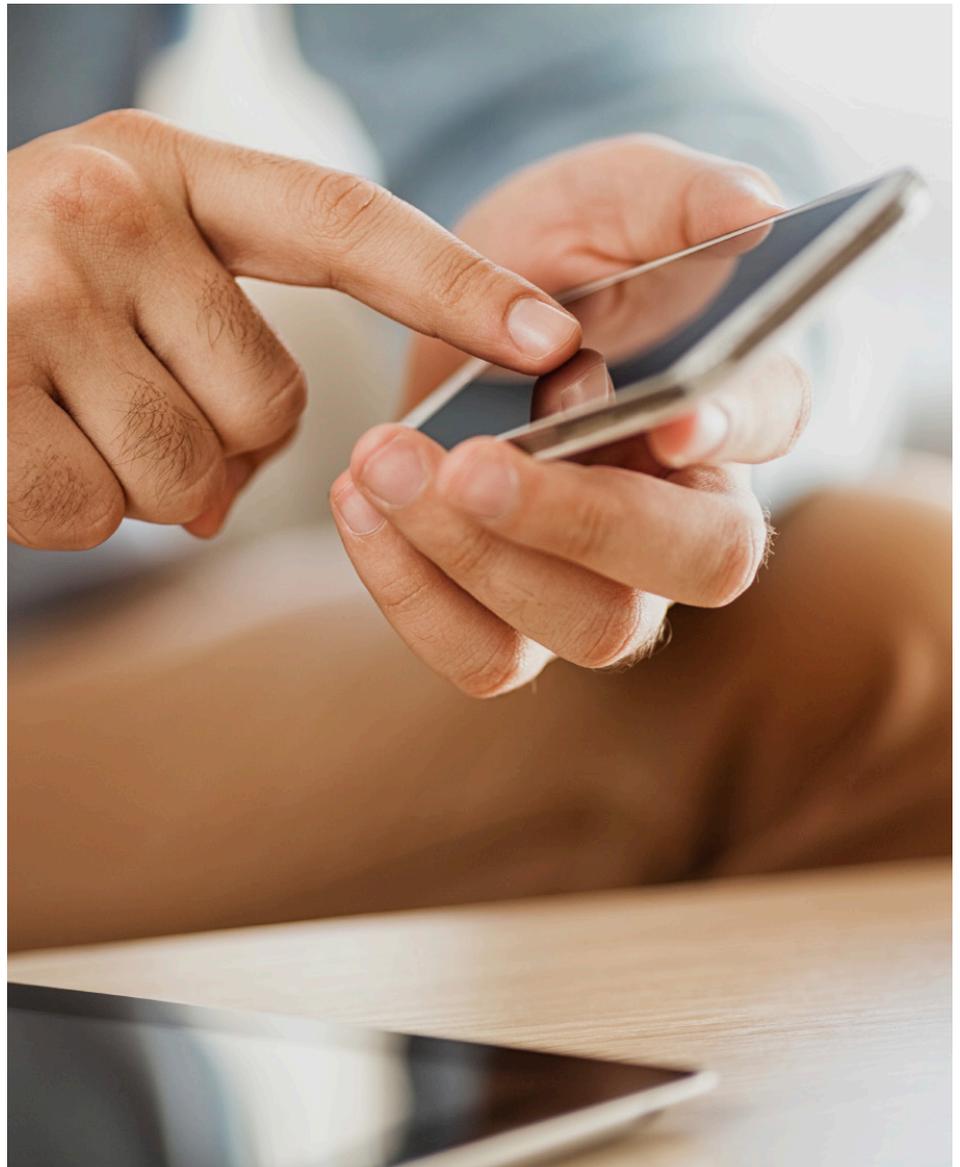
A BYOD Overview

BYOD is a common acronym today, and an ever-growing trend empowering workforces through the consumerization of IT. BYOD helps IT departments keep up with technology changes and offers employees the ability to use their own devices to access corporate data, a desire that many have.

BYOD encourages employees to work on the device of their choice, whether that means pulling up corporate email on a smartphone, or accessing documents on a tablet or laptop. The ultimate goal in implementing BYOD is increased productivity and lowered costs.

So why does BYOD matter? Employees want to feel self-sufficient and use personal devices that they already own. These personal, mobile devices are also often newer and more advanced than equipment deployed by many IT departments, and they're changing the way people want to work.

BYOD leads to cost savings in the areas of reduced hardware spend, software licensing and device maintenance. It also leads to employee satisfaction and overall productivity gains, as users will be more comfortable and work faster on technology they own and know. By enabling this anywhere, any time access to corporate data, employees can truly get work done no matter where they are.

The State of BYOD Today

Tech Pro Research found that 72% of organizations polled were permitting BYOD or planning to do so.

71% of CEOs and IT managers say that security is their most significant mobile enterprise challenge, according to IBM.

Gartner predicts that half of employers around the world will require BYOD by the end of 2016.

More than half of all survey respondents said employees are solely responsible for their devices and service plans.
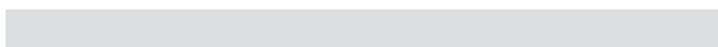
The Benefits of BYOD

Cost Savings

Traditional computing solutions cost a lot of money. It's just a fact. Purchasing the hardware for your employees to work, as well as the power to run it all, is expensive. And on top of that, the lifespan of this hardware is short. It quickly becomes obsolete and then you're facing the costs of replacing this equipment. When your employees are able to use their own devices, costs shift from the company to the users. Users tend to update the devices they use more frequently, so many of your employees will be working on the latest technology that they are paying for, rather than you. This is an amazing solution for businesses that need to cut spending, but don't want to risk the quality of their business operations.

Employee Satisfaction

Happy employees do better work. It's as simple as that. When your employees are allowed to work on personal devices, they are more comfortable. They become experts in using that device, allowing them to be more productive when they complete work. 78% of workers believe that using a single mobile device for data access helps them balance their professional and personal lives. (Samsung) BYOD improves employee satisfaction, resulting in a more favorable perception of your business. Your employees will have a say in how they work. This personalization empowers your users and uses their strengths to better your business.

"Your employees get a say in how they work. This personalization empowers your users and uses their strengths to better your business."

Productivity

Though the use of personal devices used to be seen as a distraction in the workplace, the mindset regarding this topic is beginning to change. In many cases, BYOD is actually boosting the productivity of businesses and their employees. A recent study found that 93% of employees find BYOD to be beneficial to both employees and employers, while 53% of business decision makers acknowledged the fact that it leads to more productive employees. Cisco found that U.S. workers save an average of 81 minutes per week by using their own devices.

The flexibility that BYOD provides allows users to access the business applications and data they need from anywhere, on the personal device of their choosing. This means your employees can continue working even when they need to be away from the office. This allows your business to take advantage of new opportunities because your employees don't need to be tied to their office desk. They can work just as easily from across the city, or even from across the world. This is a luxury that wasn't possible before.

Data Security

The whole point of BYOD is flexibility. This idea makes many organizations nervous, as they fear for the safety of their data. To successfully implement BYOD, your organization needs to find a balance between a flexible solution and one that provides enough security. Much of this balance lies in communication and planning. Create clear policies regarding BYOD that fit your business and then educate your employees. If you include them in the process, allow them to ask questions, and emphasize the importance of and reasoning behind these policies, you will eliminate many of the problems up front. And then enforce the policies. This applies to everyone in your organization – even the executives. If you begin implementing BYOD with these policies in place right from the start, you will see success.

And with a reliable cloud provider, your security is even stronger. You'll benefit from enterprise-grade data encryption so your information is safe at all times. Your users will need to enter login information to access their programs and data. If a device ends up in the wrong hands, you can wipe the information and maintain control at all times.

Collaboration

Running a business requires constant collaboration. Employees work off of the ideas of their coworkers, and this collaboration produces bigger and better ideas. But how does collaboration work when your employees need to be away from the office? That's where BYOD comes in. When your users are able to access their information freely, on devices they are experts at using, the communication never has to stop. They can continue working on collaborative projects, even when they can't be in the same room as their coworkers. It's easier than ever to access shared documents on personal devices, allowing your users to be more efficient in working with others. This constant communication between your employees is essential in making your business the best it can be, and BYOD can help with this. Continue the conversation from anywhere. Let your company thrive. Choose BYOD to experience exceptional and easy access to your information so the discussion can continue from anywhere.

> *"Users are investing in new, cutting-edge technologies themselves. They want to take advantage of these for work as well, and that's why BYOD is essential."*

Implementing BYOD

If BYOD is not properly understood, it can threaten security and put business data and systems at risk. BYOD needs to be regulated and businesses should implement policies. IT departments may oppose adoption due to these risks but BYOD is going to happen inevitably, whether or not it's planned for. By being aware of the benefits and understanding the risks, organizations can make a plan for BYOD, rather than risking employees using their own devices with absolutely no regulation.

When creating a BYOD policy, management needs to consider what data employees can have access to, what security measures are in place if a device is lost, stolen, or otherwise compromised, ownership of data, and more. Additionally, allowing the use of absolutely any device can lead to complexity, so a business might want to consider the huge variety of devices and versions of operating systems.

However, the biggest risk overall is not having a BYOD policy in the first place. 77% of employees have received no instruction in the risks of using their own devices at work. (AllThingsD) This is a mistake. It's important to recognize that BYOD is a growing and important trend that cannot be avoided. Taking action now will prevent issues in the future. These policies can govern the management of unsupported devices. It's definitely possible to address security while also addressing employees' need for accessibility and flexibility.

IT culture has shifted, and users are investing in new, cutting-edge technologies themselves. They want to take advantage of these for work as well, and that's why BYOD is so essential. Those organizations not already taking advantage of the trend need to address it and be aware of the benefits and challenges. It can transform how you do business!

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59% of organizations currently allow BYOD.

Does your organization currently allow BYOD (the use of personal devices for work purposes)?

No, we have no plans to allow this - **13%**

We do not currently allow, this but will within the next 12 months - **28%**

Yes, we currently allow this - **59%**

*Tech Pro Research
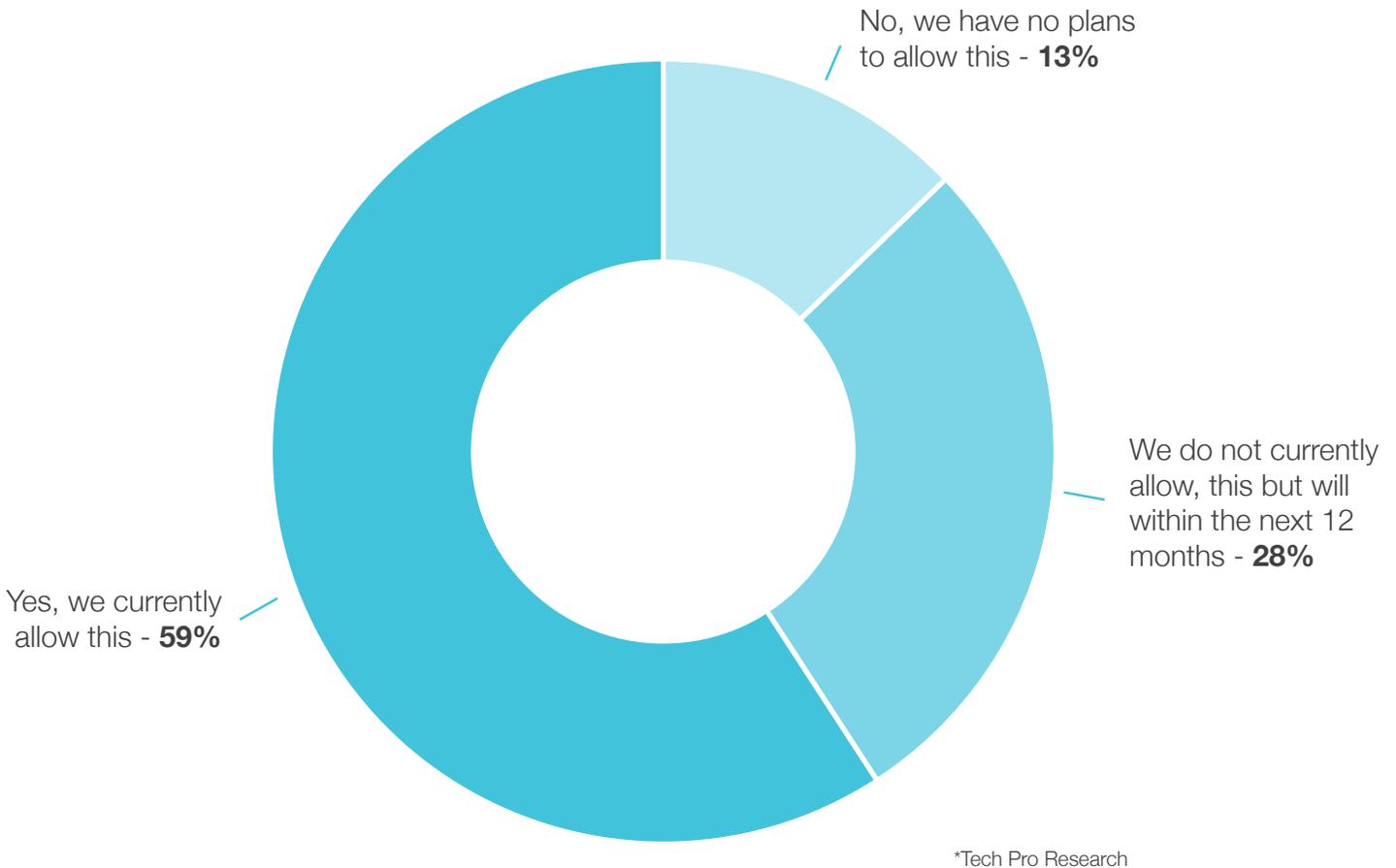
About RapidScale

RapidScale, a managed cloud services provider, delivers world-class, secure, and reliable cloud computing solutions to companies of all sizes across the globe. Its state-of-the-art managed CloudDesktop platform and market-leading cloud solutions are the reasons why RapidScale is the provider of choice for leading MSOs, VARs, MSPs, Carriers and Master Agents throughout the United States. RapidScale is not only delivering a service but also innovating advanced solutions and applications for the cloud computing space. RapidScale's innovative solutions include CloudServer, CloudDesktop, CloudOffice, CloudMail, CloudRecovery, CloudApps, and more.

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