Consumerization of IT – What Is Right for Your Organization?

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Abstract

- Consumerization is a reality in enterprises today.
- Is your staff weighing the pros and cons of integrating your employees’ use of social media at the workplace, and how to propose an implementation strategy – if at all?
- How will consumer practices and issues like BYOD (bring-your-own-device) affect the workplace?
- As an executive, do you have the knowledge you need to advise, recommend and approve?
- In this interactive session, we'll discuss how consumerization is affecting your IT operations, strengths and shortcomings of approaches, and best practices for moving forward in with a strategy that works for your organization. Examine how companies have attempted to implement a strategy and policy in their organizations and better understand their successes, common pitfalls, and roadblocks. Learn how to define a strategy, and gain tips and techniques to get started.
Agenda

- Reality
- Challenges
- Embrace? Or Reject?
- A Process
- Putting It All Together
- Resources
What is Consumerization of IT?

- Shift in how technology develops and spreads
- Employees identify and use new products and services in their personal lives and then look for ways to leverage that same technology in the workplace.
Reality 101

- Mobile Workers Worldwide 20: 2005 - 1B, 2010 - 1.3B, 2015 - 600M

- 64% use a tablet device

3.5 Avg. Number of Devices²⁰ per worker
At Many Companies, It’s SYOD

- Nearly 70% of employees who own a smartphone or tablet use it to access corporate data
  - 15% access that data without the IT department’s knowledge
  - Almost 21% access that data in defiance of an anti-BYOD policy
“We believe businesses are better served by exploiting SYOD behavior to increase employee engagement and productivity, and promote the benefits of enterprise mobility.”

Richard Absalom, Ovum
Challenges

- By 2017, half of employers will require employees to supply their own devices for work purposes (Gartner).
- Important to establish a mobile device management policy to ensure data is secure and trackable.
- However...
  - 60% of small and midsized businesses have only a basic understanding of what company data is stored on employees' devices.
  - Only 25% of IT managers admitted to having strict enough rules in place to provide an accurate overview of company information on personal devices. (Kaspersky)
By 2017, half of employers will require employees to supply their own devices for work purposes (Gartner).

It is important to establish a mobile device management policy to ensure data is secure and trackable.

However... 40% of SMBs don’t know what is on devices 75% of IT managers say don’t have strict enough rules in place for company info on personal devices (Kaspersky).
What Are You Going To Do?
The Future is Our Reality

By 2016:

- Global internet population will be using 1.3 ZB of data – more than all the IP traffic between 1984 and 2012
- Amount of connected devices expected to grow from 10.3 billion in 2011 to 18.9 billion – 2.5 connected devices per person on the PLANET!
- 3.4 billion people will be Internet users
- 50 percent of large organizations will have internal Facebook-like social networks, and 30 percent of these will be considered as essential as email and telephones are today.
Can You Merge Consumerization and IT in Your Organization?

- Mobile devices and applications deliver benefits to the enterprise (IDC CIO Best Practices - BYOD)
  - Self provisioning of mobile devices allow IT to keep up with changes and deliver new/different solutions
  - Mobile apps and employee liability devices reduce demand for laptops, saving companies significant hardware and software costs
  - IT perceived as more progressive and a contributor to business innovation because employees have more freedom and satisfaction with self-provisioned devices.

- Enterprises are lightening up on social networking
  - Only 30% of organizations expected to block access in 2014 (Gartner)
  - Majority of companies allow access (Frost & Sullivan)
  - Departments & processes like marketing require access
  - Personal device access up
  - Social media is not generally considered the responsibility of IT
Embrace? Or Reject?

- Highly engaged employees
  - 480% more committed to help their company succeed
  - 250% more likely to recommend improvements
  - 370% more likely to recommend their company as a employer
  - 30% less likely to take a sick day

- Improve customer service
  - Internal
  - External

- Expand your company’s footprint
  - Marketing and promotion
  - Community building
  - Transparency

*THE VALUE OF SOCIAL TECHNOLOGY*

- 70% of companies use social technologies.
- Of those companies:
  - 25% report improved knowledge worker productivity
  - 65% report improved collaboration & communication
  - 90% report business value from their investment in social technologies
A Journey
Stage 1 - Chaos

Explore and Monitor

Perceptions
- What does consumerization really mean in your company?
- Will BYOD work? Where?
- How do others perceive your company, your industry, your competitors
- Can use of smart devices, social media, affect their perceptions?

Actions
- What are your peers doing?
- What questions can you answer?

What are your opportunities to respond?
Stage 2 – Test, Measure, ROI

Become Active and Respond

- Jump in and take leadership
  - Accept and rethink
  - Forge new collaborative relationships with users
  - Help them make IT decisions
  - Teach them responsibility for decisions
  - Research devices, applications, and services that can maximize productivity and enable you to either control OR loosen control on information

- Don’t forget to incorporate social media – Your users are already there
  - Learn the ropes
  - Know at least the basics of social media/use of devices pros and cons
  - Establish your own “Outposts”
Stage 3 – Operational Support

Act, Challenge, Evaluate

- Find your team
  - Identify a cross-functional team - include only those who WANT to participate

- Develop a “Code of Conduct”
  - Authorizations and disclosures
  - Participation
  - Legal considerations
  - Personal vs. official

- Develop a “Consumerization of IT” business plan that includes incorporating BYOD and a social media strategy

- Develop management policies
  - Devices, applications, network, data

- Update and keep sensible corporate IT guidelines
As You Build Your Plan – Ask These Questions

- What are your strategic visions and goals?
- What are your communication objectives?
- Have you defined critical success factors?
- Who is your audience?
- Have you examined your options for which kinds of BYOD and social media would work?
- What benefits do you see?
- What are the risks and mitigation strategies?
- Have you quantified your dependencies and assumptions?
- Are the resources you’ve already identified available to launch and maintain?
- How will you evaluate success and progress?
Remember to Strike a Balance

Strong, Clear Policies that both

- Encourage employees to be able to bring their own devices and to participate in social media
- AND
- Give them guidelines on doing so

Include these messages:

- Authenticity and transparency
- Protecting confidential information
- Respecting copyrights
- Incorporating the social media strategy
- Respecting your audience
- Obeying terms of service on specific platforms
- Including response guidelines for your “outposts”
- Respecting the rights of your employees while protecting the company brand
Gartner predicts that by 2017, half of employers will require employees to supply their own devices for work purposes.

- Allow access from outside the company
  - Open the service desk to the Internet – cloud solution, public IP address, or private IP and VPN access

- Make sure your self-service portal works from multiple devices
  - Self detecting portal
  - Limit flash use

- Consider 24/7 access
  - Self-service solutions
  - FAQ
Stage 4 – Success

We Don’t Have A Choice To Do It – The Question is How Well We Do It

Enterprises Deploy Many Types of BYOD Programs

- 60% Smartphones
- 47% Tablets
- 36% Home Desktop

Due to the Consumerization of IT trend …

... enterprises deploy a variety of BYOD programs

“What are your firm’s plans to implement each type of BYOD program?”
Source: Forrester Consulting on behalf of Trend Micro, February-March 2012

- Explore
- Monitor
- Become active
- Respond
- Act
- Challenge
- Evaluate
Putting It All Together – Case Studies
The BYOE Era of Higher Education

Achieving harmony with advantage for 45,000 FTEs

Embracing a strategic plan and institution-wide planning

Creating a BYOE framework
Built a business case for BYOD
  - Only way to keep up with mobility

Key - BYOD policy
  - Infrastructure to support

Perspective change – mobility first
Finance

- Global Investment & Advisory Firm
- 1,800 employees, 24 offices worldwide
- Blackstone’s “BYOA” policy
BYOD May Include BYOA

- Mobile Application Development
- Method
- Process
- Control

Source: IDC Mobile Maturity Model
Consumerization of IT - It’s Time
Using Social Media for Professional Development

- Video learning
  - YouTube, TED

- Crowdsource knowledge
  - Delicious

- Network on Twitter, LinkedIn
  - Interest groups, create your persona

- Explore new outlets
  - Pinterest
Resources

- **BYOD resources**
  - [http://www.edutopia.org/mobile-devices-learning-resource-guide](http://www.edutopia.org/mobile-devices-learning-resource-guide) - resources focused on BYOD education use

- **Social media resources**
  - [www.igoogle.com](http://www.igoogle.com) - manage your activity from one place
  - [www.mashable.com](http://www.mashable.com) - The Social Media Guide

- **Thought Leaders** – do a google search, there are many to pick from - from vendors and others
Social Resources

- LinkedIn Groups you may want to join & post to
  - Consumerization of IT (218 Members)
  - The Storage Networking Industry Association (19,776 Members)
  - Backup & Recovery Professionals (13,130 Members)
  - Storage Experts Group (18,814 Members)
  - Storage Professionals (58,581 Members)
  - Big Data Low Latency (19,515 Members)
  - Cloud Storage (29,660 Members)
  - Cloud Computing (271,817 Members)
  - Information Security Community (198,775 Members)
  - SSD: Solid State Storage Innovator's Network (5,286 Members)
Contact Information

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Changing World: Changing Work
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