Consumerization of IT – What Is Right for Your Organization?

Marty Foltyn
President
BitSprings Systems
The material contained in this tutorial is copyrighted by the SNIA unless otherwise noted.

Member companies and individual members may use this material in presentations and literature under the following conditions:

- Any slide or slides used must be reproduced in their entirety without modification.
- The SNIA must be acknowledged as the source of any material used in the body of any document containing material from these presentations.

This presentation is a project of the SNIA Education Committee.

Neither the author nor the presenter is an attorney and nothing in this presentation is intended to be, or should be construed as legal advice or an opinion of counsel. If you need legal advice or a legal opinion please contact your attorney.

The information presented herein represents the author's personal opinion and current understanding of the relevant issues involved. The author, the presenter, and the SNIA do not assume any responsibility or liability for damages arising out of any reliance on or use of this information.

NO WARRANTIES, EXPRESS OR IMPLIED. USE AT YOUR OWN RISK.
Abstract

- Consumerization is a reality in enterprises today.
- Is your staff weighing the pros and cons of integrating social media, 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

- 2005: 1B mobile workers worldwide
- 2010: 1.3B mobile workers worldwide
- 2015: 600M mobile workers worldwide

- 3.5 average number of devices per worker
- 64% use a tablet device
In fact,

- 62% of companies to allow BYOD (Bring Your Own Devices) by the end of 2013 (TechRepublic 2/2013)
How Did We Get Here?

1980s/1990s
- Decentralization and remote offices
- Computers affordable, mobile and accessible.

2000s
- Professionals get used to and like working with notebooks, tablets, and smart phones chosen to meet THEIR requirements

2010s
- Proliferation of online applications and services targeted to business
  - Note taking, videos, collaboration tools, storage – now Android management tools
- Increasing resistance to corporate solutions
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)
Challenges

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.
Embrace? Or Reject?

Professional

- 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

Personal

- Promote yourself as a thought leader
- Meet the challenge to collaborate and engage with peers around the world in real time
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 by 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
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

- 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 - 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
Stage 4 – Success

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

- Explore
- Monitor
- Become active
- Respond
- Act
- Challenge
- Evaluate

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
Putting It All Together

Case Studies
Education

- 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
Technology

- 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
Speaking of BYOA...

- Mobile Application Development
- Method
- Process
- Control

Source: IDC Mobile Maturity Model
Consumerization of IT - It’s Time
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 (205 Members)
  - The Storage Networking Industry Association (18,959 Members)
  - Backup & Recovery Professionals (11,651 Members)
  - Storage Experts Group (16,761 Members)
  - The Storage Group (14,376 Members)
  - Storage Professionals (52,884 Members)
  - Big Data Low Latency (19,515 Members)
  - Cloud Storage (27,028 Members)
  - Cloud Computing (248,207 Members)
  - Information Security Community (177,801 Members)
  - SSD: Solid State Storage Innovator's Network (4,778 Members)
Marty Foltyn – President, BitSprings Systems

- Email: marty@bitsprings.com
- Website: www.bitsprings.com
- Facebook: www.facebook.com/martyfoltyn
- Twitter: @martyfoltyn
- Linkedin: www.linkedin.com/in/martyfoltyn
The SNIA Education Committee would like to thank the following individuals for their contributions to this Tutorial.

**Authorship History**

Original Author: Marty Foltyn 9/2013

**Additional Contributors**

Val Bercovici
Roman Diaz
Diana Easty
Laura Garcia
Kristin Hauser
Michael Meleedy

---

Please send any questions or comments regarding this SNIA Tutorial to tracktutorials@snia.org

Consumerization of IT
© 2013 Storage Networking Industry Association. All Rights Reserved.