The Essential BYOD Handbook

Effectively Supporting and Managing All of Your Mobile Devices

(BYOD = Bring Your Own Device)

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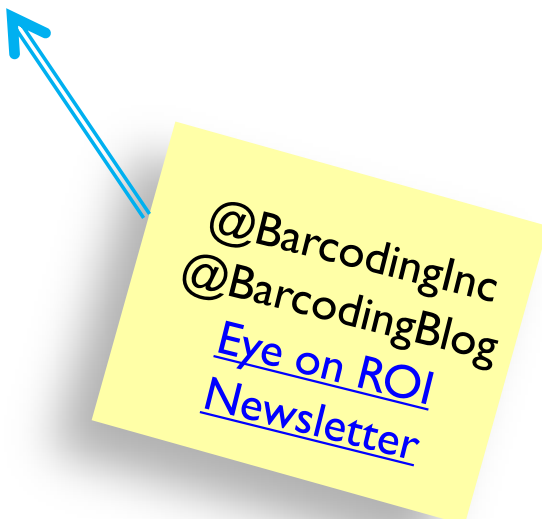
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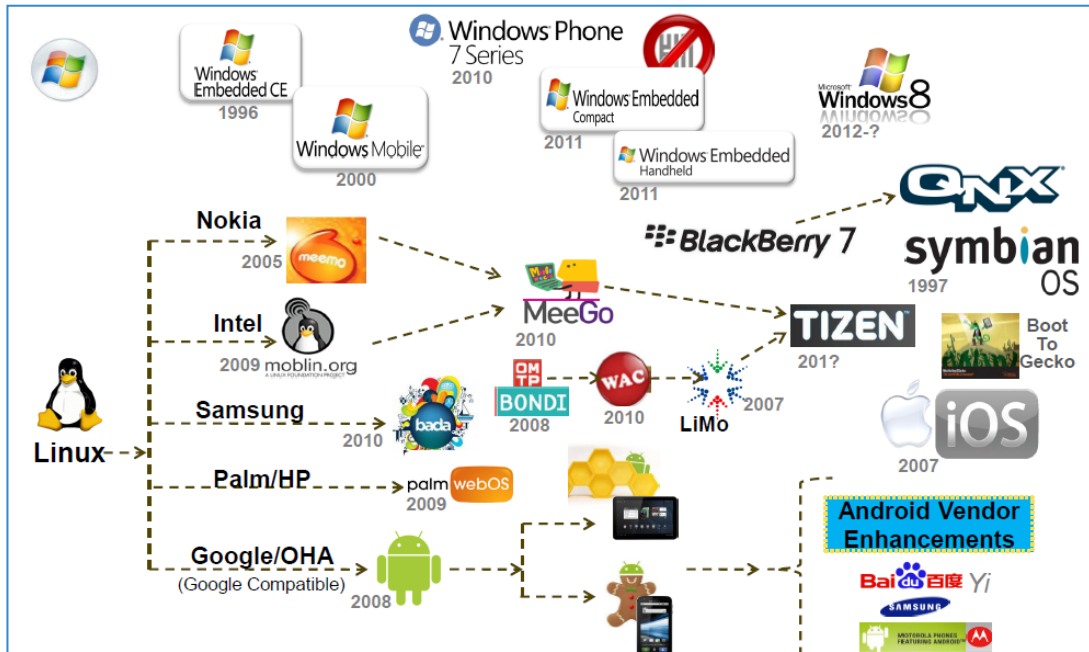
Source: Motorola Solutions

What is Your OS?

One of the biggest challenges facing companies (and IT departments in specific) is the **complex landscape of mobile operating systems (OS)**. What used to be reliably either Windows or Blackberry has become a bevy of possibilities, each with its own pros and cons.

How do you manage such a complex OS landscape?

Mobile patent suits

between mobile device and component manufacturers further complicate the situation. How will these get resolved? What do these licensing situations mean for your company's IT assets?
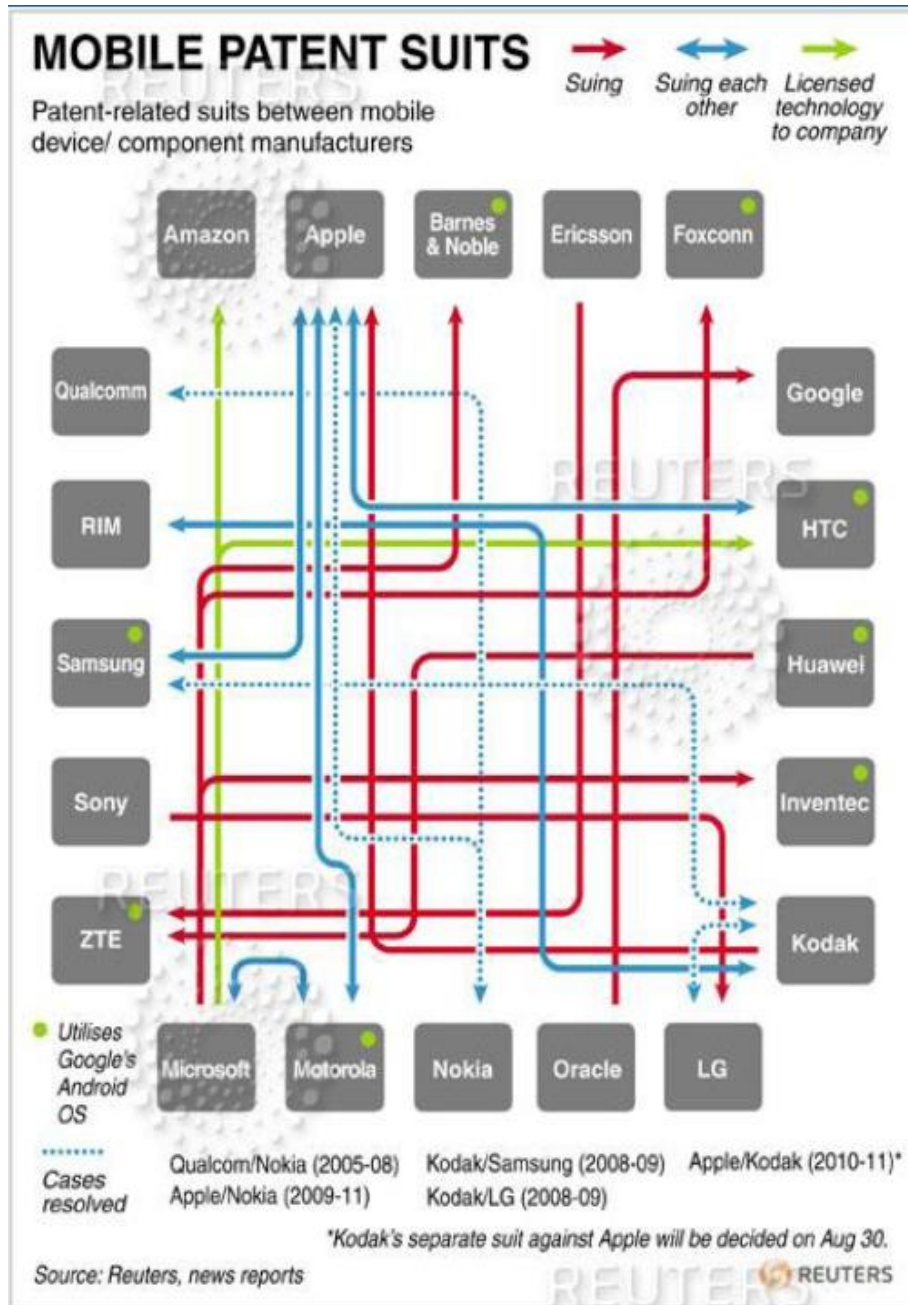
Source: Motorola Solutions

How will IT handle devices no longer supplied by them?

" I expect my iPhone/iPad to work within the company environment. I expect IT to support my personal devices."

Expectations of the IT department have radically changed with the exploding popularity of Apple products like the iPhone and iPad. These personal devices are now so ubiquitous that many employees expect to use them for company business, at all hours of the day.

It is assumed (whether right or wrong) that IT will support these devices – whether by accessing the company network/email or by downloading documents and applications.

Fragmentation – so many devices and operating systems in the current business ecosystem – is a persistent and pernicious problem for IT departments.

The importance of an end-to-end mobile management solution cannot be overstated. One of the biggest challenges in the new mobile landscape is **finding a way to holistically manage** current levels of devices, software, and data **while also ensuring the ability to scale** and grow as technology develops.

"Gartner … observes that, even by 2014, 60% of Fortune 1000 companies will have failed to put a comprehensive mobile strategy in place – leading to considerable overspending."[2]

Source: "Put an Integrated Mobile Strategy in Place, or Face Increased Costs Later," Gartner, July 6, 2010, ID: G00201262.

CHAPTER 2:
Consumer vs. Enterprise

In talking about the changing mobile landscape, it's important to **distinguish between consumer-based devices and purpose-built enterprise devices**. What are the core differences in cost, security, and support?

While device selection is critical, BYOD takes it out of the hands of IT …

Consumer Focus

- Driven by fashion, style, surprise, and innovation
- TCO is irrelevant, price defined by social factors
- Focus on user empowerment & satisfaction
- Balanced visceral, functional, and reflective value
- Integrates with whatever the users want/need
- Security, control, management are irrelevant

Enterprise Focus

- Manageability, security, and control are critical
- Understands & acts on CIO/Enterprise needs
- Integrates with/supports enterprise skills & technologies
- Predictability & road maps for planning
- Focus on functional value

Source: Gartner, Motorola Solutions

If consumer devices aren't built for the enterprise, how will you handle security and control when they access your data?
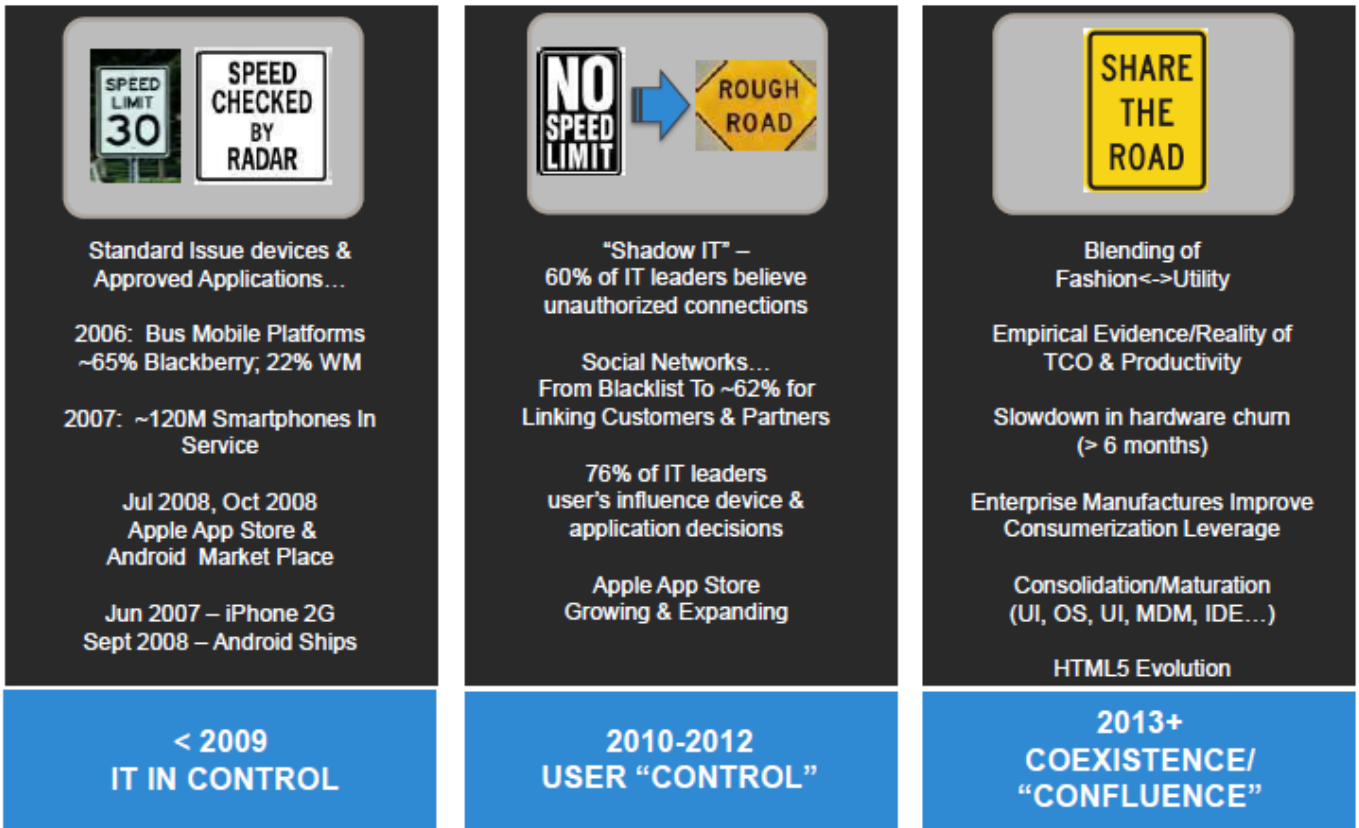
CHAPTER 3:
The Era of BYOD and ILD

With Apple's explosion in the market, **employees are asking to use their own devices** (bought with their own money) for business uses. The "Era of BYOD and Individual-Liable Devices (ILD)" is here to stay – and if you don't have a strategy to deal with it right NOW, you are at great risk.

Any device that touches corporate data must be managed!

What is this new era? Co-existence and "confluence" – meaning a blend of style and utility for deices, the evolution of HTML5, and a consolidation and maturation of UI, OS, MDM, etc. This "sharing" atmosphere puts tremendous pressure on IT departments just to keep up with all the changes.

ERA OF CONSUMERIZATION

SPEED LIMIT 30 — SPEED CHECKED BY RADAR	NO SPEED LIMIT → ROUGH ROAD	SHARE THE ROAD
Standard Issue devices & Approved Applications…	"Shadow IT" – 60% of IT leaders believe unauthorized connections	Blending of Fashion<->Utility
2006: Bus Mobile Platforms ~65% Blackberry; 22% WM	Social Networks… From Blacklist To ~62% for Linking Customers & Partners	Empirical Evidence/Reality of TCO & Productivity
2007: ~120M Smartphones In Service	76% of IT leaders user's influence device & application decisions	Slowdown in hardware churn (> 6 months)
Jul 2008, Oct 2008 Apple App Store & Android Market Place	Apple App Store Growing & Expanding	Enterprise Manufactures Improve Consumerization Leverage
Jun 2007 – iPhone 2G Sept 2008 – Android Ships		Consolidation/Maturation (UI, OS, UI, MDM, IDE…)
		HTML5 Evolution
< 2009 IT IN CONTROL	**2010-2012 USER "CONTROL"**	**2013+ COEXISTENCE/ "CONFLUENCE"**

Source: Motorola Solutions

What defines ILD – Individual Liable Devices

✓ Consumer grade devices in the workspace

✓ The choice of "personal experience" over "work experience"

✓ Openness for cloud and personal applications and functions but constrains with corporate email, VPN access, etc.

ILD Individual Liable Devices

2010-14..... 25.9% CAGR
2014......... 98.9M Devices
(IDC)

Challenges with ILD

✓ Establishing ILD "Dual Persona"

✓ Dealing with sandboxed domains

✓ Handling hypervisors/ virtualization

✓ Enabling selective wipes

✓ Utilizing mobile device management

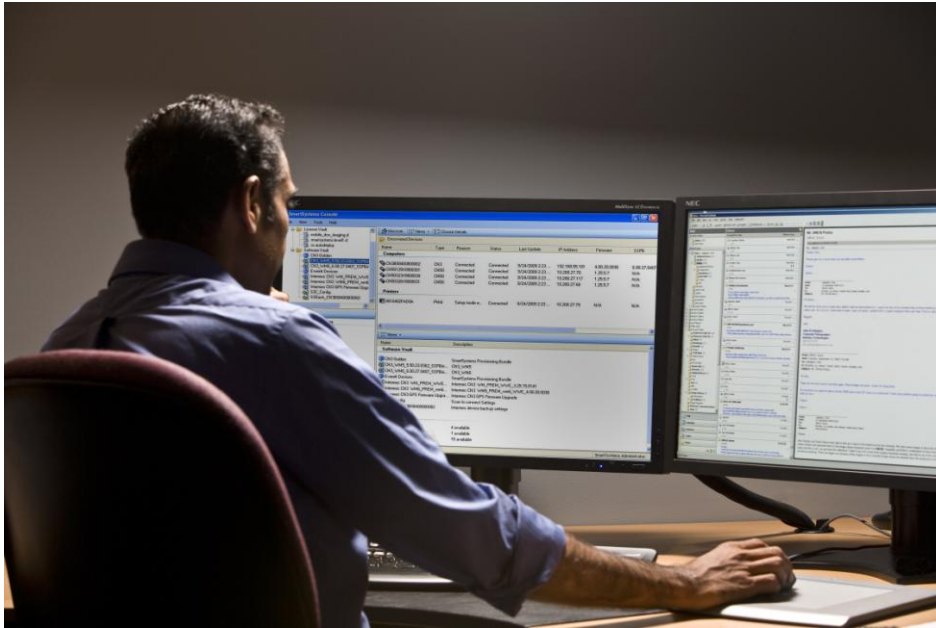**CLD Corporate Liable Devices**

2010-14..... 21.9% CAGR
2014......... 61M Devices
(IDC)

Source: Motorola Solutions

CHAPTER 4:
Supporting BYOD Effectively

If you don't have a current strategy for BYOD, you are behind. Here is a step-by-step approach for you to follow to make certain your company has a flexible, scalable, and effective strategy in place.

Start by conducting a device audit. Find out what you currently have in order to shape overall BYOD policy. What features are important to employees and/or to the company? Identify and work through gaps.

"Establishment of baselines is the number one step to take to effectively manage BYOD."

Your guidelines/baselines should establish rules like:

- **What is your privacy policy?** Who owns the data now or if it's destroyed?

- What **requirements are enforceable** for BYODs to enter the enterprise? (i.e., can they check email, download docs, etc.)

- What **types of BYOD devices are allowed**? (i.e., Android, Apple?)

- **Are all departments involved?** BYOD affects the entire organization. Establish goals of executives, HR, IT, etc. to create a truly effective policy.

Employee Termination should be a formal and written procedure and/or checklist process.

Create awareness with vendors of the employee's departure; record log-in information; have appropriate resources to check for malware or unauthorized access to company data; have the ability to wipe devices or to lock them down; etc.[3]

By formalizing your approach, you will ensure that critical details aren't overlooked.

Get HR Involved.
Don't have a policy written yet? Check out this sample courtesy of ITManagerDaily.com

Effective Software Support

Key Challenge

Built to last 4-5 years but are now faced with devices that update every 6 months

Recommendations

- ✓ Avoid thick clients that target one specific OS

- ✓ Put money into maintenance and support (M&S) as well as research and development (R&D)

- ✓ Utilize "Mobile Device Management" (MDM) to push updates

- ✓ Explore web-based solutions such as HTML 5: that way, company information can be accessed from any device, anywhere

Mobile Device Management (MDM) is Critical

Without a MDM solution, you won't be able to handle device lifecycles, security, applications and content, or diagnostics as your organization grows and as your network of workstations, rugged computers and terminals, and BYOD devices grows.

Look for a solution with:

- ✓ Centralized management console
- ✓ Real-time support
- ✓ Reactive and proactive management
- ✓ Complete lifecycle management
- ✓ Over-the-air configurability

Key Benefit Push HW & SW updates remotely to devices in the field – no manual provisioning

SOTI's MobiControl is a leading MDM provider

Final Items to Consider

- ✓ **Is Your Disaster Recovery Plan Relevant to BYOD?**

- ✓ **Are You Providing the Right Productivity and Sharing Tools so Employees Don't Seek Rogue Applications?**

- ✓ **Are You Encouraging Regular Back-ups of Mobile Devices?**

- ✓ **Is Effective Training in Place to Support the Efforts of the IT Team?**

- ✓ **Is Your Data Secure Under the Policies You've Created?**

"BYOD, Social Media Among Top Security Threats of 2013"

Good News!
We can help…

If you need help on device selection, mobile device management, or more – [contact Barcoding, Inc.](#) We are a trusted advisor to more than 2,500 companies across the country.

Watch Industry Experts Discuss BYOD Live!

Sources and Additional Reading

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Want to know more? Email me!