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UNDERSTANDING BYOD

Understanding BYOD

Everything you need to know about BYOD programs.

The topic of Bring Your Own Device (BYOD) is trending up in the world of technology management, and there are a lot of different opinions about the effectiveness of this trend. Some dismiss it as a fleeting fad, while others regard it as a permanent turning point worthy of serious adaptation. Whether you're a believer or a skeptic, staying informed about BYOD will help you drive relevant sales and guide your customers to wise purchasing decisions.

ConIT – The Larger Trend

BYOD is part of a larger trend known as "The Consumerization of IT," or ConIT for short. In general, ConIT results from the average consumer being able to purchase tech products usually reserved for enterprise use. This trend is nothing new – the first widely available personal laptops presented similar issues. Disruptive innovations have always created a need for changes in tech management, and BYOD is no different. Now, as employees and faculty outfit themselves more and more with the latest mobile devices in their personal lives, key decision makers are finding many challenges in their attempts to incorporate these diverse brands and operating systems into the corporate IT structure.

Mobile Management – The Big Three

In forming management, deployment, and security policies for BYOD, CIOs and tech purchasers should consider the three major aspects of mobile management:

MDM – Mobile Device Management – To some extent, MDM encompasses MAM and MEM (see below), but is specifically concerned with deploying and managing the actual mobile hardware.

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Tech managers have to determine if the employer will provide mobile devices, or if the employer will incorporate personal devices into the existing structure. In either case, a mobile management platform will be required to deploy devices, manage them, and maintain a consistent level of network security.

MAM – Mobile App Management – This aspect of BYOD management involves the mass deployment of mobile apps to equip users with a standard selection of programs. When considering this aspect of BYOD management, IT departments must account for multiple operating systems if employees provide their own devices. Even if employers provide the devices and select a single operating system, efficiently deploying apps to many devices at a time will require a mobile management platform. These platforms can assist in limiting access to undesirable apps as well, giving technology managers further control.

MEM – Mobile Expense Management – Costs associated with BYOD can quickly turn into a budgetary mess – employers must determine who bears the cost of data usage, so a software solution with data usage tracking capabilities is essential. Employees will not want to pay for the transfer of a large file requested by their colleague, and neither will employers want to pay for the transfer of their employee's vacation videos. Strong data tracking, along with an emphasis on the benefits of Wi-Fi usage and a clear policy for data usage will keep costs down for all parties.

Is BYOD the right solution?

In light of these policy concerns for BYOD, customers should next consider if a BYOD policy is truly necessary for their business or institution. Determining the usefulness of a BYOD program comes down to calculating customers' return on investment (ROI).

Here are a few costs to consider when helping customers evaluate their ROI for BYOD:

- For employer-provided devices:
  - Up-front purchase costs of mobile devices
  - Fully subsidizing data plans
  - Purchasing warranty plans
  - Refreshing devices for newer models on a recurring basis
  - Program implementation and maintenance costs for IT
- For employee-owned devices:
  - Partially subsidizing data plans
  - Purchasing a platform that manages diverse devices
  - Establishing metrics for increased productivity
  - Potential additional security solutions needed for information on personal devices

Calculating and comparing these costs against their current mobile management expenses will help determine the right course of action. With these key factors in mind, management staff of corporate or educational institutions can take a strategic view of their BYOD policy, implementing a policy that best fits their needs. Pass this information along to your customers, and help them get a handle on their next phase of enterprise mobility management.

Sources:

http://blog.maas360.com/archives/mobilitymanagement/best-practices-for-implementing-a-byod-program-webinar-recap/

http://www.cutter.com/content-and-analysis/journals-and-reports/cutter-it-journal/introduction.html

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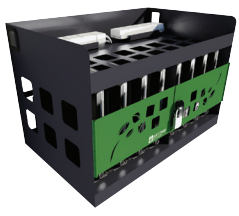

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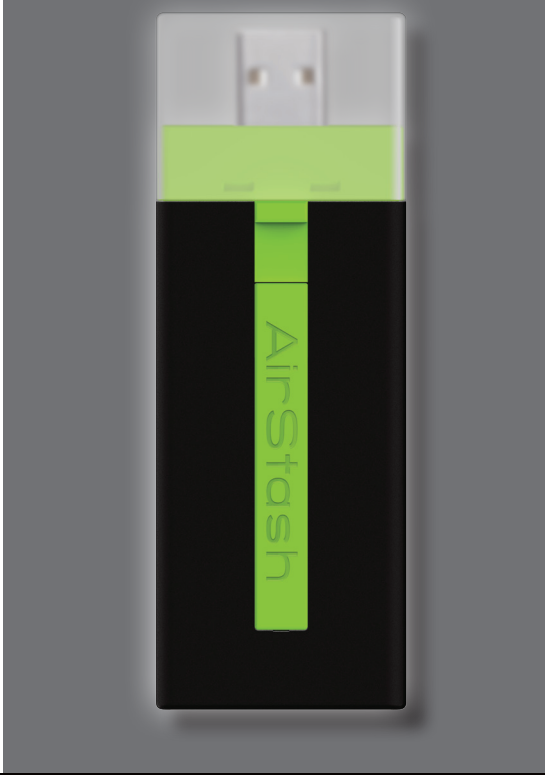

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