



Bring Your Own Application: The New Reality for the Mobile Workforce

IT consumerization and the evolving mobile professional have given rise to the BYOA movement. IT professionals need to understand why and how it's happening, and how to ensure safe, secure and efficient access to essential business applications

Contents

- Employee-Initiated Applications and Benefits** 2
- Managing BYOA and Its Challenges** 4
- The Future of BYOA and Its Impact on IT** 5
- Summary** 6

Brought to you compliments of



The BYOD phenomenon is no longer an emerging trend — it's here and it's reshaping the way organizations conduct business. A host of recent research reports indicate that most organizations have adopted BYOD (bring your own device) in some form, and an increasing portion of them actually have developed and implemented formal BYOD policies to ensure that the use of consumer-class notebooks, netbooks, tablets and smartphones is secure and productive.

IT professionals may have had legitimate concerns in the early days of BYOD, but indications are that more and more of them are getting behind the movement to give an increasingly mobile workforce the ability to work from anywhere at any time on the devices they're most comfortable with and prefer to use.

Now, organizations are entering the next phase of hypermobility: bring your own application (BYOA). The rise of cloud computing and software as a service, the introduction of younger, mobile-savvy employees into the workforce and the need to conduct business in a location-agnostic fashion are driving forces behind BYOA. Now, new market research is shedding light on this trend to help IT organizations and business users alike get the most out of BYOA while mitigating potential risk.



Click to navigate ▼

Employee-Initiated Applications and Benefits

Managing BYOA and Its Challenges

The Future of BYOA and Its Impact on IT

Summary

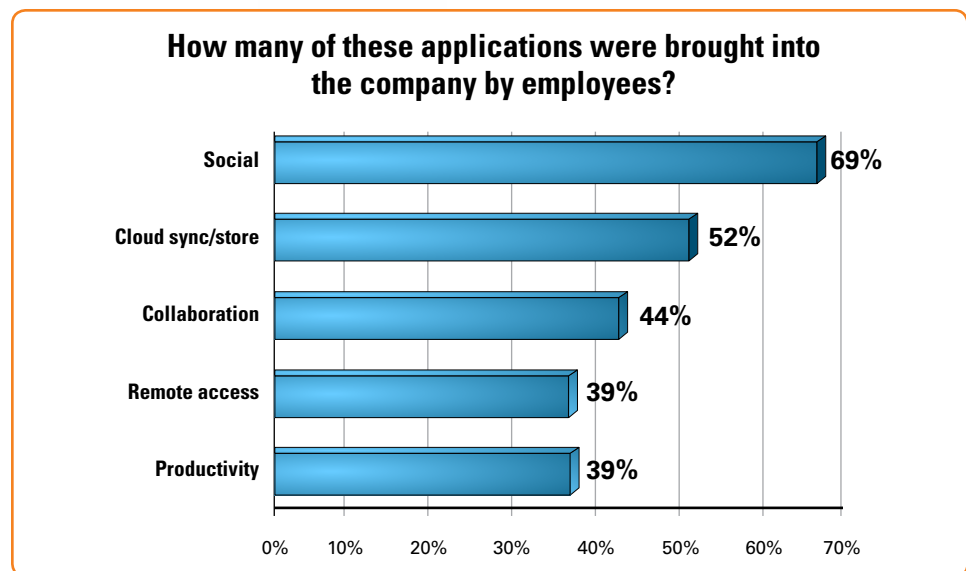
The study's results, based on input from 1,232 respondents at small and medium-sized businesses and IT service providers in the U.S., Canada, U.K., Australia and New Zealand, indicate that:

- The introduction of social, cloud sync and storage applications by employees is rising dramatically.
- Organizations increasingly are officially adopting these employee-introduced applications at robust rates.
- IT decision-makers believe that challenges such as data security, lack of control and application management are inhibiting BYOA from being adopted at even greater levels.
- There is a clear segmentation among IT leaders' approaches to BYOA, ranging from enthusiastic support to hidebound resistance.
- Despite the challenges, most IT leaders cite such benefits as increased flexibility and improved user productivity as driving forces for even greater BYOA adoption in the near future.

Employee-Initiated Applications and Benefits

Not surprisingly, social applications are the most likely to be brought into organizations by employees, according to the survey results. Nearly seven in 10 respondents (69%) said social applications such as Facebook, LinkedIn, YouTube and others in use in their organizations were initially brought in by individual employees. Now, social applications are increasingly being used by businesses for functions such as marketing, brand development, customer acquisition and gathering insight on new product features.

Most respondents also said that cloud sync and store applications in use in their organizations were introduced by employees as well, and approximately four in 10 respondents noted that BYOA is a catalyst for productivity, collaboration and remote access.





Click to navigate ▼

Employee-Initiated Applications and Benefits

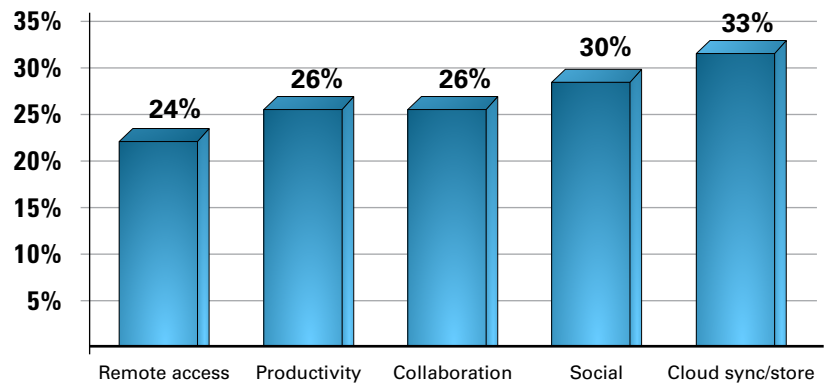
Managing BYOA and Its Challenges

The Future of BYOA and Its Impact on IT

Summary

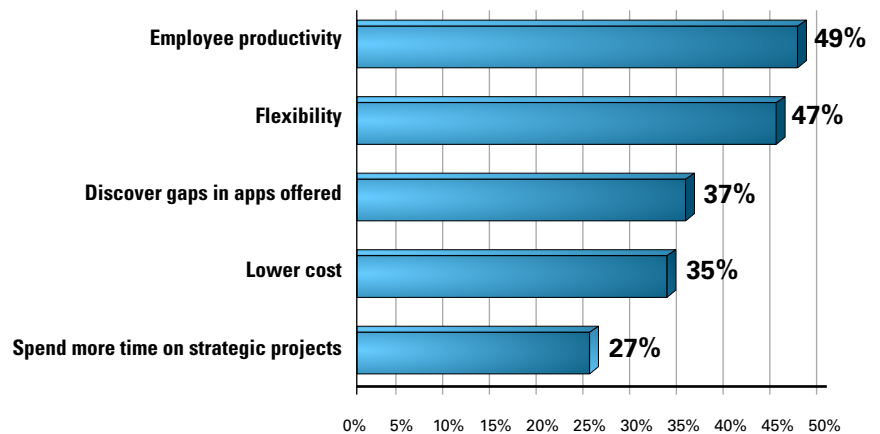
An important issue to consider is how the IT organization responds after it determines that an employee-introduced application has gained critical mass of acceptance throughout the workplace. According to the research, a significant number of organizations actually have officially endorsed the use of applications initially brought in by employees, with cloud sync/store and social applications heading the list.

Employee-initiated apps that are now endorsed by the company



Whatever concerns or hesitations IT departments may harbor about BYOA, survey respondents were pragmatic about the benefits it provides to employees and their organizations. In fact, the top two BYOA benefits cited by respondents were greater employee productivity and increased flexibility. Additionally, respondents noted that BYOA actually can help uncover gaps in applications organizations currently offer to their employees.

What are the biggest benefits of BYOA?



Click to navigate ▼

Employee-Initiated Applications
and Benefits

Managing BYOA
and Its Challenges

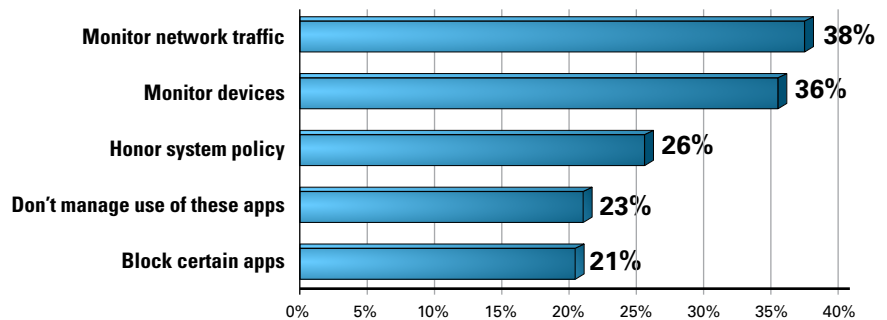
The Future of BYOA
and Its Impact on IT

Summary

Managing BYOA and Its Challenges

Even as companies increasingly accept and even embrace the BYOA trend, it undoubtedly is impacting how IT organizations do their jobs. In these early days of BYOA, IT departments appear to be sampling a variety of different approaches to manage BYOA usage and ensure that it is more of a benefit than a burden. For instance, monitoring network traffic and mobile device usage were the two management approaches cited most often by survey respondents. However, several other approaches are also being employed, and no single approach is yet favored by a majority of the respondents.

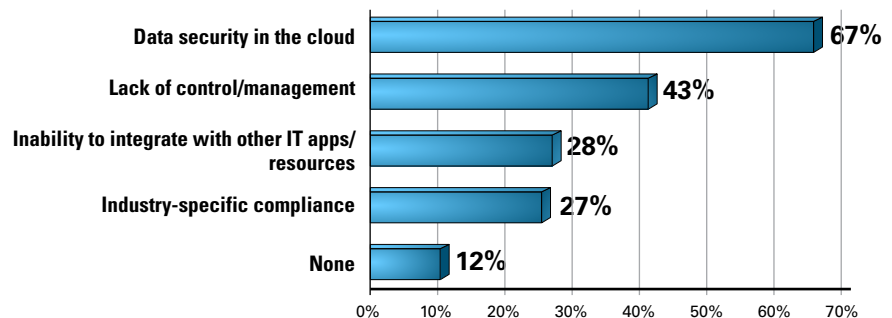
How are you managing BYOA usage?



By monitoring network traffic and devices, IT leaders are making their first attempt to retain some measure of control over the potential for application misuse and threats to network performance. But the fact that no one approach is yet favored by respondents indicates that IT departments are likely to continue using a mix of solutions until they can determine which one, if any, offers significant advantages over others.

Even as IT departments seek the best way to manage BYOA usage, they readily admit that several factors are limiting broader adoption of BYOA policies. It should come as no surprise that data security heads the list by a significant margin over all other concerns, although survey respondents also expressed a good amount of concern over the lack of control and management over employee-introduced applications.

Which of the following limit adoption/support of employee-introduced apps?





Click to navigate ▼

Employee-Initiated Applications and Benefits

Managing BYOA and Its Challenges

The Future of BYOA and Its Impact on IT

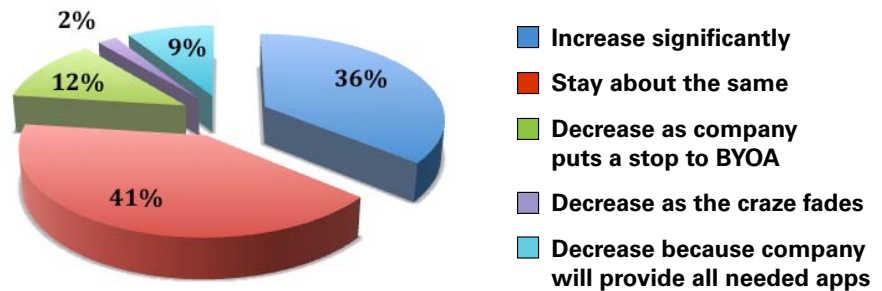
Summary

When it comes to data security and BYOA, survey respondents are most concerned about cloud sync/store and remote access — although most respondents expressed at least some level of concern about all five major BYOA categories covered in the survey. Seventy-seven percent of respondents said they were either concerned or very concerned about cloud sync/store applications, followed closely by remote access (76%) and social applications (71%).

The Future of BYOA and Its Impact on IT

Despite any lingering concerns over security or lack of control, survey respondents were enthusiastic about the future for employee-initiated applications. Just as BYOD is here to stay as an integral part of IT, so too do respondents feel BYOA is going to continue playing a key role in how applications come into, and are supported by, their organizations. More than three quarters of respondents felt that BYOA would either stay at its current level in their organizations or increase significantly.

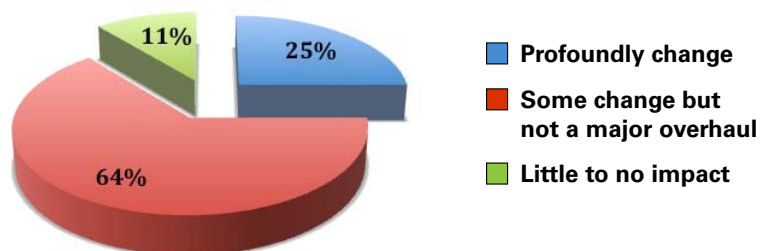
How do you believe that the use of BYOA will change over the next five years?



Respondents were nearly 50% more likely to say that, for whatever reason, BYOA will increase versus decrease over the next five years. And undoubtedly related to future adoption of BYOA processes and policies is the impact the trend is likely to have on IT professionals and how they do their jobs.

Most survey respondents felt that BYOA would have at least some impact on the required skill set for IT professionals over the next five years. In fact, one quarter of respondents said it would “profoundly change the skills required to secure and manage corporate IT environments.”

How much will BYOA impact the required skill set of an IT professional over the next 5 years?





Click to navigate ▼

**Employee-Initiated Applications
and Benefits**

**Managing BYOA
and Its Challenges**

**The Future of BYOA
and Its Impact on IT**

Summary

Again, respondents were more than twice as likely (25% versus 11%) to say that BYOA will have a major impact on IT professionals' required skill set than they were to say it would have little or no impact.

Summary

BYOA may be one of the industry's newest acronyms, but don't let the fact that it's now a popular buzzword diminish its importance. As employees increasingly bring their own mobile devices to work — wherever and whenever they work—they increasingly are bringing their familiar and popular personal applications with them.

BYOA already has received widespread support not only from employees, but also, in many cases, from their companies and their IT departments, according to survey responses. A significant portion of respondents said their employee-introduced applications already have received official company endorsement, and the trend seems likely to continue and even accelerate over the next five years.

User productivity, application flexibility, lower costs and the ability to identify gaps in application portfolios are among the many benefits of BYOA. And even though IT organizations are naturally concerned about such issues as data security and the potential for loss of control and management, the benefits of a well-thought-out and precisely implemented BYOA program appear to outweigh the potential downside risk.

Transform how your business gets down to business with join.me — instant, online collaboration and meetings.