



Bring Your Own Device

Blessing or a Curse

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What is going on.....

- **By 2015..... (IDC)**
 - 3/4 of devices will be deployed at Home, work for personal and business/academic use
 - US Mobile internet use to surpass wireline
- **User/Employee owned devices amount to 75% of all devices supported by IT in 2012 (Forrester)**
 - Only 15% have a defined strategy to deal with this challenge
- **Between 2009-2015, mobile application downloads are expected to increase at a CAGR of 53.2 percent (PortioResearch)**
 - More applications will enter the enterprise
 - Any application can become business critical
- **Bizarrely, recent study by large US recruitment agency showed that:**
 - Given choice between BYOD and No BYOD in a job offer the majority of applicants will lean towards accepting offer from the BYOD organisation
 - Really bizarrely they are willing to work for less money in BYOD organisation

■ Generation Z – Are they the cause?

- Less than 50% believe BYOD will make them more productive
- >50% prefer email or verbal methods of communication
- So the new generation may not be a collection of Facebook obsessed Twitterati as stereotyped...



- So where is the driver coming from?
 - >70% of Senior IT staff believe personal devices improves productivity
 - Top down push....

Source: Aberdeen Group

The History

■ De-perimeterisation - concepts circa 2002

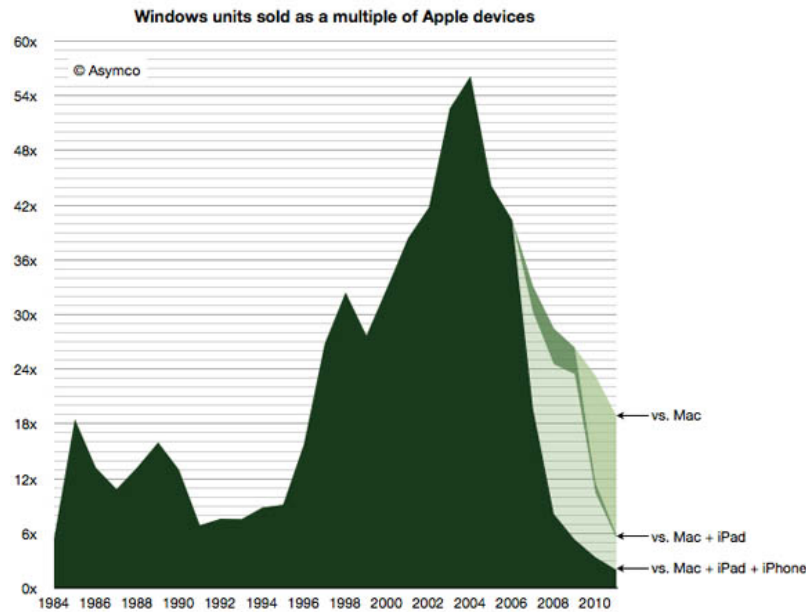
- Jericho Forum 2003
- Project Red 2004-2005
 - Technical concept in origin
 - Strong business rationale
 - No push from workforce or management – Too cutting edge

■ Consumerisation of IT – 2005 onwards....

- Value of consumer market demand for traditional enterprise tech grows
- IT hits consumer markets first (Faster Wireless 802.11n like, same now happening with 802.11ac)
 - Mobile Phone tech
 - IT forced to slightly alter posture to deal with consumer preferred devices

■ Same time growth in SAAS, Web apps, formative cloud strategies highlighted path away from centralised architectures and loosening of controls

- Ascent of Apple forces massive change in traditional approach to IT



- June 2012 - 1 Million Android activations per day

- The above situations and factors have evolved into a more market friendly term.....BYOD
 - BUT the core problems still remain just the a genuine market appeared with a demand for BYOD
 - However BYOD cannot be deployed in the typical Enterprise “Dash to connectivity” approach
 - Security
 - Management
 - Cost \$\$\$

■ Traditional Technology Silos

- Enterprise and Telco can and do share some technology
- Some tech from Enterprise and Telco ends up in the home
- Never the other way round.... until now



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- **Enterprise organisations have invested \$Billions in controlling Enterprise technologies**
 - Security (Firewalls, Antivirus etc...)
 - Management (MS SCCM, ZEN)
 - Right Sizing IT staff to manage current accepted Enterprise Tech and applications
- **Enterprise Vendors have invested \$Billions in developing solutions to allow control of their technologies**
- **Consumer technologies have invested \$Billions in appealing to the user....**
 - Consumer tech has not been designed to play nicely in the enterprise
- **2 Main concerns for IT professional with consumer tech**
 - 64% Security
 - 59% Data Loss

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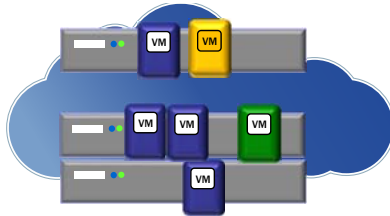
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Mobility War – Driving Network transformation

Cloud and virtualization on one side and BYOD on the other



Highly Dynamic Data Center



Cloud, Virtualization and Server/storage consolidation

Highly Dynamic Access Edge



BYOD

Why is BYOD winning compared to Enterprise devices?



Freely Available

•eTail, Retail

Easy to Acquire

•Bundles, Monthly Plans

Intuitive to Use

• App stores allow consumer choice

Fulfil a critical role

•Phone, tablet, learning, video

People want to BYOD



What are traditional Enterprise Players doing?



- Has the Enterprise got a credible alternative?
 - Cisco Cius – Cancelled
 - HP Touchpad - Cancelled
 - Tablet PC – Windows based
- Do these devices meet any of the requirements shown before?



Windows 8 “focuses on people and apps and gives you powerful new ways to use social technologies to connect with the people who are important to you. It's Windows reimaged.”
– Microsoft Windows 8 FAQ

On the new iPhone... “There is nothing revolutionary or disruptive about any of the technologies.” CTO Motorola

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Problems Continued....



- If the Enterprise versions are so bad the consumer devices must be great, right?
- Lack of control over Apps entering the Enterprise
 - Users can end up using multiple Apps to achieve the same thing
 - Damages collaboration if not compatible
 - Lack of security on Apps
 - No enterprise quality control
- Lack of security function natively on BYOD
 - Qantas lounge problem
 - Exec leaves BYOD device with secure data at insecure location
 - Jail breaking etc...



THE PROBLEM WITH
AVERAGING STAR RATINGS

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- **Shift cost of mobile acquisition to the user**
 - Does this saving outweigh cost of supporting it?
 - Security & MDM costs???
- **Are the range of apps available better than enterprise deployed equivalents?**
 - Do you chose to support these?
 - Over 500000 Apps available from Apple, where do you draw the line?
 - Does the support costs outweigh the savings?
- **Companies with 1000+ Mobile BYOD devices facing increased costs of \$170000USD per annum** (source Aberdeen Group)

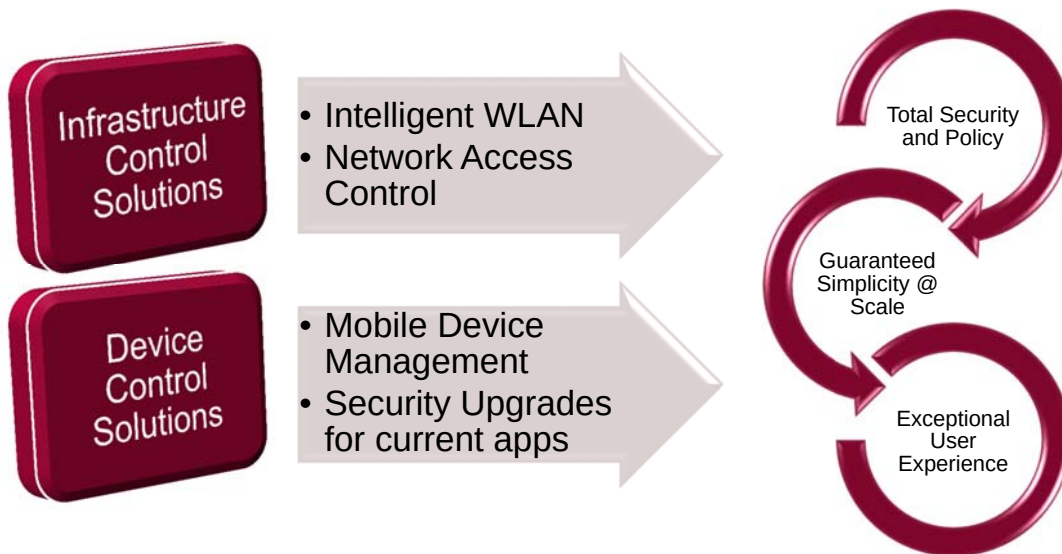
- **User has multiple devices that can access business services**
 - Quicker interaction via preferred device based upon situation
 - Or increased complexity for user leading to more support calls and delayed response
- **In our experience successful BYOD deployments have never been driven by cost savings or traditional measurable productivity gains**
 - BYOD as a broad based strategy to improve:
 - Employee morale
 - Perception of quality of the workplace as a whole
 - In education; more appealing to students if they have this increased level of access and freedom

- **Great tech – and BYOD is a major driver for this network transformation but....has shortcomings with BYOD**
 - Consumer style device turned into Windows
 - This breaks the rationale for BYOD
 - Clunky interface
 - Lack of offline functions
 - Client side hypervisors limited on some certain platforms
- **Reacting to BYOD by implementing VDI transitions issues from the Access/Edge of the infrastructure to the core/data centre**
 - Is your network ready for more virtualisation?
 - Ethernet flattening
 - Storage
 - Capacity
 - Security

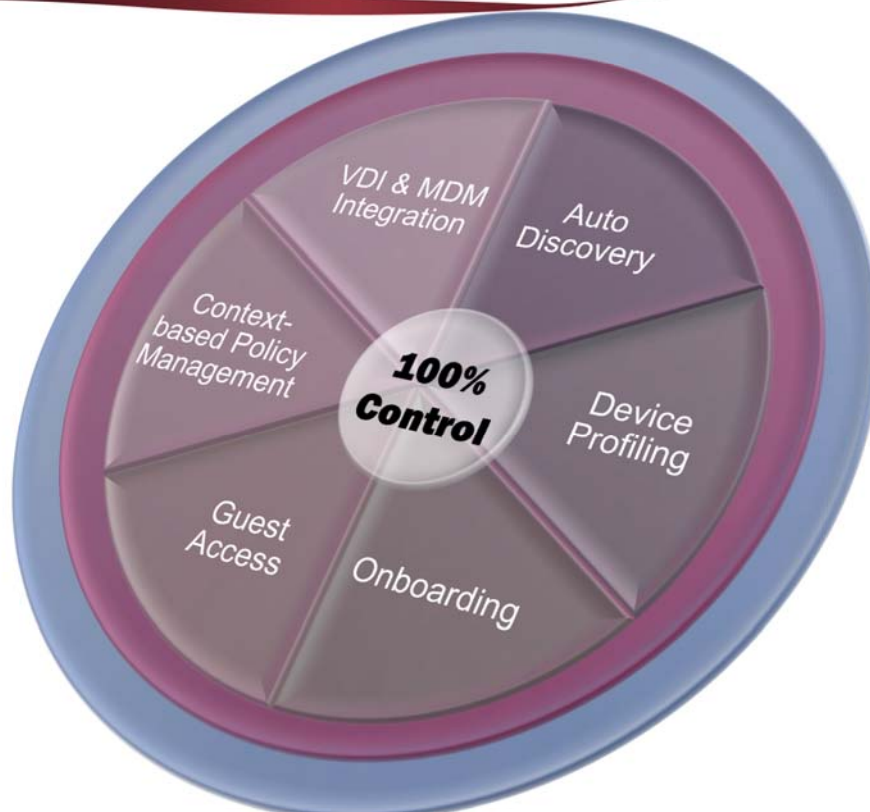
- **Traditional method of extending infrastructure reach while retaining security and control**
 - Potentially lacks scalability to what BYOD is growing into
 - Never really envisaged a wide-scale LAN/WLAN access control methodology
 - Not an embracing of BYOD but a view as a necessary evil. No control of BYOD device or user per se.
- **More and more traditional business applications are freely available without VPN**
 - Cloud Services
 - SAAS
 - Email

The Solution needs to offer

- Give IT visibility and control of all devices used on the network
 - Bring disparate sources of this information into one location
- Map users to each and every device, go beyond just looking at BYOD; **Use this opportunity to get a handle on the whole network**
- Close the loop by integrating MDM and WLAN/LAN solutions
 - Either approach on their own is not sufficient

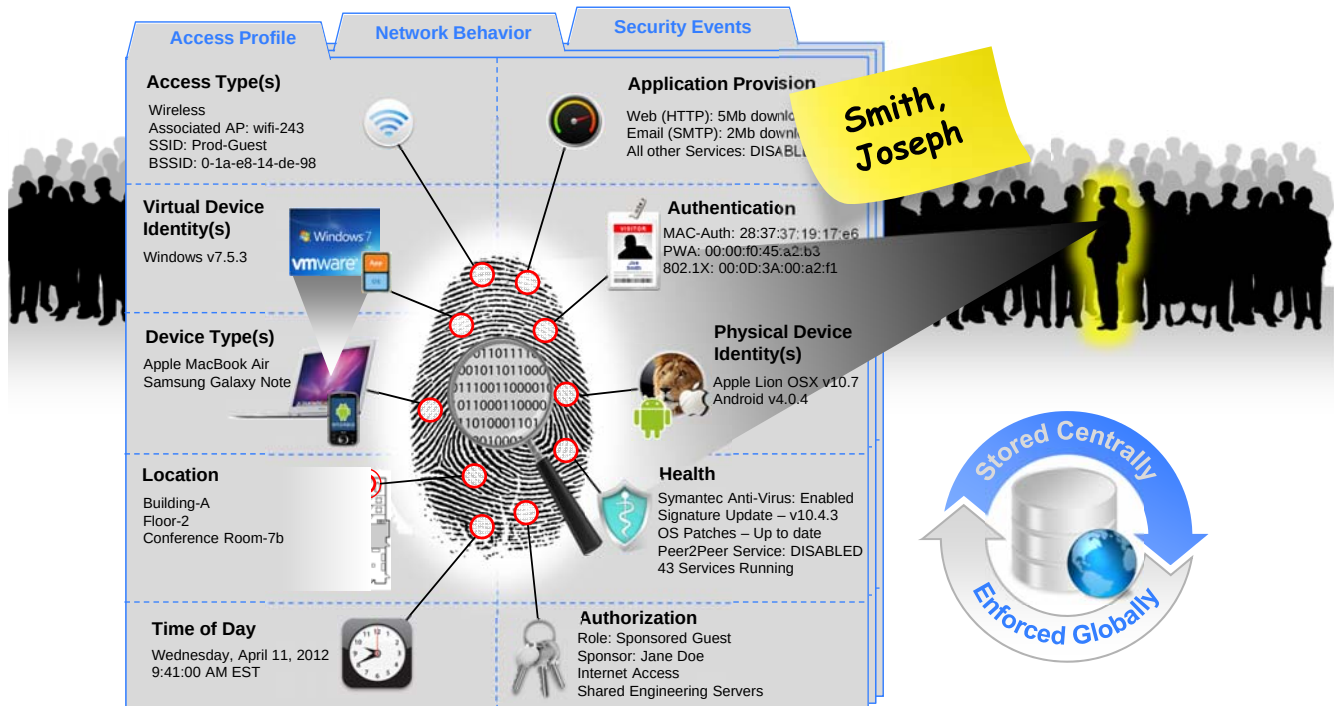


Our view of a successful BYOD deployment



What can be achieved...

Look towards a user based context not Device



The Future?

- Growth of “LANless” applications
- Increased VDI deployment
- Acquiescence to deperimeterisation
- Ubiquitous “always on” access via LAN/WLAN/Cellular
- Full circle from decentralised to centralised computing

Does BYOD help cause this or does this allow for successful BYOD?



"There is nothing more important than our customers"



Thank You!

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