

# Bring Your Own Everything

WEBINAR HIGHLIGHTS

April 29, 2015

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Thanks to all of you who attended this one-hour webinar, held on May 26th. This document provides a summary of the content discussed and the Q&A.

Many businesses are just now wrapping their heads around the bring-your-own-device (BYOD) trend, putting policies and management tools in place. Well, get ready, because you ain't seen nothing yet. Bring-your-own-everything (BYOE) is nearly here, and it changes everything.

ITWC CIO, Jim Love, and Peter Mills, Director of Information Technology, Western region at Fasken Martineau DuMoulin LLP, discussed BYOE and what it will mean for organizations and IT professionals. To understand BYOE, it's important to remember the impetus for BYOD. And for Love, it all began with the iPhone.

"The iPhone changed everything. It's not that we didn't have smartphones before. We had BlackBerrys," said Love. "But it was a monoculture. You could have any flavour of BlackBerry you wanted — as long as it was a BlackBerry."

Primarily, we used our BlackBerry for email messaging. The company provided the device, and when we left the company they took it back. If you wanted a personal one, you had to buy one yourself and carry two phones. "Then came the iPhone and the introduction of apps — they were quality apps," said Love, "but they were consumer apps."

"We had a massive increase in data transmission and storage, and we had manage and support nightmares," added Love. "You now had to support phones you don't use — any kind of phone."

Mills said it was the iPhone that first saw users speak up against the central control of the IT department, led by executives that are a hard group to say no to. It was a device that "struck fear" in the hearts of most people in IT.

“It was a device we couldn’t control. You could get email and apps, but it was also capable of carrying a great deal of business data out the door,” said Mills. “For every disadvantage that we saw, the user community saw an advantage.”

While the battle was eventually decided in favour of users, Canadian businesses have taken a conservative approach. By 2013, only 30 per cent of Canadian businesses said they had a BYOD plan. However, those that made the jump early are reaping the benefits today. The laggards are spending more on devices and voice/data plans, while the progressives are investing in mobile device management (MDM), security, consulting and apps – the things that drive business benefit.

“If you spend all your money on devices and data plans you’re not getting the benefits of mobility,” said Love.

BYOD is the battle that IT lost, but Love explained that they learned a lot that can be applied to BYOE – it’s going to happen, so jump in early and manage it rather than be forced into it.

“I think we learned that resistance is futile,” said Love. “We have to manage this stuff better.”

BYOE goes beyond the smartphone, and adds laptops, wearables, and the whole new world of devices coming as part of the Internet of Things. And Mills said it can’t be left to IT alone – the human resources department will need to be involved too.

“Someone is going to have corporate information on their laptop and they own the laptop, so if they leave the company, how do we remove that data?” said Mills. “That’s going to involve the HR department. And those processes will need to be worked out ahead of time, before you allow people to bring in those devices.”

Process and management will be the key. Both Love and Mills agreed that the pressure for BYOE will be too strong to ignore, so IT needs to play a facilitating role while ensuring everything is under management and under

policy. And proactive management that looks not just at data, but also applications and identity, is a must.

“Users are going through the day on different devices, and they want the same experience regardless of the device,” said Love. “It means the data needs to follow you.”

And it means you need to have the security right. A world of apps is now available that covers the landscape of business process but, while they can unlock great business value, the risks are also high.

“These are the things that keep you up at night. We’ve got the keys to the kingdom in a device that sits in your pocket and is easily lost or stolen,” said Mills. “My focus is how do I help the business, but a part of that is also how do I protect them?”

“The lesson for approaching BYOE,” said Love, “is to focus not on the technology but on the strategy, the business vision, and what you’re trying to achieve”. Mills agreed; the technology is the easy piece.

“I can go out and buy whatever you need,” said Mills. “The hard part is what you want to accomplish and how I can help you accomplish it.”

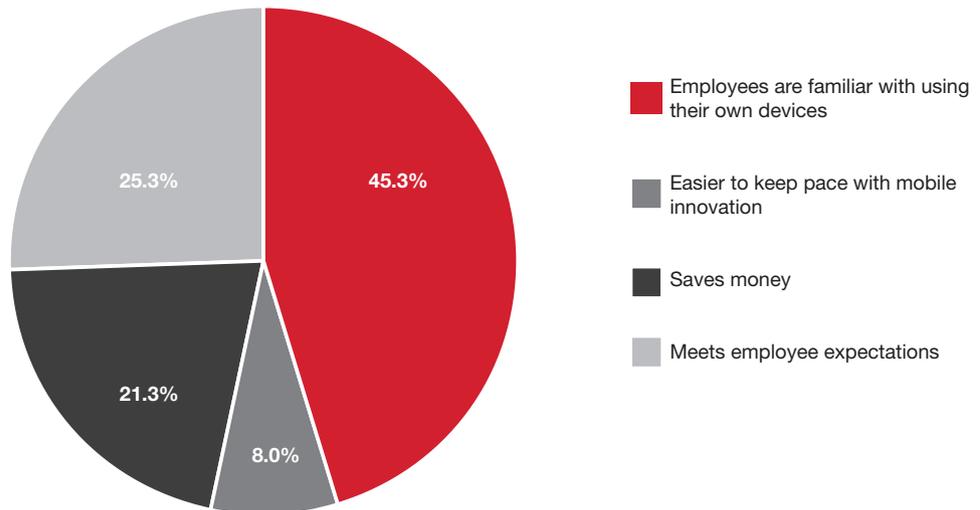
Mills said it’s a good thing IT lost the battle against BYOD; too often IT stands in the way of innovation. Love added that a great benefit of BYOE will be forcing IT to think strategically, and not just think about devices.

“If the future is uncertain, consider using scenarios and try to imagine what they are going to be,” said Love. “You’ve got to focus on process, policy and people.”

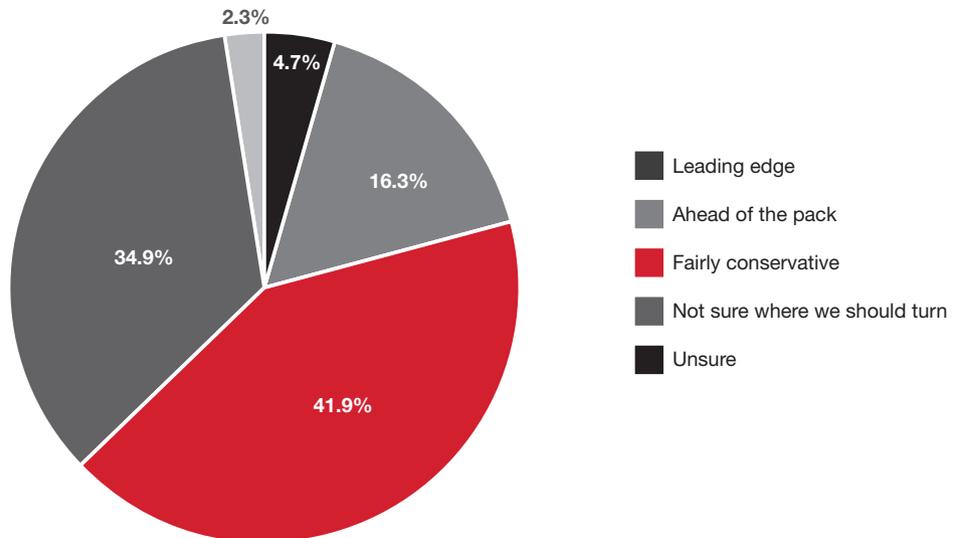
II. Polls and surveys

We did a number of polls to find out what our audience’s opinions were on key aspects of BYOD. We asked about advantages and their firm’s approach.

**Poll 1**  
Key advantages  
of BYOD



**Poll 2**  
I would describe  
our firm’s  
approach to  
BYOD as....



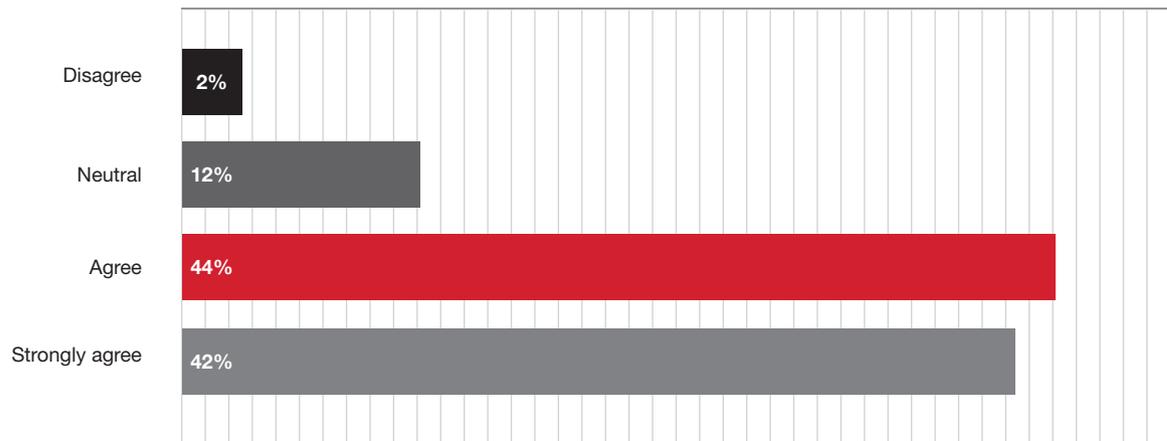
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## Poll # 3 – Reactions to key statements

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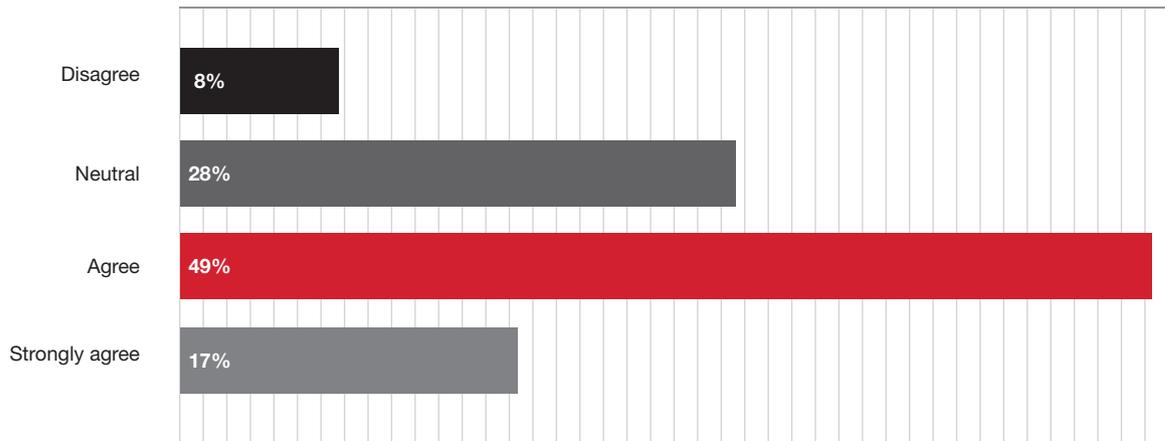
We asked participants about several key statements.

### 1. Mobile solutions are critical to our business



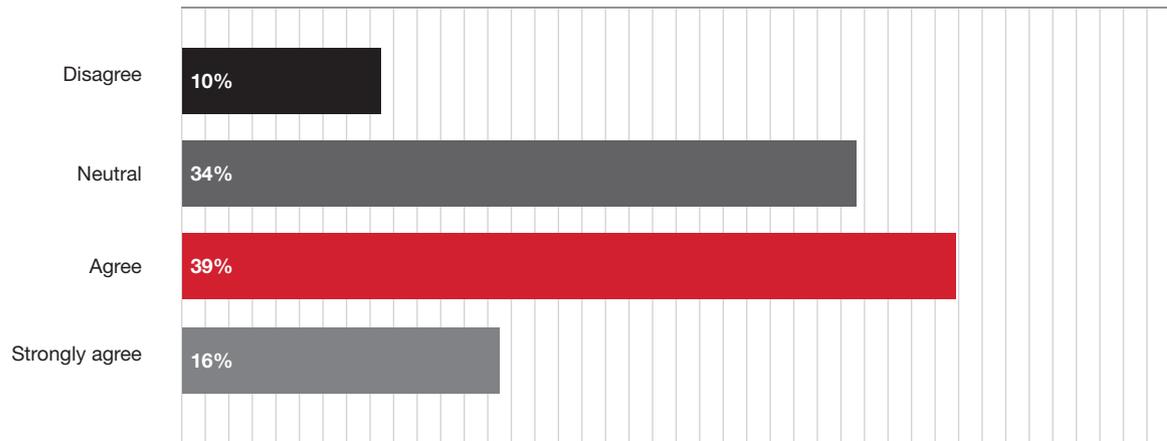
The overwhelming majority of participants (over 85 per cent) strongly agreed or agreed with that statement. While about 12 per cent were neutral, only a very few disagreed.

## 2. Mobile apps drive business growth



A strong majority (approx 65 per cent) agreed or strongly agreed with this statement; much lower than the number who think mobile is critical to their business. The number of respondents who were neutral (approx. 26 per cent ) or who disagreed (almost 8 per cent) was larger as well.

### 3. Our investment in mobile is paying off



Again a strong majority (over 65 per cent) agree or strongly disagree. But the amount of people who were neutral and didn't know increased dramatically (to approximately 34 per cent).

#### 4. We need help to maximize our investments in mobile



A large number of respondents felt their company needed help to maximize their investments in mobile. Just under 65 per cent strongly agreed or agreed with this statement. Again, only a handful disagreed and the rest were neutral.

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### III. Questions and answers (Q&A)

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#### **1. One participant asked about a survey that had been mentioned earlier.**

One survey that we mentioned was from the Enterprise Mobility Management site for Airwatch (a software vendor). While we do not endorse any particular vendor, the information from this survey was useful. Participants can find it at <http://www.air-watch.com/resources/analyst-reports>.

#### **2. Questions about attendance and response to polls, specifically:**

This was one of the most popular webinars held this year. Close to 70 per cent of the attendees filled in the polls before cut-off. It was a very strong response. On demand viewings of this webinar have also indicated its popularity. Clearly this is a topic of wide interest.

#### **3. It's also possible that apps are paid for by the business groups rather than IT...**

More of a comment than a question, perhaps, but it is most likely true. Business groups do drive a lot of the spending in mobility in many companies. One of the things that drove BYOD was the bypassing of IT policies in many organizations, often by executives who wanted to use their own phones and tablets.

#### **4. We were asked how to deal with multiple vendors in MDM.**

Most systems allow for multiple devices management. I'm not sure that multiple vendors are an issue for many companies. I'll have to do a little research on this question and I'll recommend that we do an article on this.

### **5. How does BYOD save people money specifically? Our experience shows that it is really a shifting of costs.**

There is no doubt that BYOD and BYOE do save money for companies as they reduce the amount of spending on corporate devices. One could argue that since most people already have a smart phone using their choice of phone is not shifting costs – they would pay for it any way. Also, with the ability of companies to get very favourable terms, employees may also benefit by getting better prices, better terms and plans. Many companies, including IT World provide an allowance for people to offset the company usage. For many employees this is much, much cheaper than having a company phone and a separate phone of their own.

### **6. With BYOE, does that mean new hires who cannot afford to BYOE should be rejected by the hiring manager?**

I don't know of any company who would do this. Most companies provide an allowance that would easily cover all of the expenses of a device that was used for company business. There are lots of phones like the new Leap from BlackBerry that would be \$0 on a plan. It's a very sophisticated smart phone. I'm sure some of the other Android phones would also be easily afforded on a corporate allowance.

### **7. Three to five years from now, what do you see as the big changes that ITS management should prepare for?**

My take is that devices from internet of things, particularly what we now call "wearables" will be a new challenge over the next few years. I expect that virtual reality and gaming devices will present new challenges. Personal monitoring from devices, location services and other usage will add new issues, particularly in terms of privacy which will be a growing issue as the blurring of personal and corporate use will mean that companies may have access to a great deal of personal data. We also need to remember that the devices of today will appear clumsy and primitive compared with what we see in very few years.

## 8. How is data secured when using BYOE?

With BYOD, encryption isn't there as a default. Neither is the ability to remotely manage or wipe a device or other key aspects of security. Some devices are better at this than others, but that requires an educated user and some real discipline.

The real security and solutions come from MDM and now EMM solutions. When you deploy with these devices you have software and tools in place that help ensure that your data is secure. Even just using Microsoft's ActiveSync will allow for mandatory passwords and remote wipes. Again, however, sloppiness by uneducated users can be a real weakness, even in this area.

## 9. What have you found to be the best way to educate your end users so they choose the better devices or at least come to you to ask so that they get what they need?

The best practice that we have is to make a list of potential devices available. Our Director of IT is quite schooled in what is out there and we can make recommendations easily. We've interceded on a number of occasions to try to convince people that the "cool" device they saw in the ad isn't really what they need. We're a small shop so we know most employees. Other tactics we use may be better for larger companies.

We also find that talking to other employees who are currently using the devices is important. We have a number of "true believers" from every platform so that people can have a first-hand discussion about what each different platform offers. We keep a couple of spare devices so that people can try them out.

We also are heavily dependent on our rep to help us clearly understand the plans and provisions as they relate to the phones we use.

## 10. Who are the better MDM suppliers to date?

The best, in our opinion, are those who have embraced Enterprise Mobility Management. Which one is “best” is heavily dependent on your needs so it’s not easy to say which is best. Gartner’s last magic quadrant listed the players, but in our opinion the report has not considered the rapid advances of BlackBerry.

Radicati Group has a 2015 study with their own Enterprise Mobility Management Magic Quadrant. Careful – if you are familiar with Gartner’s approach – while Radicati has a quadrant, it’s based on different aspects.

IDC is another group that may have a similar report.

You can get these from the research firms or you can google them and find vendors who have posted copies on their sites. We cannot stress enough that the “best” vendor is not the one the analysts rate most highly – it’s the one that meets your business circumstances. Features you don’t need don’t add value, they add unnecessary complexity. This area is also growing so rapidly that you need to know not just where the vendor is today, you need to know where they are going in the near future.

## 12. (if) Security is a big issue as you said.. what is the best seen solution?

There are a number of approaches, but the best practice in our opinion is

- The ability to segregate corporate data from user data and in particular to selectively wipe the corporate data when needed
- Remotely monitoring and managing devices
- Encryption of all data
- User education is key, it has to be continuous, don’t just hand out a policy and hope for the best

Many of the solutions on the market have embraced these and other best practices; like separation of data or data containerization. BlackBerry and Samsung have focused heavily in this, but that does not exclude other EMM players.

The best thing that you can do about security is still the simplest. Educate users. Have strong passwords on all devices. Be careful of applications on corporate devices especially Android applications. And avoid using insecure public Wi-Fi for corporate use.

We highly recommend that companies look at “Privacy by Design” as part of their security development. This approach was developed by Anne Cavoukian, the former privacy commissioner of Ontario. You can read about this in CSODigital (Chief Security Officer Digital) – our new publication on security for all aspects of corporate life.

### **13. Has there been any movement with the Government Canada in respect of data storage outside of Canada? Or, new data centre initiatives in Canada?**

We have not seen movement in this area, although there are many interpretations of government policy. Again, I’d refer you to CSODigital our new publication. If you want to be on the mailing list for CSO Digital just drop me a line at [jlove@itwc.ca](mailto:jlove@itwc.ca) or look for the subscription forms on our sites.

#### **Other comments:**

“Companies can’t keep up with the pace of deploying policies and procedures on every new device/technology. It will be interesting to see what happens in five years”

“As a BC law firm we don’t have many options other than SaaS. Most cloud providers aren’t compliant with BC FIPPA. We deal with public bodies and this prevents us from allowing our data to be stored or even “accessed” outside of Canada. Until EMM vendors comply with this our hands are tied.”

“Apps and data in rest and in transit need to be secured. It is tough to manage, hackers are coming at you all the time and vectors of attack.”

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