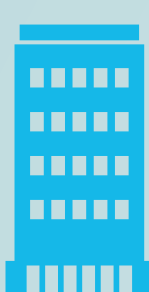


BYOD and Virtualization Horizons Study



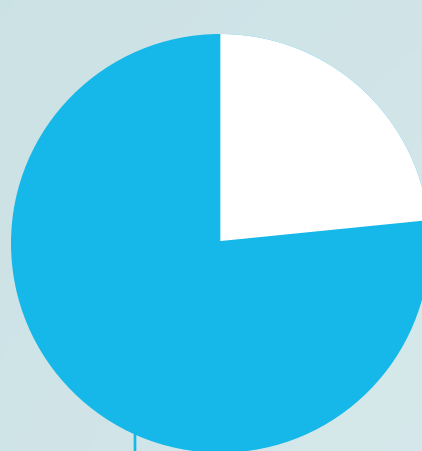
600
IT Leaders



18
Industries

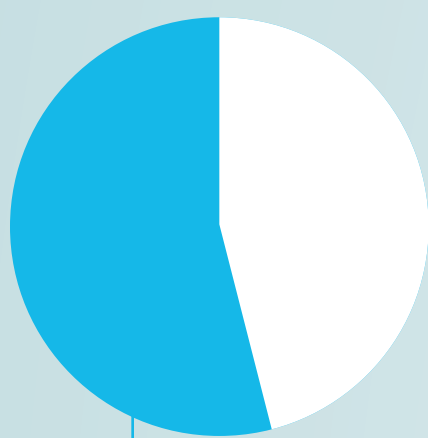
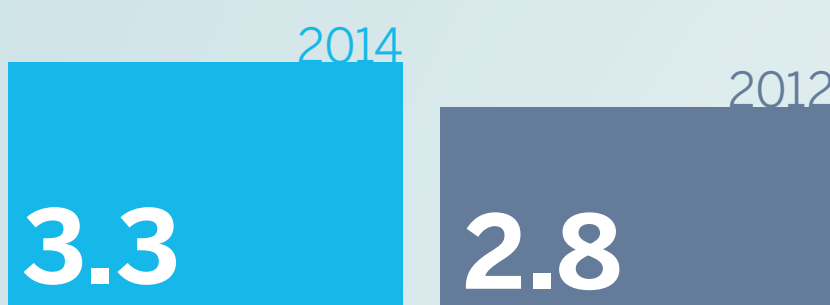
- All respondents director or above
- U.S. enterprises with at least 1,000 employee
- Decision-making responsibility for mobile solutions

88% IT leaders who are seeing BYOD growth in the enterprise

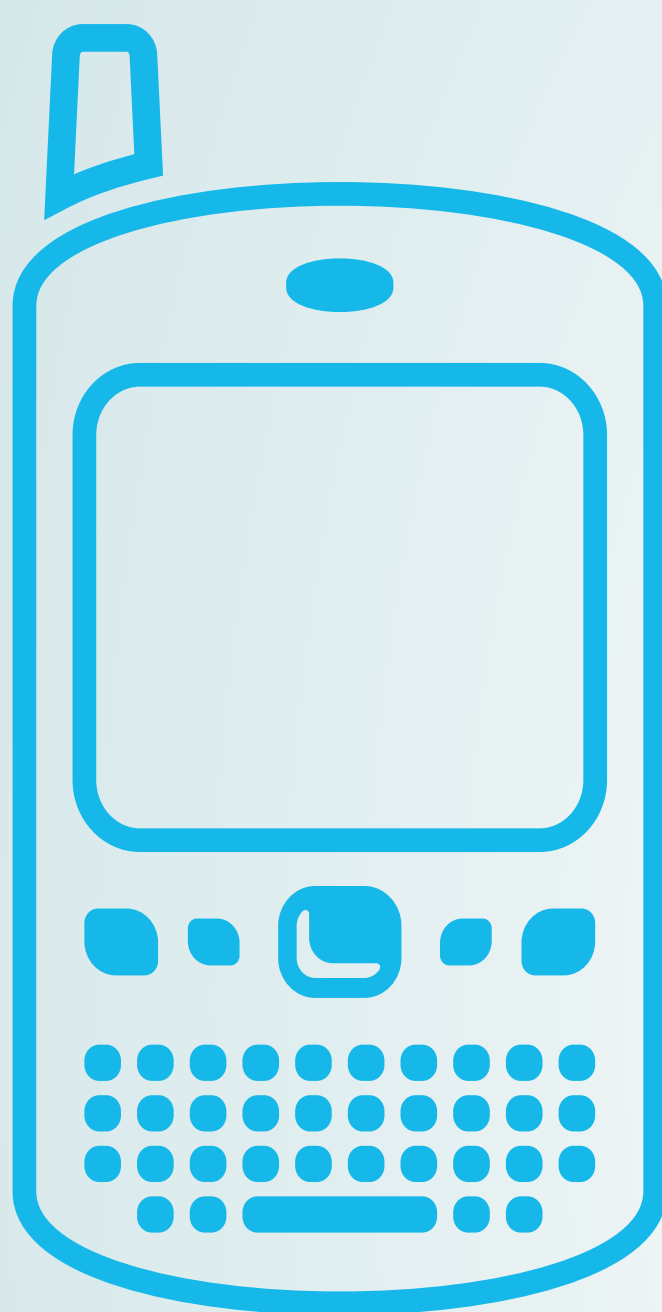


78% Employees who have mobile device for work

3.3 Average number of connected devices per knowledge worker in 2014, up from **2.8** in 2012



62% Enterprises that expect the share of employee-owned devices connecting to company networks to increase somewhat to significantly over the next two years



76%

Consider BYOD somewhat or extremely positive for their companies

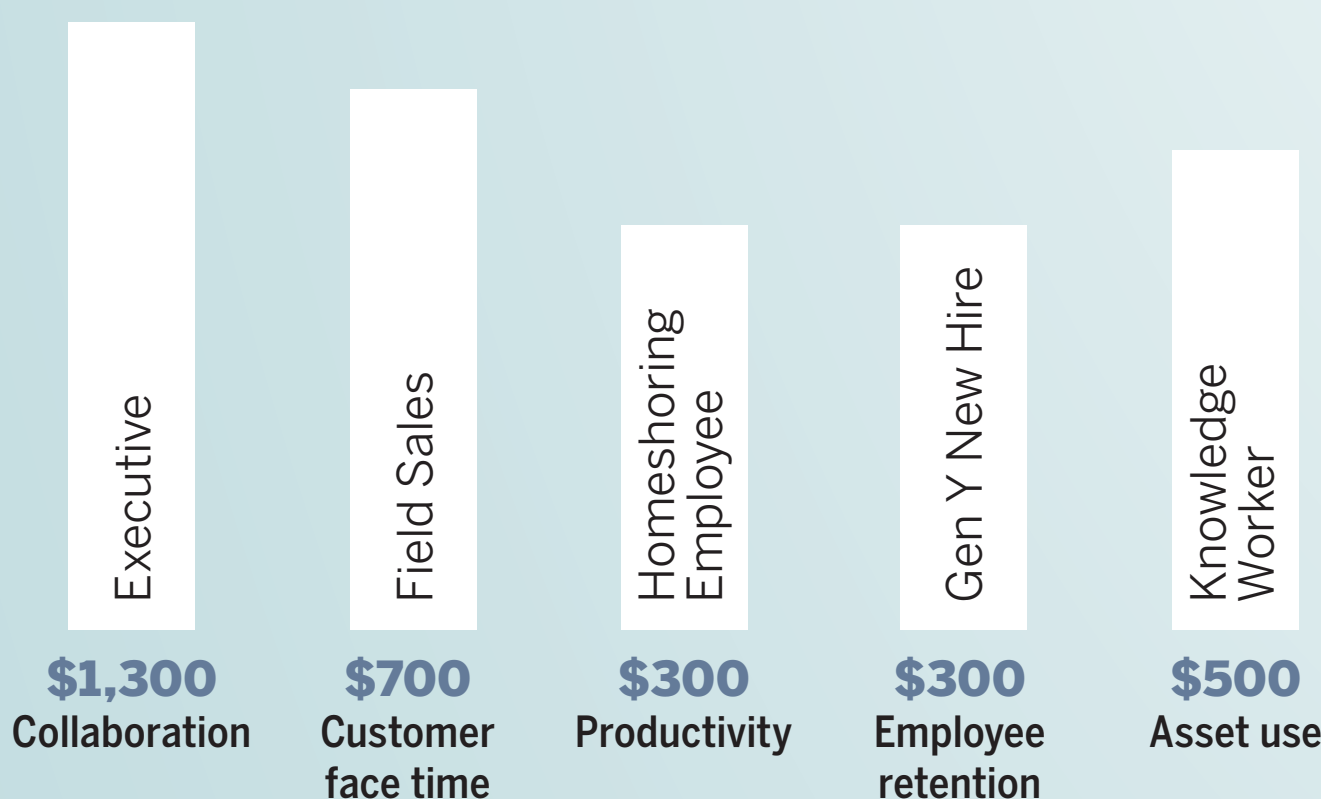
#1 Improved employee productivity, more opportunities to collaborate

#2 Preferred device means greater job satisfaction

41% Enterprises where most smartphones connected to the company network are employee-owned today

BYOD VALUE DEPENDS ON EMPLOYEE ROLE

Annual Benefits (illustrative Use Cases)



EMPLOYEES WANT TO CONTROL THEIR WORK EXPERIENCE: TOP BYOD PRIORITIES



1 Employees want an any-device, anywhere work style (**40%**)



2 Employees want to do personal activities during work and work activities during personal time (**38%**)



\$600 Average amount current Cisco BYOD employees pay for preferred devices to help control their work experience