

Why It Pays to Embrace Consumer Mobile Devices in Your Enterprise

Strategies for iPhone Adoption in the Workplace

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Riding the Wave of IT Consumerization

SAVVY BUSINESSES ARE DISCOVERING THAT IT PAYS TO EMBRACE WORKPLACE USE OF CONSUMER MOBILE DEVICES.

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What started as a trickle has officially become a flood: Smartphones such as the Apple iPhone and Motorola Droid are sweeping the personal mobility market.

According to The Nielsen Company, of New York, N.Y., some 150 million people in the U.S. alone will be using smartphones by mid-2011 to view Twitter feeds, conduct searches, consult maps and more. Recent experience and a mounting body of data show that people will increasingly employ smartphones to get work done too.

In fact, a substantial portion of the U.S. workforce already uses personal mobile devices for business purposes. According to a study of employed smartphone owners from Cambridge, Mass.-based analyst firm Forrester Research Inc.,

- 57 percent use that device to make work-related phone calls.
- 48 percent use it to check work e-mail.
- 42 percent use it to search the Internet or an intranet for work-related information.

Numbers such as these aren't hard to explain. With their big, bright displays; intuitive interfaces; and high-speed Internet connections, smartphones put a wealth of services and information at your fingertips. Not surprisingly, people are clamoring to use the same tools they rely on in their leisure hours at work as well.

Many companies are resisting this demand, due to worries about security risks and support burdens. But what some firms treat as a threat others are increasingly recognizing as an opportunity. Already, 46 percent of enterprises and 60 percent of small and midsize businesses provide at least some support for personal

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65%
of organizations that allow employees to use personal mobile devices for business enjoy greater productivity as a result.

IDG Research Services,
Market Pulse survey, December 2009

mobile devices, according to Forrester. As long as it's governed appropriately, workplace use of consumer-oriented smartphones can lower spending, heighten morale and help employees get more done.

Besides, stonewalling ultimately isn't an option, notes Zeus Kerravala, a senior vice president and mobility expert at Yankee Group Research Inc., of Boston, Mass. The latest smartphones are just too powerful—and popular—to keep out of the enterprise for long. "As in *Star Trek*, resistance is futile," Kerravala warns.

Productivity and satisfaction

Consider, for example, the case of Baloise Insurance, an affiliate of Baloise Holding Switzerland that offers insurance, pension and wealth management services. Within a week of its officially welcoming personally owned devices into the workplace, more than 300 of its employees had signed up to use their iPhone for business, turning it into the company's de facto mobile standard overnight.

Stories like that are sure to become more and more common in the years ahead, since younger workers are even more eager than their older colleagues to use personal technology on the job. Indeed, 60 percent of workers aged 18 to 27 and 58 percent of workers aged 28 to 43 believe they'd be more productive at work if they had access to the same applications and technologies they use at home, according to data from Yankee Group.

Evidence suggests that their instincts are correct too. According to a research survey conducted by IDG Research Services for Sybase Inc., 65 percent of organizations that allow employees to use personal mobile devices for business enjoy greater productivity as a result. Accessing business data and processes from a mobile device instead of switching to a VPN-connected



Only the Beginning

If you think keeping powerful mobile devices such as the Apple iPhone and Motorola Droid out of the enterprise is a losing battle now, brace yourself. It's only going to get harder, mobility experts warn. Manufacturers will introduce more than 50 new smartphones based on Google's Android operating system in 2010 alone, according to market research company CCS Insight, as well as a number of new smartphones designed to work on faster, more powerful 4G wireless networks. Meanwhile, a slew of must-have features are on their way, ranging from mobile payment systems that turn your smartphone into a credit card to location-based services that help coworkers find each other in or out of the office.

In other words, even more of your employees will soon be carrying even-more-powerful phones—and using them on the job, with or without your encouragement. No wonder smart companies are getting a jump on the inevitable by implementing personal mobility strategies now.

laptop reduces wasted time. Plus, the effortless access to everything from business applications to social networking sites to GPS tools helps employees find answers, exchange insights and make decisions faster and more effectively.

And there are other compelling benefits. For example, 61 percent of companies that let workers use personal mobile devices report higher employee satisfaction, according to the IDG study. Conversely, organizations that don't permit enterprise use of personally owned devices run the risk of alienating current and potential employees. "You're going to have a negative backlash and end up becoming a company

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IDG Research Services,
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that people don't want to work for," Kerravala cautions. As an additional benefit, bring-your-device-to-work policies can save employers money by enabling them to support employee mobility without picking up the entire tab. Even if you let workers expense business-related voice and data fees, having them buy their own device can yield significant savings without generating hard feelings. "Users are willing to spend a little of their own money to get exactly the device they want," observes Bryan Whitmarsh, a senior product manager at Sybase.

Making the rules

Still, there's a right way and a wrong way to admit personally owned devices into the workplace. "There have to be some rules," says Mark Tauschek, a senior research analyst with Info-Tech Research Group, of London, Ontario, Canada. For instance, companies should establish firm guidelines in areas such as these:

- **Security.** Anyone who uses their personal smartphone at work should be required to install mobility management software that enforces passwords, encrypts data and can remotely erase corporate information on lost or stolen devices.
- **Permissible content.** Storing pirated or objectionable content on a personal device that's utilized for business should be strictly forbidden. "If you use it for work, it's a work asset and should be governed by workplace rules of conduct," Tauschek says.
- **Choice of plan.** Companies that cover work-related voice and data charges should make using the corporate mobile plan mandatory. That way the expenses they underwrite will always be based on low group rates.
- **Phone number ownership.** Employees who leave your firm should take their smartphone with them—but leave the phone number behind. The last thing you want to do is make it easy for your customers to reach ex-employees

who now work for a competitor, explains Tauschek. Of course, setting guidelines alone is just a starting point. You should also provide thorough training, get written agreement from employees to abide by the rules and punish workers who break them.

Technical support is another key consideration. According to Tauschek, IT departments should tackle only problems involving business applications. Addressing hardware- and operating system-related issues should be the responsibility of the employee's wireless carrier.

Offering self-serve support options is also a best practice. Baloise Insurance, for example, maintains an intranet portal, based on Sybase technology, that enables employees to configure their own personal devices for enterprise use. "We've been able to dramatically reduce our IT support costs while greatly enhancing user satisfaction," says Marc Baier, head of collaboration and workplace services at Baloise.

Along similar lines, Kerravala recommends setting up an intranet collaboration site where employees can informally trade support advice. That not only reduces help desk calls but also usually gets workers better answers to their smartphone-related questions. "The community of users is going to know more about that device than the IT department," Kerravala notes.

Already large, that community is constantly expanding as the smartphone establishes its place as a vital corporate productivity tool. "It's become in many ways the most important device a worker has," Kerravala notes. Businesses that don't just recognize that fact but embrace it will be the first to reap the rewards that come with having a happier, more productive workforce. ►

Practical Tips for Raising Employee Productivity on the Go

THREE WAYS IT DEPARTMENTS CAN TURN CONSUMER-ORIENTED SMARTPHONES INTO POWERFUL BUSINESS TOOLS

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A new generation of feature-rich, easy-to-use smartphones is keeping millions of consumers organized, effective and connected wherever they go. Now, as those devices rapidly enter the enterprise, they stand poised to supercharge workplace productivity.

The job of realizing that vision falls to IT departments that usually have plenty of other projects to tackle and little experience with the vast range of mobile devices on the market. Fortunately, technology from Sybase equips administrators and developers to capitalize on the smartphone's productivity-boosting potential. Here are three ways Sybase technology can help organizations turn personal smartphones into powerful business tools more easily:

1 "Mobilizing" routine business processes

Software for processing expense reports, purchase orders and travel authorizations has been commonplace in the corporate world for years, but since most users enjoy access to such systems only from their PC, progress on important workflows can come to a crashing halt anytime people are out of the office. Enabling users to file, view and approve business transactions from their personal mobile device helps you keep the gears of commerce turning even when employees are on the road.

Sybase enables you to securely extend e-mail-driven work processes to mobile users. Better yet, Sybase mobility software supports the Apple iPhone and a wide range of devices running the Windows Mobile or Symbian operating systems, so you don't need to configure separate solutions for every smartphone model your employees use. "We enable

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you to extend those workflows without having to think about which mobile device you're extending them out to," says Bryan Whitmarsh, a senior product manager at Sybase.

2 Creating and deploying business apps
Demand for smartphone applications is red-hot. In fact, iPhone owners alone have downloaded more than three billion mostly consumer-oriented apps to date, according to Apple. Not surprisingly, smartphone users are increasingly lobbying their employers for similarly intuitive and powerful business solutions. Creating and supporting business apps for multiple smartphone platforms, however, can put a major strain on corporate developers.

Sybase simplifies the creation of enterprise applications for the iPhone and other mobile operating systems by enabling programmers to write code for the core business logic once and easily deploy it to a variety of mobile operating systems. "Now there's a whole new realm of custom solutions you can create for mobile devices to help mobile employees be even more productive," Whitmarsh says.

3 Providing mobile access to enterprise applications
Speedy remote connectivity to enterprise applications such as ERP and CRM systems is one of the smartphone's most compelling workplace benefits. Yet, integrating mobile devices with complex back-end solutions can be a tricky, time-consuming affair.

Sybase technology dramatically simplifies integration with any application utilizing a database or service-oriented architecture and also offers out-of-the-box connectivity with enterprise applications from SAP, Remedy and other popular software makers. That helps organizations get more value from their most mission-critical solutions. ▶



That's just the tip of the iceberg. Using Sybase's mobility solutions, even the most overworked IT department can feel confident in welcoming personal mobile devices into the workplace and do so securely, effectively and quickly.

4 Vital Security Questions About Personal Mobile Devices

BE SURE TO TACKLE THESE SECURITY CHALLENGES BEFORE LETTING EMPLOYEES USE PERSONAL MOBILE DEVICES AT WORK

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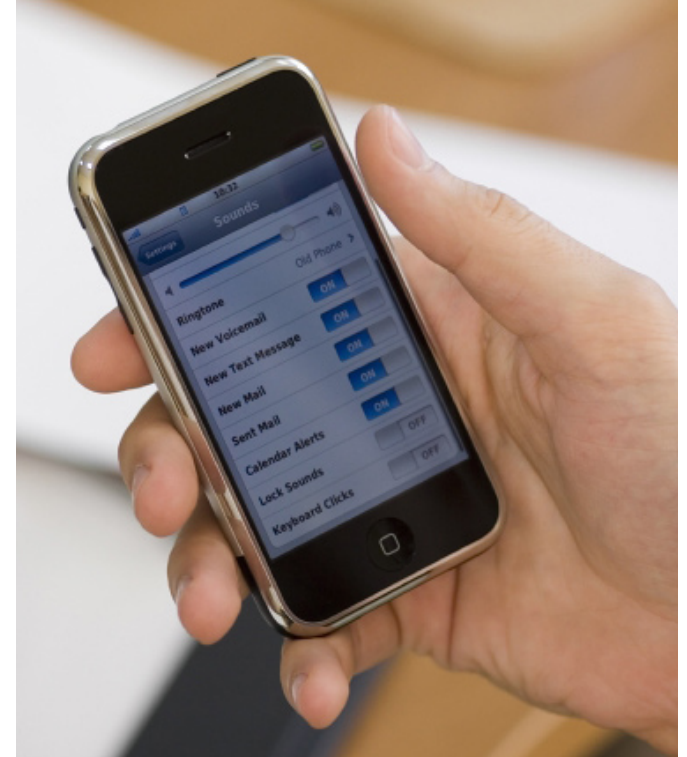
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Admitting personal mobile devices into the enterprise can introduce security challenges. So how are companies dealing with them?

“By and large, not very well,” says Eric Maiwald, vice president and research director for security and risk management strategies at Burton Group, an IT research and consulting firm based in Midvale, Utah. Most organizations, in fact, give little, if any, thought to the dangers that using consumer-oriented devices on the job can pose. Here, however, are four questions every organization should ask before allowing personal devices into the enterprise.

- 1 How do I deny access to unauthorized users?**
For starters, establish a mandatory security policy requiring employees to set a strong password on their mobile device and to change it every three to six months. Mobile management systems can help IT administrators enforce such policies automatically, without the need for user involvement.
- 2 What's my plan if a personal device gets lost or stolen?**
Passwords alone won't be protection enough in such cases. You'll need mobile management software offering remote lock and remote wipe capabilities. Remote lock features enable administrators to temporarily “freeze” a device that



may simply have been misplaced. Remote wipe functionality enables the IT department to erase data from a lost or stolen mobile device.

- 3 How do I remove corporate data from a personal device whose owner is leaving the company?**
IT departments that allow enterprise data to reside on a personal device can use management tools to separate enterprise data from personal data. When an employee leaves, IT can wipe the enterprise data from that person's device while leaving personal data unaffected. This approach makes it possible to cleanse proprietary information from an outgoing employee's mobile device without also deleting personal applications and music.
- 4 How do I keep prying eyes away from confidential files?**
Use mobility management software to encrypt enterprise data, both when it's in transit to the device over a wireless network and when it's at “at rest” in the device's memory.

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Can you turn those smartphones into real productivity tools for road warriors and remote workers?

Yes you can!

[Click here and find out how.](#)

Of course, these aren't the only security-related questions worth asking before introducing personally owned devices into the workplace. But answering them early will go a long way toward preventing crises before they happen.


By providing a mobile platform that empowers employees to bring personal mobile devices into the enterprise safely, Sybase enables organizations to embrace mobility without compromising security. This approach provides a solid foundation for mobilizing your business and offers the tools for a long-term strategy that helps protect your valuable IT resources. ▶


Sybase can help. It offers device-agnostic mobility management solutions that support a broad range of operating systems, including personal devices such as the iPhone.

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InfoWorld **SYBASE**

Featured Speakers

 **Bryan Whitmarsh,**
Senior Product Manager
Sybase

 **Nora Tucker,**
Product Marketing Manager
Sybase

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**PRACTICAL TIPS ON RAISING
EMPLOYEE PRODUCTIVITY
ON THE GO**

THREE WAYS IT DEPARTMENTS CAN TURN CONSUMER-ORIENTED
SMARTPHONES INTO POWERFUL BUSINESS TOOLS

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 February, 2010 **SYBASE**

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CASE STUDY:

Baloise Insurance



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Baloise Insurance, recognizing the important of mobile technology to its operations and leadership position, needed to find a way to administer and support its growing and evolving mobile enterprise. Its key objectives were to improve user satisfaction while reducing IT costs. The company was able to achieve these objectives by implementing iAnywhere Mobile Office from Sybase and making it accessible to employees through a self service portal.

Managing Mobility Effectively and Efficiently Despite Consumerization of the Enterprise

Baloise Insurance is an affiliate company of Baloise Holding Switzerland. Together with Baloise Bank SoBa, Baloise Insurance is a leading provider of integrated products and services including insurance, pensions and wealth management for private customers as well as small and medium-size enterprises.

As is the case for so many companies, enabling and supporting mobility are key IT strategies for Baloise Insurance, particularly because it employs more than 9,400 people, many of them working remotely in the field and reliant on mobile access to information.

The company initially began to implement this strategy several years ago, turning to Sybase for the mobile solutions required to provide its employees with mobile e-mail capability. At that time, Baloise Insurance focused on providing this capability on various types of PDAs, including Palm devices.

INDUSTRY Insurance

BUSINESS ADVANTAGE

Able to reduce mobility support costs while increasing mobile user satisfaction.

TECHNOLOGY

Sybase iAnywhere Mobile Office

KEY BENEFITS

- Reduces IT engineering and support costs required to maintain the mobile device deployment by more than 35%
- Reduces the number of help desk calls by more than 50%
- Empowers employees through a self-service portal and eliminates costly device rollouts
- Positions company for continued mobility growth without having to re-engineer its infrastructure

Mobility Growth Presents Challenges

Over the ensuing years as the mobility market rapidly expanded and a great many new, powerful and multi-functional devices became available, Baloise found itself facing the question of how to support a broader range of mobile devices—such as the iPhone—in response to user demands. The company realized that it needed a flexible, secure and scalable solution that would allow it to integrate and support those mobile devices and to administer them from a centralized console. Without such a solution, Baloise realized, its IT staff and existing infrastructure could hit a breaking point.

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To avoid such a situation, the company turned to Sybase partner Comdirect AG. Initially, Baloise and Comdirect AG created a short list of standardized devices to be supported by the company. Based on this list, mobile devices were individually preconfigured before being issued to users.

While this standardization approach was successful in reducing support costs by more than 35 percent, it was not as successful in achieving user satisfaction. Users, aware of the rapid evolution of mobile devices offering greater power, performance and business functionality, were frustrated by their limited device choices. IT was faced with a dilemma: It understood user frustrations but also knew that the more devices and operating systems it had to support, the higher the support and maintenance costs would be. How, IT wondered, could it strike a balance between multiple device support, security, and administration on the one hand, and mobile infrastructure efficiency on the other?

Company Turns to Sybase for Comprehensive Mobility Solution

Baloise Insurance knew it needed a comprehensive mobility strategy and solution that would take into account the rapid and continuous emergence of newer, more powerful and more functional mobile devices, as well as the company's security and data management requirements. Additionally, the company wanted a solution that was user-friendly, minimally demanding in terms of administration and cost-effective.

After substantial research into potential solutions, Baloise Insurance again turned to Sybase. Specifically, it selected iAnywhere Mobile Office—Sybase's solution for secure mobile e-mail and business process mobilization—to provide PIM and e-mail data to employee's mobile devices.

“Our employees appreciate that iAnywhere Mobile Office is very easy to use and extremely reliable. Virtually all iPhone users install the software on their device without any assistance from the IT department. As a result, we've been able to dramatically reduce our IT support costs while greatly enhancing user satisfaction...With Sybase, we have the right technology partner on board to mobilize our enterprise applications and data even further!”

– Marc Baier, director of collaboration and workspace services, Baloise Insurance

“Before making the decision, we carried out an in-depth market evaluation. However, no other solution fully met our requirements,” says Marc Baier, Baloise Insurance's director of collaboration and workplace services. “iAnywhere Mobile Office, for instance, was the only solution that supported the proper integration of the iPhone into a Lotus Notes business environment and that met our other business requirements, such as security.”

Enabling Self-Service

The decision on a self-service portal was driven by the idea that each user should be able to select his or her mobile device from a list of standard models. This allowed employees greater device choice and the ability to configure their devices appropriately without the hands-on involvement of IT staff.

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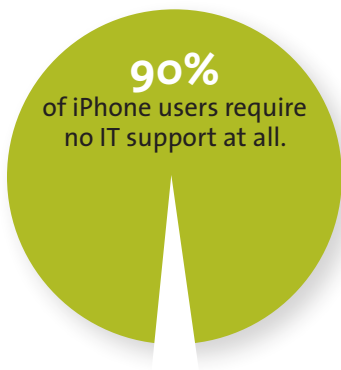
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With iAnywhere Mobile Office and Baloise Insurance's self-service portal in place, activating a new mobile device is simple. Employees register their devices through the portal.

They then receive an automated text (SMS) reply containing a link for the download of the client software for the particular mobile device. After a successful registration, data is automatically synchronized between the user's mobile device and the company's enterprise messaging and database systems. Users can specify the type of data to be synchronized, based on their specific requirements and tasks.

Mobile Consumerization Wave Hits Baloise

Although Baloise Insurance offered its staff a wide range of mobile device options, the company quickly observed an unexpected trend. One week after the launch of its new mobility system, more than 300 users had registered their personally owned iPhones. In the blink of an eye, the iPhone had become the de facto standard device within the company, based solely on user preference.

Today, about 600 employees at Baloise Insurance have registered for iAnywhere Mobile Office use. 87 percent of those registrants use iPhones. Responding to this overwhelming employee preference, the company intends to make the iPhone its standard device for the future. In other words, Baloise Insurance is embracing a standardization that is led by its employees.

Reducing IT Workload and Costs While Improving User Satisfaction

The implementation of iAnywhere Mobile Office through the self-service portal has yielded significant benefits:

- The rollout of the new mobile infrastructure was considerably less costly than its previous standardized

device policy, in which every unit had to be individually unpacked, configured, repacked and distributed to the users. Now, users do this themselves through the intranet self-service portal.

- IT costs for both engineering and support have been substantially reduced. Approximately 90 percent of the iPhone users require no IT support at all. In addition, the number of calls to the help desk has dropped by more than 50 percent.
- User satisfaction has increased significantly.

"Our employees appreciate that iAnywhere Mobile Office is very easy to use and extremely reliable," says Baier. "Virtually all the iPhone users install the software on their devices without any assistance from the IT department. As a result, we've been able to dramatically reduce our IT support costs while greatly enhancing user satisfaction.

"The implementation of iAnywhere Mobile Office and our self-service portal has enabled us to achieve a complete enterprise mobility solution that not only offers end-to-end security but also supports the handling of business and workflow processes on the mobile devices," Baier adds.

Positioned for Future Growth and Evolution

Considering the positive feedback from its workforce and the substantial IT savings it is achieving, attributable to its Sybase solution, Baloise Insurance is convinced that there is still a huge potential of the iPhone deployment in its business environment.

"For the end of 2009, we have set a target of a thousand registrations," says Baier. "We might even consider expanding the range of applications for use on iPhones. With Sybase, we have the right technology partner on board to mobilize our enterprise applications and data even further!" ►

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RESOURCES AND ACTION ITEMS FOR YOUR MOBILE MANAGEMENT STRATEGY

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A Checklist of Key Moves Emerging from This Playbook

- ✓ **Change your mind-set.** Start viewing workplace use of smartphones as an opportunity rather than a threat.
- ✓ **Ensure that you have firm employee guidelines** in place regarding issues such as storing pirated or objectionable content on a personal mobile device, choosing voice and data plans and getting technical support.
- ✓ **Equip your IT department** to realize the productivity-enhancing potential of personal mobile devices by deploying tools it can use to “mobilize” key business processes; provide mobile access to back-end ERP and CRM systems; and create graphical, touch-friendly smartphone apps.
- ✓ **Thoroughly examine the potential security issues** associated with admitting personal mobile devices to the enterprise, and begin formulating plans for addressing them.

FOCUSED, FAST AND FREE!

A small sampling of must-see resources on the consumerization of mobility.

The “iPhone Is Here to Stay” interactive guide

Here, in one package, is just about everything you need to know about the impact of the iPhone on the enterprise—and what you need to do about it.

“Enterprise Solutions for iPhone” microsite

Companies and IT managers are taking a different approach to managing the iPhone and its many exuberant fans.

“Practical Tips on Raising Employee Productivity on the Go” Webcast

Hear the results of an exciting IDG survey on mobility, and learn practical tips for dealing with IT consumerization.

“iPhone for the Enterprise” video

An insightful view on the iPhone from a consummate expert on the subject.

Market Pulse White Paper: “The New Mobile Order”

There’s a new mobile order out there, and it is being driven by the fact that workers often bring their own hardware to work.