

Whitepaper:

# 5 Tips To Prevent BYOD Pitfalls



# BYOD: News or Noise in 2014?

Perhaps more than any other networking topic “bring your own device” (BYOD) captured our collective attention in 2013. For many IT networking professionals, BYOD almost seemed to become white noise in the background as every day another email, report or webinar popped up with commentary on the subject. But for all the talk and analysis around BYOD, the reality is that the data shows our community of networking experts is not yet aligned on some of the most fundamental issues surrounding this trend:

## Cost

Will BYOD save my company money and if so, how much and from what source?

## Infrastructure

What will the impact be on my network traffic and is my infrastructure ready?

## Support

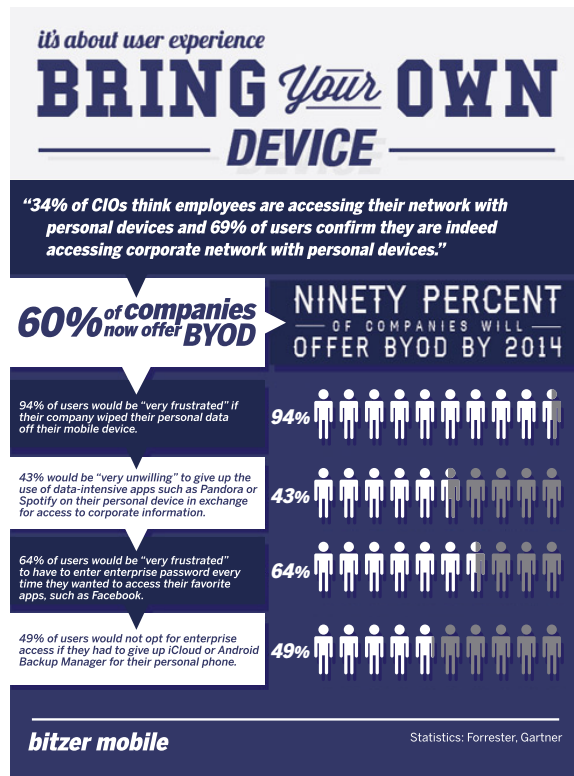
What is the impact on my support organization and what support policy changes are needed?

## Security

What security enhancements need to be made and how will I manage access and compliance?

## Productivity

Will my users actually become more productive and how will I measure that?



## Collective BYOD Confusion

To illustrate our collective disconnect on the BYOD subject, let's look at recent research of top CIOs and networking executives. In the infographic above, we can see that a full 60% of companies now offer BYOD in some fashion and as many as 90% will support it by the end of 2014.<sup>1</sup> On the other hand, a recent study conducted by Insight UK showed 71% of IT managers said they could foresee no negative productivity impacts resulting from BYOD, yet only 21% surveyed indicated they had or were actively planning to implement BYOD. Moreover, of those surveyed, only 20% said that they didn't envision BYOD as having an impact on company networks while 48% thought it would come at a cost.<sup>2</sup> To confuse the matter further, in a survey by Lieberman Software, 67% of respondents said BYOD would increase IT and security costs.<sup>3</sup> As a final data point to illustrate our collective confusion on this trend, Gartner's Paul DeBeasi says: "People might think, I don't have to buy laptops or tablets anymore, so this is going to save me money. But because hardware expenditures are far lower than other hidden costs of BYOD, the question is not whether costs will go down but whether they will rise or stay the same. BYOD probably will not save you money."<sup>2</sup>

<sup>1</sup> Bitzer Mobile. <http://www.evolver.com/blog/byod-infographics.html>

<sup>2</sup> Insight UK. [http://www.commsbusiness.co.uk/Feature\\_PDFs/BYOD%20divides%20opinion.pdf](http://www.commsbusiness.co.uk/Feature_PDFs/BYOD%20divides%20opinion.pdf)

<sup>3</sup> Network World. <http://www.networkworld.com/news/2012/110612-byod-264002.html?page=1>

If one thing is certain around BYOD, it's that there are still many questions to be answered as we charge forward in the face of a great deal of complexity and confusion. With this in mind, there are some important things you should do today to be prepared for and/or optimize BYOD in your company.

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— Paul DeBeasi, Gartner Research, 2012

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## 5 BYOD Tactics You Can Use Today

- ▶ **Segment Users and Monitor across Devices**
- ▶ **Build a BYOA (bring your own application) Policy to go with your BYOD**
- ▶ **Publish a Detailed BYOD Expense Policy**
- ▶ **Perform a BYOD Network Readiness Assessment**
- ▶ **Remodel your Application SLAs for BYOD**

The lesson we've learned from other hyped IT trends in the past, such as server virtualization, unified communications and cloud computing, is the importance of a comprehensive plan and readiness assessment. For every over-hyped trend, there are a hundred stories about poor implementations, growing pains and erroneous costs.

Here are 5 things you should be doing today to get your company ready for a successful BYOD initiative:

### 1. Segment Users and Monitor Across Devices

As the device-to-user ratio increases on your network, the corresponding need to focus monitoring and tracking on the user, rather than the device, increases exponentially. In many industries from education to health care to financial services, users connect to corporate networks using multiple devices simultaneously. This much we know to be certain. What we don't know is exactly what impact that has on bandwidth and the extent to which it increases the probability of a security breach or regulatory non-compliance.

The best first step for companies is to refocus tracking on the user and bring online tools that are integrated with your corporate directory system and will allow you to view network activity by users that span all the devices each user connects with. The risk of taking a device-centric approach to tracking and monitoring is that policy enforcement by role, department or user becomes unmanageable.

### 2. Build a BYOA Policy to go with BYOD

The less-talked-about sister of BYOD is BYOA or "bring your own application." BYOA may in fact have a greater impact on the network for some companies than big brother BYOD. While many companies have some type of device policy in place, few have implemented well-constructed application policies, which dictate the user productivity and social applications that can be used on the network and more importantly will be supported by IT. We often take for granted that users will be more productive on their own devices, but in reality the applications drive productivity improvement. The challenge for network managers is to define which personal applications will be supported, which should be controlled and which should be banned altogether. The risk of not publishing a BYOA policy is that you'll have highly productive users offset completely by skyrocketing bandwidth and application support costs.

### 3. Publish a Detailed BYOD Expense Policy

A critical first step on the path to profitable BYOD adoption is a well-defined cost model and expense policy. As the earlier comment from Gartner points out, there is a false assumption that cost savings are a foregone result of BYOD. Pragmatic network managers and CIOs start by building a BYOD cost model that goes beyond device and device support costs to include application, management and usage costs.

As Hyuon Park of Nucleus Research says, "In most BYOD programs, hardware costs are the first to go, which is probably why the trend is so often perceived as a big win, cost-wise. In actuality, however, because many companies enjoy volume discounts, hardware savings amount to about \$10 per month when spread over the typical 18 to 24 month device lifespan. This is trivial compared with the other support, usage and management costs associated with mobility."<sup>4</sup>

Probably most important of all is a clear policy for users dictating what costs will be covered by the company and what costs will be covered by employees. If your employee uses her iPad to edit a document at the pool using a new editing app, can she expense the cost of that app back to the business? It's critical to clearly define your cost model and expense policy to prepare your company for profitable BYOD adoption.

### 4. Perform a BYOD Network Readiness Assessment

While this might seem like an obvious one, many companies are pushing forward with BYOD without first assessing the network's ability to support it. This includes the fundamental network infrastructure and bandwidth as well as expertise on the IT team, support process readiness and management tool effectiveness in a BYOD environment. What we often see is some consideration for bandwidth and security impact, but very little thought goes into monitoring, reporting, compliance management and application SLA management.

As Gartner's Paul DeBeasi says, "With more devices coming onto the network, companies will invariably need to ramp up their wireless infrastructure whether that means upgrading, adding more access points, creating another SSID or a complete network redesign. The same goes for the mobile cellular network, if employees subscribe to numerous carriers. Employees might bring in devices from Sprint or T-Mobile, and if there are dead zones, investments may be needed in a distributed antenna system or cellular upgrade."<sup>5</sup>

You need to perform a comprehensive network assessment to identify gaps in your team, your mobile infrastructure and your toolkit so you can make the necessary adjustments for an environment with multiple devices per user.

### 5. Remodel Your Application SLAs for BYOD

The final one comes from a hard lesson companies are learning through the cloud adoption process, which has severe implications to the BYOD trend as well. As a network manager, your atomic unit for success is the network application SLA. Above all else, the network's ability to deliver a reliable, predictable user experience for critical applications regardless of time, network and device is the key to your success or failure.

But as we learned moving premise-based applications to the cloud and by extension to more variable network conditions, you need to reconsider the application SLA. Can you guarantee the same user experience for web conferencing on a user's iPad as you can when he's on his business desktop at the office? Probably not, which means the way you define, monitor, track and remediate application SLAs on the network needs to evolve. You need to make a list of your top 10 applications that are accessed by multiple devices and locations and model new SLAs that define what an acceptable user experience is under a variety of conditions and connection points.

## Conclusion

As much as we may feel suffocated by BYOD analysis and discussion, two things are certain as we enter 2014. First, there is still a great deal of confusion and complexity around how to best adopt BYOD and how to quantify the true risks and rewards. And second, most companies are charging ahead with BYOD without performing some critical first steps to increase the probability that BYOD will be profitable for the company and ultimately result in more productive users and more efficient IT. Follow the five tips discussed to get a head start on optimizing your BYOD implementation and avoid some of the potential pitfalls that lie ahead.

**To learn more about how to safely and securely implement BYOD in your company or to perform a no-cost network readiness assessment, please contact one of our BYOD specialists at 1-877-439-4632.**

## About Exinda

Exinda is a leading global supplier of WAN Optimization and Network Control solutions. Exinda enables organizations to assure a predictable user experience for strategic business applications through policy-based WAN Optimization and Internet Control that intelligently allocate network bandwidth and optimize traffic based on the priorities of the business. The company has helped more than 2,500 organizations in over 80 countries worldwide assure application performance, improve the end-user experience, contain recreational applications and reduce network operating costs for the IT executive.

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