

BYOD: A Global Perspective

Top 10 Insights from Cisco IBSG Horizons Study

Joseph Bradley
Jeff Loucks
James Macaulay
Richard Medcalf
Lauren Buckalew



Introduction

To determine whether BYOD is simply a U.S. — or even just a “U.S. enterprise” — phenomenon, the Cisco® Internet Business Solutions Group (IBSG) expanded its original “BYOD and Virtualization” study to include IT decision makers in both enterprises (1,000 or more employees) and midsize companies (500-999 employees) in eight countries across three regions. Our results show that BYOD’s growth isn’t limited to the United States or to large companies.

On average, mobility initiatives will consume 23 percent of IT budgets in 2014, compared to 18 percent in 2012 (28 percent increase).

Insight No. 1: Mobility Is a Way of Life for Knowledge Workers Globally

- 60 percent of knowledge workers (i.e., white collar workers) use a mobile device (e.g., laptop, smartphone, tablet) for work purposes.
- 47 percent of knowledge workers are officially classified as mobile workers by their companies.
- 41 percent of knowledge workers telecommute at least once per week.

Insight No. 2: Mobility Devices and Budgets Are Growing Quickly

- By 2014, the average number of connected devices per knowledge worker will reach 2.8, up from an average of 2.3 in 2012 (22 percent increase).
- Brazil, Russia, and China will lead in device growth.
- On average, mobility initiatives will consume 23 percent of IT budgets in 2014, compared to 18 percent in 2012 (28 percent increase).
- China, India, and Mexico will have the highest increases in the percentage of IT spending devoted to mobility.
- Companies across the globe will need to curb mobile spending growth without limiting the number of users, even as bandwidth requirements increase.

Eighty-four percent of IT leaders say that IT in their companies is becoming more consumerized – that is, employees are bringing their own devices to work.

Insight No. 3: **BYOD Is Here, Now**

- 42 percent of all knowledge workers own the smartphones they use for work.
- 63 percent of companies globally expect the share of employee-owned devices connecting to company networks to increase “somewhat” to “significantly” over the next two years.
- European countries – France, Germany, Russia, and the United Kingdom – have the lowest levels of BYOD adoption and expect smaller growth, while Asia and Latin American countries are seeing rapid increases.
- In countries such as China India, Mexico, and Brazil, the majority of laptops, smartphones, and tablets will soon be “BYOD.”

Insight No. 4: **IT Leaders Embrace BYOD – Especially in United States, Asia, Latin America**

- 84 percent of IT leaders say that IT in their companies is becoming more consumerized – that is, employees are bringing their own devices to work.
- 69 percent consider the consumerization trend to be “somewhat” or “extremely” positive.
- IT leaders in the United States, Asia, and Latin America are extremely positive about BYOD, with up to 88 percent in both Mexico and China expressing optimism.
- In Europe, IT leaders are less certain about BYOD, with just 51 percent overall saying it is a positive development (with a low of 40 percent in France).
- Overall, European leaders are supportive of BYOD, but not as fully as their counterparts in other regions.

Insight No. 5: **BYOD Delivers Several Benefits to the Enterprise**

- The top three perceived benefits of BYOD are:
 1. Improved employee productivity (more opportunities to collaborate). This is an important finding, since one fear of BYOD is reduced productivity due to employees using devices for personal business and entertainment
 2. Greater job satisfaction
 3. Lower costs (employees buying their own devices)
- IT leaders in the United States, Asia, and Latin America are more optimistic about the benefits of BYOD than their European counterparts.

Companies that embrace BYOD as a source of innovation could unlock a latent – and potent – source of competitive advantage.

Insight No. 6: **BYOD Gives Employees Control, and Can Enable Bottom-up Innovation**

- According to IT leaders, employees are bringing their own devices to work in order to have more control over their work experience. The top three reasons are:
 1. Employees want an any-device, anywhere work style (37 percent).
 2. Employees want to do personal activities during work and work activities during personal time (35 percent).
 3. Employees want to avoid usage restrictions of company-owned devices (31 percent).
- Employees also want to bring their own software and access cloud services. Fifty-two percent of IT leaders globally are seeing an increase in nonapproved applications on their networks, with much higher rates (60 percent to 70 percent) in non-European countries.
- BYOD is vital in driving employee-led productivity and innovation. By giving employees freedom to choose the devices, applications, and cloud services they use, work processes can be redefined.
- Companies that embrace BYOD as a source of innovation could unlock a latent – and potent – source of competitive advantage.

Insight No. 7: **Employees Want To Control Their Work Experience**

- Ensuring the security and privacy of company data was the top BYOD challenge for IT leaders, especially in China, France, and Russia.
- IT leaders are also concerned about providing support to mobile devices on multiple platforms.
- Despite these concerns, companies around the world are supporting BYOD:
 - 89 percent enable BYOD in some form, from allowing employees to connect their own devices to the company network, to fully supporting all employee-owned devices.
 - 71 percent provide IT support for either select employee-owned devices or all devices.
 - 22 percent support all employee-owned devices.
 - Only 11 percent forbid employee-owned devices outright, but the percentage is higher in Europe: 19 percent of European companies ban BYOD, versus only 6 percent of non-European companies.

While 91 percent of IT leaders around the world are aware of desktop virtualization, only 33 percent have implemented, or are currently implementing, their virtualization strategies.

Insight No. 8: **Mobile Policy: Not BYOD-Ready**

- For both enterprises and midsize firms, there is plenty of work to be done before mobility policy can be considered robust.
- Only 50 percent of enterprises and 41 percent of midsize firms have a policy in place regarding employee network access for mobile devices.
- Less than half (47 percent of enterprises and 38 percent of midsize companies) have policies about mobile transmission of company data.

Insight No. 9 **Desktop Virtualization: United States Is in the Lead**

- While 91 percent of IT leaders around the world are aware of desktop virtualization, only 33 percent have implemented, or are currently implementing, their virtualization strategies.
- The U.S. leads, with 51 percent who have implemented, or are currently implementing, followed by India (40 percent) and China (36 percent).
- Outside the United States, IT leaders are less convinced that the majority of knowledge workers in their companies are suitable for desktop virtualization.

Insight No. 10 **Desktop Virtualization Will Impact Much of the Business**

- Survey respondents noted the following as the three areas that will benefit most from desktop virtualization:
 - Data protection
 - Enabling employee mobility
 - Business agility (the speed with which companies can roll out software updates and platforms)

About Cisco IBSG Horizons

Horizons is a multimodal research and analysis program designed to identify business transformation opportunities fueled by technology innovation. Horizons' multimodal approach focuses on three core areas: (1) primary research such as customer surveys, focus groups, and subject-matter-expert interviews; (2) in-depth secondary research from market leaders and influencers; and (3) the application of predictive analytics to garner insights about technology innovations and quantify their impacts.

For more information about the Cisco IBSG "BYOD and Virtualization" Horizons study, please contact:

Joseph Bradley

Cisco IBSG Research & Economics Practice
josbradl@cisco.com

Jeff Loucks

Cisco IBSG Research & Economics Practice
jeloucks@cisco.com

James Macaulay

Cisco IBSG Research & Economics Practice
jmacaula@cisco.com

Richard Medcalf

Cisco IBSG Research & Economics Practice
rmedcalf@cisco.com

Lauren Buckalew

Cisco IBSG Research & Economics Practice
labuckal@cisco.com

More Information

Cisco IBSG (Internet Business Solutions Group) drives market value creation for our customers by delivering industry-shaping thought leadership, CXO-level consulting services, and innovative solution design and incubation. By connecting strategy, process, and technology, Cisco IBSG acts as a trusted adviser to help customers make transformative decisions that turn great ideas into value realized.

For further information about IBSG, visit <http://www.cisco.com/ibsg>



Americas Headquarters
Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at www.cisco.com/go/offices.

Cisco and the Cisco logo are trademarks or registered trademarks of Cisco and/or its affiliates in the U.S. and other countries. To view a list of Cisco trademarks, go to this URL: www.cisco.com/go/trademarks. Third party trademarks mentioned are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (1110R)