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Integrated, Validated BYOD Solution

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Employees bringing their own devices into the workplace—called bring your own device, or BYOD—have created opportunities for businesses around the world as well as challenges for their IT organizations.

- **Employees** need productive access to essential business and collaboration applications, on any device being used, and a consistent experience across those devices.
- **IT organizations** need technologies that can evolve with business trends, deliver sustainable business results, and support innovations enabled by the BYOD trend.

BYOD, Your Way

Only the Cisco® BYOD Smart Solution brings together the technologies and resources you need to address the BYOD opportunity in your enterprise customer accounts:

- **Unified policy for secure access.** A single policy secures data, applications, and systems across the entire organization and provides guest, posture, device profiling, network access, and mobile device management (MDM). Cisco also provides data security across the wired and wireless network, both on and off premises, to help protect intellectual property.

- **Uncompromised user experience.** The BYOD Smart Solution gives users a consistent workspace experience across multiple device types, from any location, and through any connectivity type (wired, wireless, and VPN). Leading collaboration tools further maximize productivity.
- **Simplified operations and management for IT.** One network, one policy, and one management accelerate troubleshooting, provide end-to-end network visibility, and enable application optimization.

And the solution is designed to be easier for you to sell and deploy:

- **Flexible configurations.** Configuration options, sized for commercial and enterprise accounts, help you meet the unique needs of your customers.
- **Validated designs.** The BYOD Smart Solution has been validated by Cisco, reducing risk and enabling you to deploy the solution reliably and profitably.
- **Complete solution.** The BYOD Smart Solution comes with the services, enablement, marketing resources, and other assets you need to successfully sell a differentiated solution.
- **Future opportunities.** A roadmap outlines the present and future state of the solution, providing you and your customers with a growth path.

The Cisco BYOD Smart Solution enables you to offer a comprehensive solution to address the BYOD trend—your way.
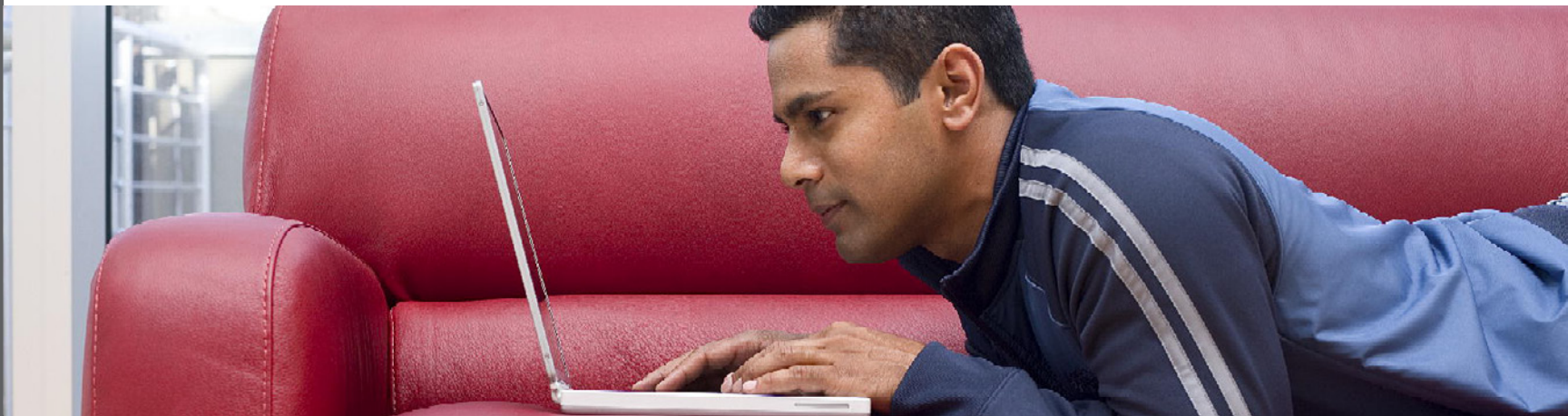
Integrated, Validated BYOD Solution

Cisco Smart Solutions combine market-leading Cisco and partner products and technologies, brought together into configurations that address major market opportunities such as the BYOD trend. The integrated solutions are fully tested and documented, to reduce your risk and speed deployment.

The following components are integrated into the BYOD Smart Solution, providing critical functionality for the success of your customer deployments.

Unified Policy to Secure Data on Any Device

Only Cisco provides a single policy across the entire organization, including guest, posture, device profiling, network access, and MDM.

- Enhanced Cisco Identity Services Engine (ISE). Provides a number of services, including self-service registration and enrollment portals, authentication, authorization, device profiling, device registration and provisioning, certificate enrollment, posture assessment, policy definition, interface to identity stores (such as Active Directory), and reporting and blacklisting of lost or stolen devices. Cisco is the only vendor to offer a single source of policy across the entire organization for wired, wireless, and VPN networks, dramatically increasing organizationwide security and simplifying management. (Note: All partners can sell wireless licenses for the ISE if they have completed a one-week training class. The wireless licenses include the functionality in both the base and advanced licenses and can be upgraded to include wired and VPN connections at a later date for an additional fee. Only partners with the ISE Authorized Technology Partner [ATP] certification can sell the wired and wireless licenses for ISE. These include the base, advanced, and wireless upgrade licenses. For partners with the ISE ATP certification, the recommended configuration includes both base and advanced licenses.)
- New MDM integration. Gives IT greater visibility into endpoints, control over endpoint access based on the compliance of those devices with company policy, and the ability to remotely wipe data from lost or stolen mobile devices. (Cisco partners with several

MDM vendors to provide these capabilities.)

- Cisco Wireless LAN Controllers. Automate wireless configuration and management functions, provide visibility into and control of the wireless LAN, and interacts with Cisco ISE to enforce authentication and authorization policies across device endpoints.
- Cisco AnyConnect™ Secure Mobility Client. Includes 802.1X authentication and provides an always-on VPN experience across the industry's broadest array of mobile devices.

Uncompromised User Experience

Network Infrastructure

With a high-performance, intelligent 802.1 1n wireless network from Cisco, your customers have the performance and reliability they need to support a high density of mobile devices, running such high-bandwidth applications as voice, video, and virtual desktops. These capabilities are provided by:

- Cisco Aironet® access points
- Cisco wireless controllers
- Enhanced mobility services, including location tracking, wireless intrusion prevention system (wIPS), and rogue detection; Cisco CleanAir® location, correlation, and history data; and high-availability options

Mobile Collaboration Applications

Cisco mobile collaboration applications enable you to help your customers transform processes to increase productivity, improve customer service, and reduce costs.

- Cisco Jabber™. Enables your customers to see user availability, communicate with instant messaging (IM), access voice messages, and make and manage voice and video calls over Wi-Fi networks.
- Cisco WebEx® mobile applications. Let users join meetings, see shared applications, and share video for productive collaboration.

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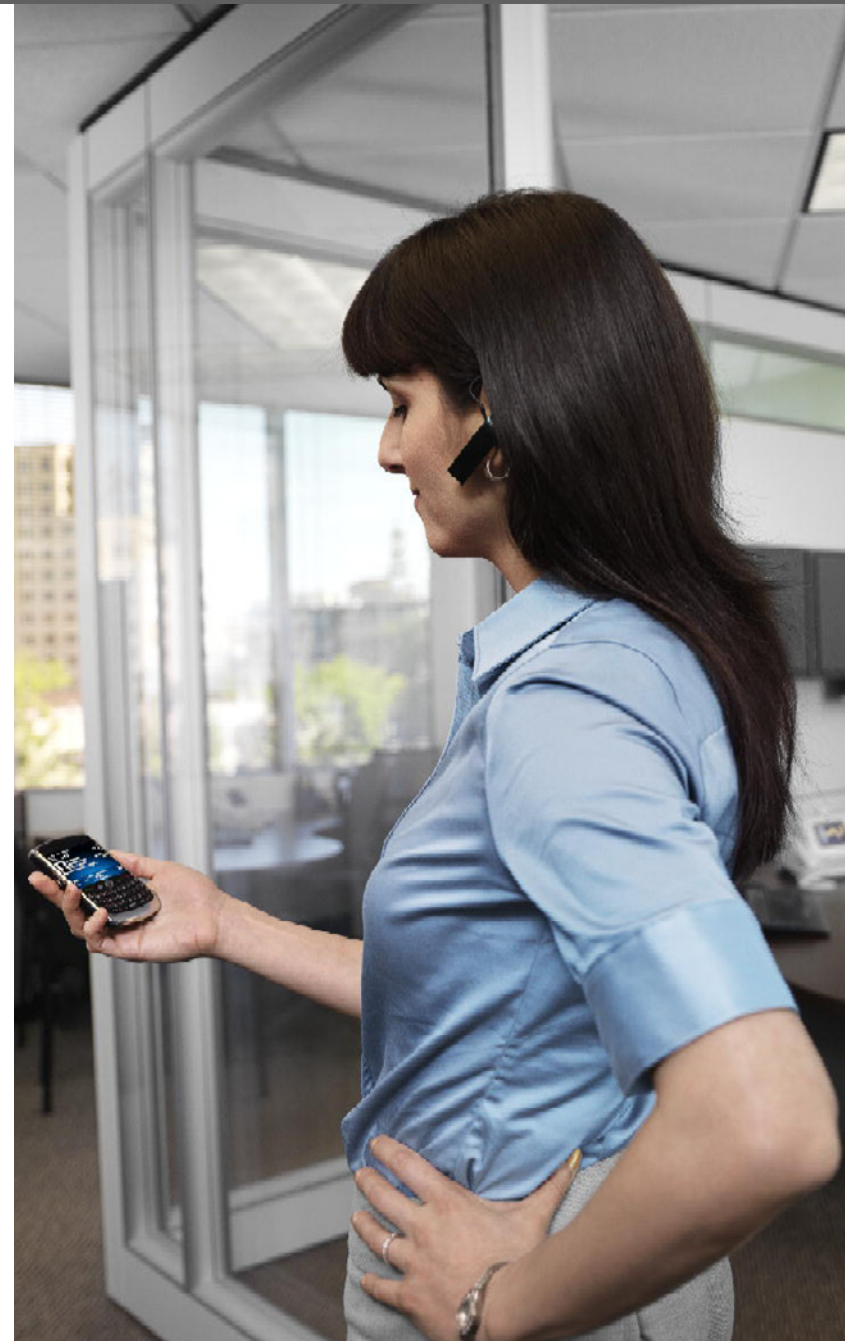
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Simplified Operations and Management

The BYOD Smart Solution helps simplify deployment, accelerate troubleshooting, and lower operating costs, enabling your customers' IT organizations to focus on innovation.

- Cisco Prime™ Assurance Manager. Provides visibility for applications and services by collecting and normalizing data from multiple intelligent instrumentation sources across the network. This data is used to show application performance and troubleshoot end-user problems.

- Cisco Prime Infrastructure. Enables complete lifecycle management of converged wired and wireless networks. This solution includes the Prime Network Control System (NCS) (provides converged user and access management, complete wireless lifecycle management, and integrated configuration and monitoring of branch office routers) and Prime LAN Management Solution (delivers powerful network lifecycle management by simplifying the configuration, compliance, monitoring, troubleshooting, and administration of Cisco networks).

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Unified Approach
The Cisco "one network, one policy, one management" strategy for network access delivers all the components necessary to

- Give your customers' employees a consistently excellent experience across locations and devices
- Enable your customers' IT staffs to support greater mobility with high-performance, context-aware network solutions that address a wide range of device, security, and business requirements

One Network
Cisco wired, Wi-Fi, and 3G/4G networks are converging. Policy and management for wired and Wi-Fi are unified in a single solution. And Cisco Virtual Experience Infrastructure (VXI) offers policy-based access to desktops from anywhere, regardless of the underlying device or network. This consolidated approach provides a scalable platform for deploying new services. The network is the place where the business policy is enforced through a combination of ISE capabilities and network infrastructure (wireless or wired).

One Policy
To handle the surge of mobile devices on enterprise networks, your customers' IT teams must set policy centrally and automate enforcement. The Cisco Identity Services Engine replaces multiple manually synchronized processes with a single point of policy across the organization. This single point of control allows IT to create centralized policy that governs access to the network, whether wired or wireless.

One Management
To support these ever-increasing mobile devices on the network, your customers' IT organizations need solutions that give a single entry point for solving access and experience problems. Cisco Prime management solutions provide a single workflow to identify problem by user, rather than by network element. Experience monitoring, fed with network instrumentation and intelligence, provides a single source of truth for application performance.

Comprehensive BYOD Capabilities
The Cisco BYOD Smart Solution integrates Cisco and third-party products into a comprehensive BYOD approach that is tightly integrated across the network infrastructure. This offers a unique set of advantages over other solutions:

- Highly secure access for any device
- Self-service on-boarding
- Centralized enforcement of company usage policies
- Differentiated access and services
- High-performance and reliable wireless LAN
- Unified approach for wired, wireless, remote, and mobile access
- Unified experience for end users
- Unified visibility and device management
- Unified communications
- Validated solution architecture

Partner Opportunity
What does the BYOD Smart Solution mean for your business?

Increase sales
The BYOD trend is a multibillion dollar opportunity for Cisco and our partners that will continue to grow as employees bring personal devices into the workplace and employers strive to realize the productivity gains of those devices.

Expand wallet share
Your customers may need infrastructure, mobile devices, applications, and services to support their employees' need for a consistent, productive user experience across devices and IT's requirements for security, reliability, and performance.

Solidify your role as a trusted adviser
Start a conversation with your customers about their challenges in managing the proliferation of mobile devices in the workplace. Use the BYOD Smart Solution to demonstrate how you can address those challenges and positively affect their organizations.

Target Customers

Customer Profile

Target organizations with highly mobile workforces that want to improve the security and scalability of their mobile solutions and that understand the importance of setting BYOD policies to gain a competitive advantage. Probe for opportunities to migrate existing customers with standalone or previous-generation 802.11a/b/g networks to 802.11n and Cisco 5500 Series Wireless Controllers.

Target Audience

BYOD conversations should begin at the CXO level, as it is primarily a business discussion driven by executives into the enterprise. While the usual IT contacts have to sign off on the solution, CXOs see you as providing the business with a solution and paving the way for staff to get on board.

Network buyers' titles to target include the following:

- IT managers/directors
- Network managers/directors
- Network administrator
- Network architect
- Facilities managers

You should also target IT leaders (executives, influencers) who are responsible for architecting and managing their evolving network to ensure that it supports current and future business priorities.

Customers' Top Concerns

CEOs and business executives look to the BYOD trend to contribute to profitable growth:

- **Speed innovation.** Use the best processes to achieve results.
- **Increase workforce productivity.** Attract and retain the best employees, keeping them productive and happy.
- **Operate effectively.** Deliver the best results at the least cost.

The CIO's imperatives include the following:

- **Enable the business.** Deliver the best tools.
- **Increase agility.** Achieve the highest levels of productivity.
- **Operate efficiently.** Reduce complexity to deliver results at the least cost.

Initiating the BYOD Discussion in Your Accounts

Adopting BYOD comes with a set of challenges for the IT organization. Many of the benefits of BYOD, such as device choice and anywhere, anytime access, are at odds with traditional IT requirements for security and support. Ask your customers if they are challenged by the following:

- Providing device choice and support
- Maintaining secure access to the corporate network
- On-boarding new devices
- Enforcing company usage policies
- Gaining visibility into and control over devices on the network
- Protecting data and loss prevention
- Revoking access
- Addressing new sources of attacks
- Ensuring wireless LAN performance and reliability
- Managing the increase in connected devices

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The demand for BYOD is largely driven by users who want to choose the devices they use in the workplace. IT's challenge is to enable choice, maintain security, and ensure a productive user experience. Ask your customers the following questions:

- How are you preparing your organization for the next-generation worker?
- How do you maintain a consistent experience across multiple devices, keeping it simple for the company's end users?
- How do users mix personal and work activities on a single device— and keep them separate?
- How will you get the productivity and experience needed to maximize the value of the BYOD trend for the organization?

See Cisco Bring Your Own Device for more information on customer concerns and how the Cisco BYOD Smart Solution can address those concerns.

BYOD Strategy Considerations

For any widespread adoption of BYOD, there are a number of considerations you will want to discuss with your customers.

Understand User Segments and Needs

Evaluate employee roles against the need for mobility and mobile applications and against the likely level of required support. Conducting such an analysis will help you understand entitlement policies and support models.

Decide on a BYOD Adoption Strategy

Every business needs a BYOD strategy. Businesses within industries with a high degree of regulation, such as finance or secure government agencies, may need to take a restrictive approach with BYOD adoption to protect sensitive data. For many companies, adoption will range from allowing a broader set of devices with restrictive access to applications to encouraging broad adoption of many device types and deploying security measures to enable access to a broad set of enterprise applications and data. Understanding where your customer's business fits now and in the future along the adoption spectrum is useful in defining security policies, entitlement, and overall strategy for the BYOD initiative.

Consider Application Strategies

To secure and prevent the loss of corporate data, it is important to understand three possible application architectures and the trade-offs involved:

- **Native.** Applications running on the device communicate directly with the application server in the host data center (or the cloud). Data may be exchanged and stored directly on the BYOD device, and business applications function much like any other application on the device.
- **Browser.** Any device with a standard HTML browser capability can be used to access the application. The disadvantages are that— similar to native mode—data may be exchanged and stored directly on the BYOD device, leading to security challenges, concerns about data loss, and possible sacrifice of user experience.

- **Virtual.** Applications exist on the application server in the data center (or the cloud) and are represented through a virtual desktop infrastructure (VDI) client on the device. Only display information is exchanged and rendered on the BYOD device. While this method provides maximum data security, the user experience may be compromised because of the translation from an application server to the BYOD device.

Many companies may use a **hybrid** approach, using native mode for many standard business applications and virtual mode for a subset of applications with stricter confidentiality or sensitive data requirements.

Extend Collaboration to BYOD Devices

A complete BYOD solution must consider how to extend the full suite of collaboration applications to BYOD devices, including integrated voice, video, IM, conferencing, application sharing, and presence. Any solution needs to consider not only the employees using BYOD devices, but also others trying to collaborate with them.

Have an Encompassing End User Agreement

Because of the mixing of personal and corporate data on devices being used for work, it is critical to outline policies up front and to communicate those to employees in advance. IT organizations also need to familiarize themselves with any applicable laws. Areas that should be addressed include text messaging, voice calling, Internet browsing, IM, email, GPS and geolocation information, applications, photographs and videos, and device "wiping."

Have a Policy for Lost or Stolen Devices

Businesses should have a plan in place for how lost or stolen devices will be handled. Consider the types of data that are likely to be stored on devices, and integrate mitigation plans into the overall BYOD strategy before deployment.

For more details on BYOD adoption considerations, see Cisco Bring Your Own Device.

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To learn more about the Cisco BYOD Smart Solution and resources that can help you build your practice, visit www.cisco.com/go/partnerbyod.

Sales Tools
- **Cisco BYOD Hosted Demonstration**. Hosted infrastructure to demonstrate Cisco BYOD, with scripted scenarios.
- **Competitive Resources**. Quick references on how to sell against a specific competitor.

Check www.cisco.com/go/partnerbyod for updates.

Marketing Resources
- **BYOD Smart Solution for Enterprise Seminar-in-a-Box**. Customer presentation; invitation, reminder, thank-you, and absentee emails; and suggestions for running the event and take-home material.
- **Customer-Facing Materials**. Materials such as solution overviews and white papers for use in customer engagements can be found on Cisco.com.
- **Cisco "Your Way" Campaign**. Global media campaign to support your BYOD sales and marketing programs.

Service Offerings
- **Cisco Services Partner Program**. Deliver services to improve profitability.

Check www.cisco.com/go/partnerbyod for updates.

Incentives and Promotions

The following incentives are available:
- **Cisco Value Incentive Program (VIP)**. Rewards partners that focus their practices on technologies that are part of Cisco architectures.
- **Cisco Opportunity Incentive Program (OIP)**. Rewards and protects the presales investments that a partner makes when developing new business opportunities.
- **Cisco Teaming Incentive program (TIP)**. Rewards partners for value-added activities on deals initiated by Cisco .

Check www.cisco.com/go/partnerbyod for updates.

Cisco Capital Financing

For partners, Cisco Capital® increases customers' buying power, leading to larger deal sizes, accelerated refresh cycles, and long-term sales relationships. Learn how Cisco Capital can be a competitive advantage in your business:

- Asia Pacific
- Canada
- Europe, Middle East, Africa
- Latin America
- United States