



# The BYOD Opportunity

Say “Yes” to Device Diversity and Enable New Ways to  
Drive Productivity

WHITE PAPER

**Table of Contents**

Abstract..... 3  
Introduction .....3  
A New Approach to BYOD .....3  
Positive Results .....3  
Preparing for BYOD .....4  
Strategic Transformation.....5  
Get the Conversation Started.....5

# The BYOD Opportunity

## Abstract

Research shows that the bring your own device (BYOD) movement has reached a critical point: a range of studies show that more than half of companies surveyed allow employees to use personally owned devices to access the corporate network. With VMware as your partner for managing device diversity, you can create a flexible yet secure BYOD environment that increases efficiency, lowers operating costs and drives productivity.

## Introduction

The BYOD movement has gone mainstream. Reports from Cisco, Computerworld, CompTIA, Mobilisafe and others indicate that more than half of companies surveyed now permit employee-owned devices in the workplace—and in some sectors the numbers are much higher. New companies are using BYOD as the foundation for their network infrastructure, and a growing number of organizations (including VMware) give employees complete freedom to purchase and use their own devices to access corporate data.

The attraction of BYOD is easy to understand. Smartphones and tablets offer an unprecedented level of flexibility, and when employees buy their own devices, the company can save hardware and IT support costs.

The drawbacks, of course, are security and manageability issues. Personal devices could potentially infect the company network with viruses, and private customer or company data can be compromised if the device is lost or stolen. Employers also risk becoming unwittingly responsible for liabilities beyond their control: corporate assets might get mixed with personal data such as family photos and music or, worse yet, with downloaded applications that are not safe or in line with company policy.

The challenge, then, is to implement a BYOD program that supports device diversity while putting the proper safeguards in place and keeping business and personal items separate. VMware offers pioneering solutions for managing device diversity and gives you the tools to create a BYOD environment that works for everyone—employees and IT organizations alike.

## A New Approach to BYOD

Our industry-leading solutions for end-user computing enable a flexible yet secure BYOD environment. The VMware approach links applications and customized virtual desktops to user identities, not devices, so end users can access their data from any qualified device, whether they are working in the office or halfway around the world. Corporate and personal digital assets are kept separate in a secure and auditable way. IT controls corporate digital assets, while end users manage and maintain their personal applications and data.

This pragmatic approach to BYOD lets IT leverage hybrid cloud resources to maintain a managed, secure end-user environment while providing new ways for employees to collaborate. IT maintains centralized control over policies, security and delivery of content across devices. Employees can connect to the network 24/7 with the device of their choice—laptop, tablet or smartphone—regardless of whether they are using a Windows, Mac OS, Linux, iOS or Android platform.

The networks that authenticate BYOD devices can be isolated so users access only the data and applications they should. Isolation minimizes the risk of malware coming onto the network, so IT does not need to worry if users have the latest versions of firmware or other software on their personal devices. Readily available third-party software can provide additional levels of protection, such as mitigating the risks of cloud-based storage systems or providing real-time activity monitoring. IT can apply policies at individual or group levels to ensure that single users or whole departments with access to sensitive data operate within stated guidelines. For example, IT can restrict USB capabilities for finance employees and can prevent social security numbers or credit-card information displayed in text files from being copied or printed.

## Positive Results

The VMware model for BYOD can give employees the flexibility to work the way they want, which can increase satisfaction and productivity. End users move seamlessly from device to device and location to location. They can work at any time, from any place, and can connect to corporate systems with little or no assistance from internal IT. Data remains secure with central control of access to corporate systems and data.

When employees choose their own devices, IT spends less time (and money) specifying and purchasing equipment. Routine support and help desk overhead that come with device ownership are directed at the retailer, manufacturer or service provider—not corporate IT—and that can lower operational costs and free up resources.

For instance, by leveraging desktop virtualization for BYOD, IT can focus more on application and activity management and less on hardware provisioning and maintenance. The ongoing shift toward operating system-neutral applications will make it easier to accommodate new and next-generation devices. User configuration and management become simpler, so a new user can be provisioned in just minutes. The IT organization becomes more agile, taking less time to open (or close) offices and, when necessary, moving more quickly to support mergers and acquisitions. Even routine workforce additions and changes become simpler to implement.

The VMware approach for BYOD lets you think less about devices and more about the user experience and enabling employees. This shift in focus, from devices to access and activity, makes BYOD improvements more visible and easier to measure. IT can be more responsive and operate more cost effectively and is likely to be perceived as being more flexible and more open.

Most important, the VMware approach to BYOD can make the organization more productive, and that, in turn, can drive profitability.

### BYOD Success Story

Foley & Lardner LLP is a global law firm of approximately 2,100 employees that provides business and legal insight to clients. Looking to support a highly mobile workforce of lawyers and support staff, the company implemented VMware Horizon View™ as part of its BYOD program. Employees can now access their virtual desktops and critical applications from their mobile device of choice, including iPads and laptops.

Linda D. Sanders, CIO for the firm, describes it this way: “Today, our lawyers and staff can access their virtual desktops at the office on thin clients, in the courtroom on their iPads or anywhere on their personal PCs. As we look beyond desktops, we see an opportunity to offer our employees a secure way to access their applications, share data and collaborate from any device based on the VMware end-user computing portfolio.”

### Foley & Lardner LLP

Industry: Legal services  
Location: Milwaukee, Wisconsin

### Key Challenges

- Accommodate reduction in IT staff.
- Maintain high levels of end-user services.
- Improve end-user system uptime.

### Solution

Foley leveraged VMware Horizon View and VMware Professional Services to deploy desktops as a service. The new architecture also enables a BYOD model so that end users, instead of IT, now procure and set up mobile devices.

### Business Benefits

- Reduced number of “tech touches.”
- Reduced provisioning times from 4 hours to 10 minutes.
- Improved uptime and availability to end users.
- Cut mobile device costs by 22 percent.

## Preparing for BYOD

Solid planning is the first step in any successful BYOD implementation. End users expect seamless functionality from the start, and it is difficult to recover from even small glitches in the initial rollout. After control over access to digital assets is given away, it is hard to take back. In most cases, IT has only one chance to get BYOD right, so it is important to have a detailed strategy and design in place before the project begins.

The VMware Professional Services Organization (PSO) can help IT organizations chart a course, so they do not have to go it alone. Our strategists and architects (many of them former chief information officers, chief technology officers and industry consultants) collaborate with your team to develop a pragmatic IT strategy and a roadmap for transformation.

The planning process often starts with some internal housekeeping, which lets IT revisit your current processes and eliminate outdated methods. Our consultants can help you reappraise present status and rationalize applications, keeping in mind that the tools people use today might not be the tools they really need.

The next step is to consider how a BYOD environment will change the way IT operates. Will the IT organization need to change support models, the help desk or service-level agreements (SLAs)? How will these changes affect IT staff? What new skills and knowledge will people need? A confident, competent IT staff yields savings in efficiency and cost, so consider including an educational component in your plan. VMware offers certifications, courses and online classes that can help your staff get up to speed quickly on the new world of BYOD.

While you are evaluating the organization and preparing your implementation plan, start thinking about future BYOD policies. IT must assert the right to manage access from all devices, whether they are owned by the company or the user. Seek to manage the minimum footprint required on the device; this approach lets you manage less and manage better.

Beyond the standard policies for monitoring activity and enforcing security, consider what defines acceptable use and what will happen if the device is damaged, lost or stolen. For example, policies might state the user’s obligation to ensure that a suitable replacement device is made available within a certain timeframe if a primary device becomes inoperable; users must understand their responsibility to remain productive.

Likewise, policies might require that users report device loss or theft within a certain time period, so that IT can intervene to disable access and delete corporate data. IT’s right to take action in emergencies—such as the right to remotely erase the device if it is stolen—must also be made clear. The aim is to create policies that protect corporate assets and limit liability while maximizing the user’s ability to be productive, make decisions and think creatively.

## Strategic Transformation

Saying “yes” to BYOD has the potential to transform the enterprise. It goes beyond giving people a more flexible way to access the network: it presents a fresh opportunity for IT to contribute at a strategic level, as a driver of productivity.

VMware has the expertise that enables you to say “yes” to BYOD with confidence. Our proven solutions for end-user computing facilitate the industry’s best end-user experience while simplifying IT management. Add to this our professional services for planning, implementation and educational support, and you have a trusted partner for a complete BYOD program.

## Get the Conversation Started

Whether you are just beginning to consider BYOD or you are already well on the path, our consultants can provide expert guidance. Call your VMware account manager today to get the conversation started.

### VMware Horizon Suite for BYOD

Built on the foundation of VMware vSphere®, our portfolio for BYOD includes technologies that help IT organizations empower a more agile, productive and connected enterprise:

- **VMware Horizon View — Deliver rich, personalized virtual desktops as a centrally managed service —** VMware Horizon View enables the industry’s best end-user experience while simplifying IT management for large-scale deployments and reducing the total cost of ownership (TCO) associated with a virtual desktop infrastructure by as much as 50 percent.
- The VMware Mobile Secure Workplace is an innovative architectural approach to support BYOD initiatives:
  - Enable true session mobility.
  - Support more devices.
  - Streamline application patches and updates.
  - Enhance data security and compliance.
  - Deliver uncompromised end-user experiences.

- **VMware Horizon Mirage™ — centralized image management for local execution —** VMware Horizon Mirage enables centralized, low-touch management of layered PC images across distributed PCs.
  - Delivery of corporate images on local virtual machines to any personal computer (Windows, Mac, Linux)
  - Local access for offline productivity
  - Low-touch IT for remote users
  - WAN-optimized synchronization of IT and end-user updates
- **VMware Horizon Workspace™ — seamless access to enterprise applications and data, anywhere, anytime**
  - Everywhere data access – in the office, at home or on the road
  - Full collaboration (folder/file sharing with anyone, external user access, versions, comments)
  - Improved end-user productivity by providing end users with secure access to applications and files on any device from anywhere
  - Reduced end-user downtime and service interruptions
  - Access to files each time users log in (stateless desktop)

### Professional Services Organization

The VMware PSO offers education, account management and onsite, end-to-end consulting services to assist in strategy development and program execution. Our consultants bring in-depth expertise in a wide range of implementations across industries. With a proven project methodology, PSO provides the assurance that your project starts with a solid foundation and builds on VMware best practices. Choose high-level interactions, such as a day-long seminar on situation analysis and initial planning, or opt for an in-depth, multiweek engagement that yields a detailed blueprint tailored to your environment. Our education offerings include online, onsite and self-paced classes that let you increase your staff’s confidence and competence with new technologies.



**VMware, Inc.** 3401 Hillview Avenue Palo Alto CA 94304 USA Tel 877-486-9273 Fax 650-427-5001 [www.vmware.com](http://www.vmware.com)

Copyright © 2013 VMware, Inc. All rights reserved. This product is protected by U.S. and international copyright and intellectual property laws. VMware products are covered by one or more patents listed at <http://www.vmware.com/go/patents>. VMware is a registered trademark or trademark of VMware, Inc. in the United States and/or other jurisdictions. All other marks and names mentioned herein may be trademarks of their respective companies. Item No: VMW-WP-BYOD-OPP-USLET-110