

Is Your BYOD Strategy Ready for 2020?

Five Steps to Accelerate
Your BYOD Strategy



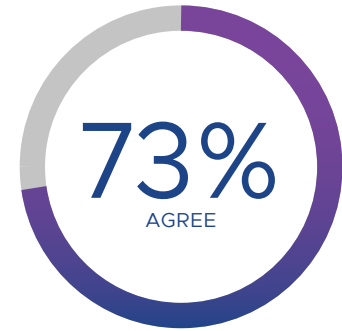
The Importance of BYOD and Employee Experience

As the explosion of connected devices and user preference for greater agility continues, it's clear that companies will need to continue to offer a BYOD strategy in 2020 and beyond.

However, BYOD users are demanding even more. Leading companies are responding because research shows a direct correlation between positive user experiences, talent retention and business outcomes. According to the VMware Global Survey 2019 on Digital Employee Experience, 73 percent of prospective employees won't even apply or accept a position at a company that does not offer modern digital work experiences. BYOD is a fundamental part of this modern experience.

In addition to device choice, workers want easy access to applications and data. They also want collaborative and meaningful work.

A digital workspace is the answer.



“The flexibility of tools (for example, technology, apps, devices, etc.) that I might need to use for work, would influence my decision to apply or accept a position at a company.”

The Digital Workspace Defined

A digital workspace provides a unified employee experience that enables employees to simply and securely gain access to corporate applications, services, and data across devices, networks, locations, and operating systems.

Far bigger than any one technology, a digital workspace strategy enables IT to shift away from device management, and focus instead on employee-centric goals:

- Giving employees a personalized, engaging and productive experience.
- Empowering employees to take advantage of self-service and support workflows. Today's employees are all about self-support.
- Simplifying employee access to any app including cloud-based apps.

This employee-first approach benefits everyone. From more control for IT to increased productivity and heightened security, it delivers wins across the business.



Why Develop a Digital Workspace Strategy?

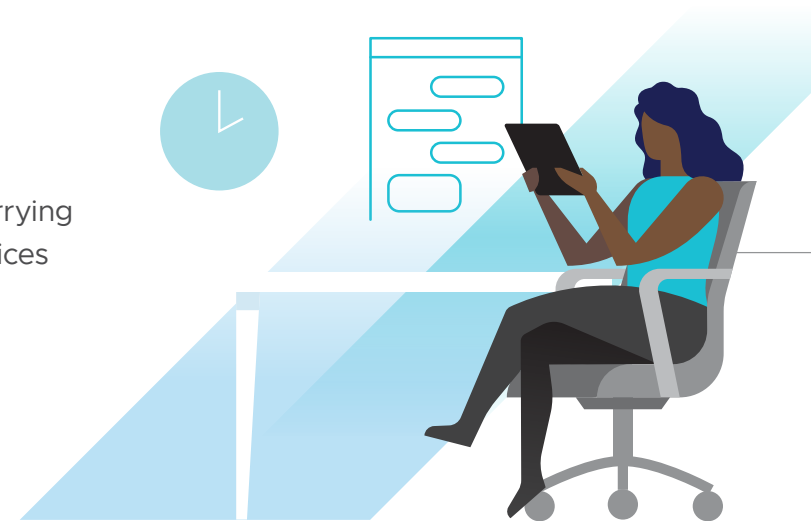
The benefits of a digital workspace extend beyond IT to the entire business. According to a recent study, companies that give employees ready access to the apps they need are nearly 3X as likely to be rated leaders in digital transformation.¹ And that's just the beginning.

A digital workspace helps your IT organization by

- Allowing you to manage applications with intelligent access controls on a per-device basis, making it easy to restrict access of more sensitive data from non-trusted devices.
- Giving you the ability to pre-provision devices and deliver updates over the air.
- Helping to mitigate interruptions that would otherwise impact user productivity.

It benefits your workforce by

- Making onboarding faster, with a seamless out-of-box experience that encourages faster time to productivity. All employees have to do is sign in and begin working.
- Making it possible for employees to painlessly switch between devices without worrying about which are “sanctioned” and which are not. Even unsanctioned personal devices can be “trusted” by installing a profile designed to protect corporate data without touching personal apps and data.



¹ VMware, Inc. "The Impact of the Digital Workforce." 2017.

Steps to Advance Your BYOD Strategy

Follow these five steps to evolve your BYOD strategy and move toward a digital workspace strategy:

- 1 Deliver highly personal, engaging and productive experiences both in office and on the go.
- 2 Embrace SaaS apps.
- 3 Move to modern management of PCs and Macs.
- 4 Switch to integrated security.
- 5 Leverage rich analytics.



① Deliver highly personal, engaging and productive experiences both in office and on the go.

A digital workspace goes beyond simply separating personal and business apps for BYOD users. How does a digital workspace enhance employee experience?

- Increases engagement through intuitive, personalized work experiences that mirror the experience of technology used in daily life.
- Offers frictionless access to corporate information such as business apps, colleague information, actionable notifications, self-support and more.
- Allows users to have a consistent experience across mobile and desktop, regardless of device ownership.
- Drives higher levels of productivity through automation of everyday tasks.



② Embrace SaaS applications.

The software-as-a-service (SaaS) model has revolutionized application access management. It allows IT to license centrally hosted software on a subscription basis. SaaS apps may be native or web-based, but the experience is managed by the vendor, without the need for IT to manage the version of the client app itself.

Why use a digital workspace strategy to manage SaaS apps?

- It makes apps available across devices and device types.
- It frees up valuable time for your IT team, without putting users or data at risk.
- It means you don't have to worry about device ownership, as long as devices are being carefully managed with adequate access controls.



③ Move to modern management of PCs and Macs.

Supporting BYO devices from a digital workspace platform isn't limited to phones and tablets. Windows 10 and Apple macOS both support the ability to “trust” a personal device with a profile that permits the installation of apps and use of a certificate to secure access to corporate information. No matter where employees are or what device they're using, they can tap into resources as needed.

Why move to a modern approach?

- Employees gain the ability to pair a personally owned device, such as a laptop, to their work system environment using the enterprise catalog.
- It helps to eliminate shadow IT, where users turn to non-approved resources to get the help they need.
- Your IT organization stays in control of information without restricting the way people work.
- Employees gain a sense of freedom and mobility, while you get the peace of mind that they're accessing data securely.
- It reduces operating costs with capabilities such as over-the-air provisioning



④ Switch to integrated security.

Managing data on BYO devices will be a bigger challenge in 2020 with an evolving threat landscape. However, with a digital workspace strategy, you can get in front of security threats.

How does a digital workspace strategy improve security?

- It provides stronger protection by integrating features such as single sign-on, conditional access, contextual insights, machine learning (to identify risky behavior) and real-time threat information.
- It gives you more control over more types of information—whether your organization purchases phones or laptops for employees, or allows them to use their own.
- You gain the ability to enforce email filter policies, encrypt sensitive data, and containerize email attachments so they can't be leaked via personal email accounts.



⑤ Leverage rich analytics.

Most BYOD strategies today focus primarily on leveraging analytics to monitor BYO devices for non-compliance. However, as users come to expect more from their work experience, it's imperative that IT leverage a broader set of analytics that can help drive positive experiences.

What can a digital workspace with rich analytics do?

- Quickly resolve issues that can impact user experience across mobile and desktop.
- Proactively help prevent interruptions such as a device battery that's about to expire.
- Protect employees' work by aggregating and correlating threat data with device, network and access information.





Moving Forward with a Digital Workspace Strategy

Employees' expectations for a positive work experience will continue to grow in 2020 and beyond. Traditional BYO strategies that focus on device management rather than employee experience are doomed to fail.

By taking an employee-first approach with a digital workspace, you can boost productivity and employee satisfaction without compromising security. More importantly, delivering great employee experiences will have a positive impact on your business overall.

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