



***Debate V***

# ***Managing Mobility: Beyond BYOD***

**NetEvents Cloud Innovation Summit**

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**INFONETICS  
RESEARCH**

# Debate Panelists



**John Marshall, CEO**



**Manish Rai, VP Marketing**



**Vittorio Viarengo, VP Marketing/Products**

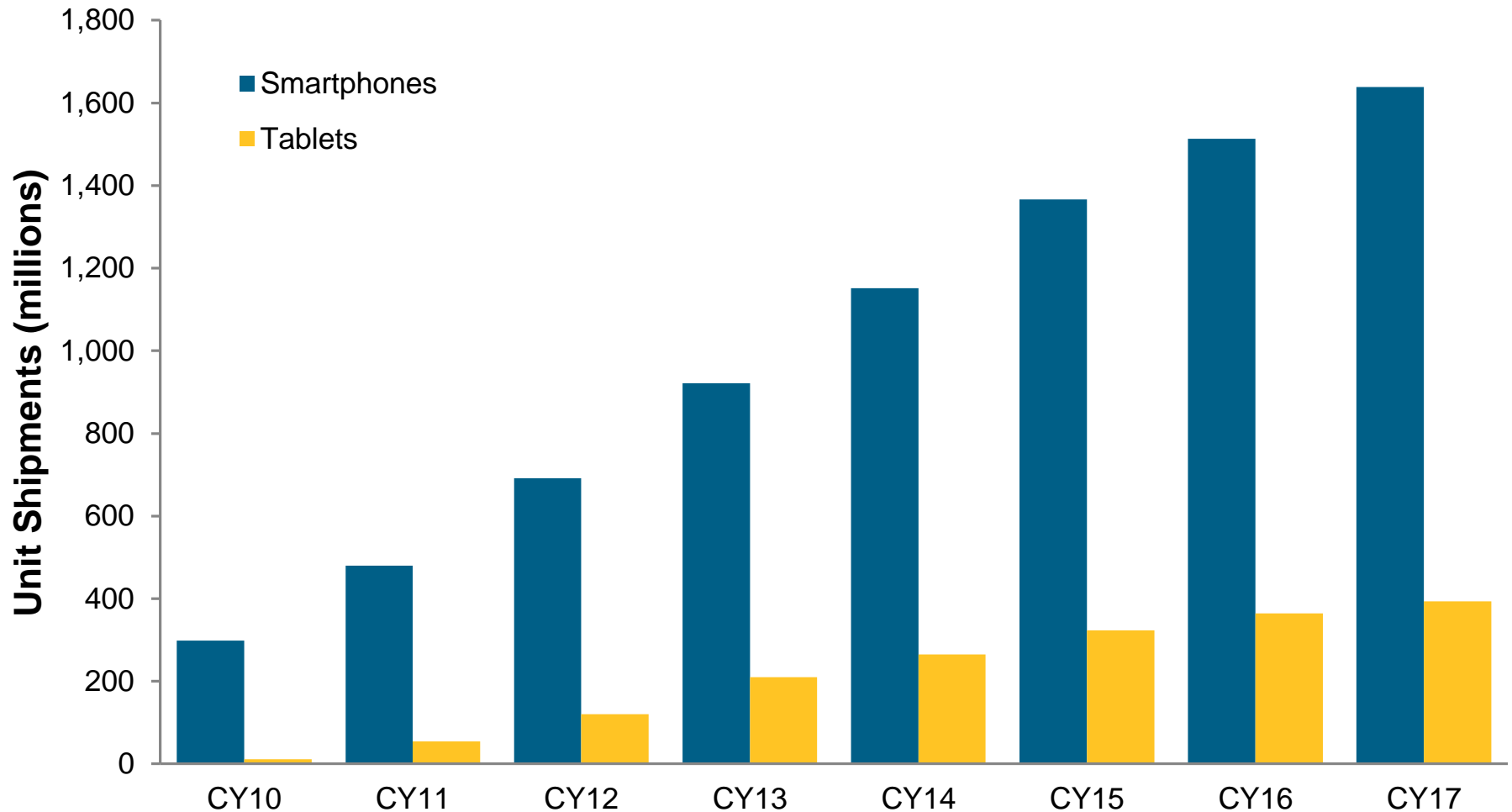


**Erik Papir, Worldwide Dir. of Technical Marketing**



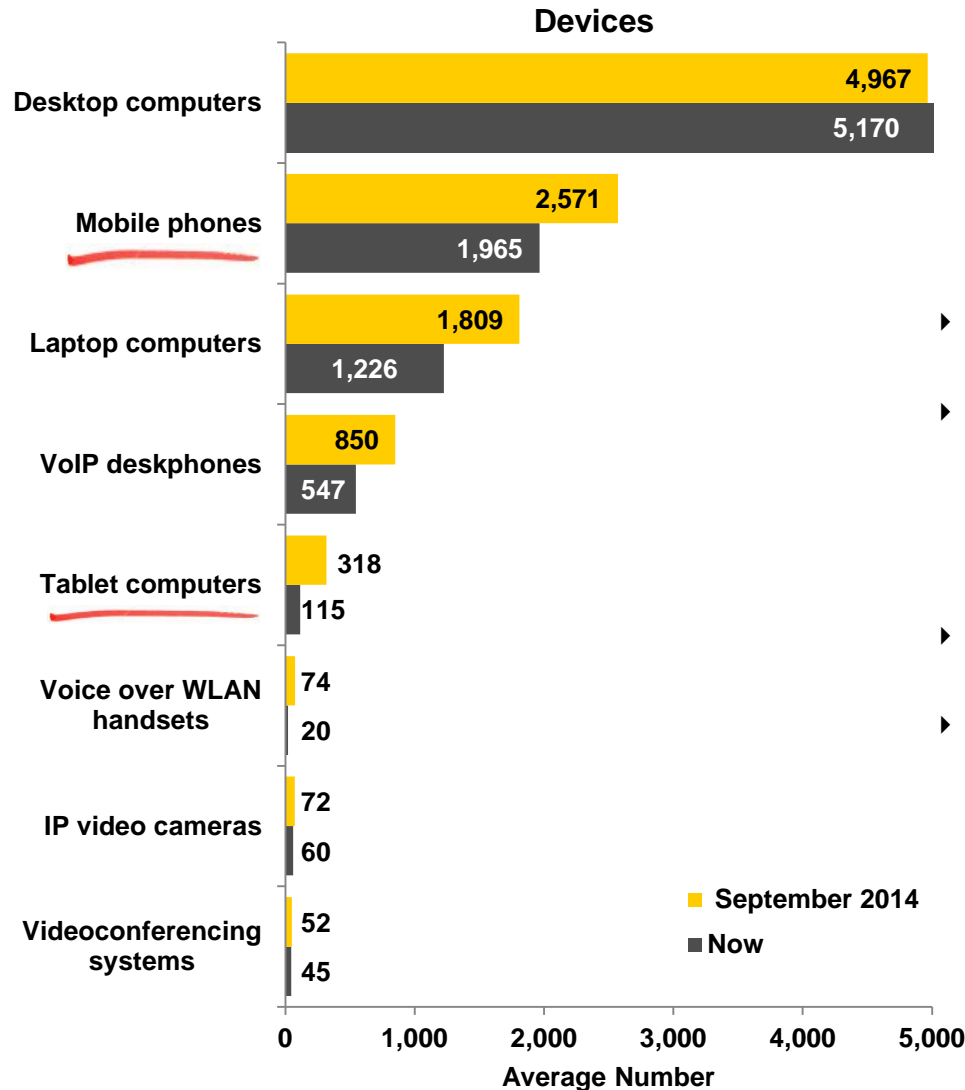
*Moderator.* **Michael Howard, Principal Analyst**

# Wireless Devices Going Through the Roof



- ▶ Smartphones doubling by 2017; tablets tripling
- ▶ But are they finding their way into enterprise networks?

# The Answer Is a Resounding “Yes”

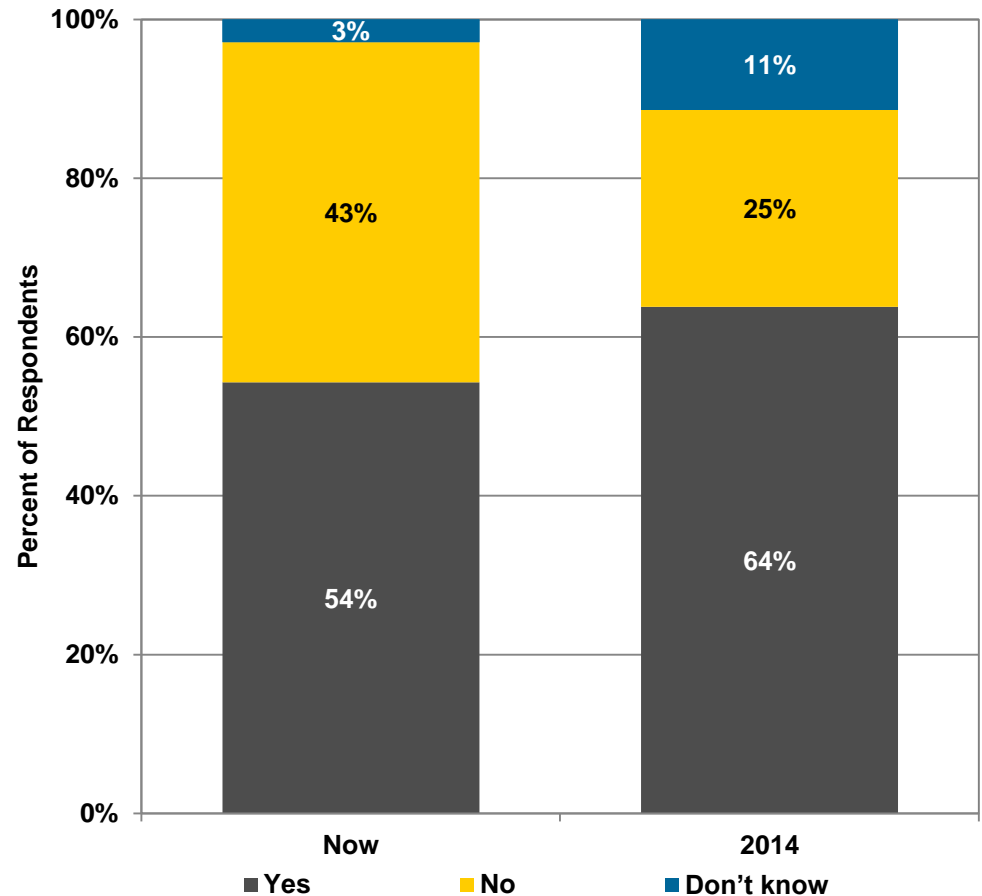


- ▶ From recent Infonetics survey
- ▶ Mobile devices growing fastest
  - 1/3 of devices today, growing to almost 1/2 by 2014
- ▶ Meanwhile, desktops are declining...
- ▶ ...and the number of devices per user is going up

# Meanwhile, Device Ownership Is Changing

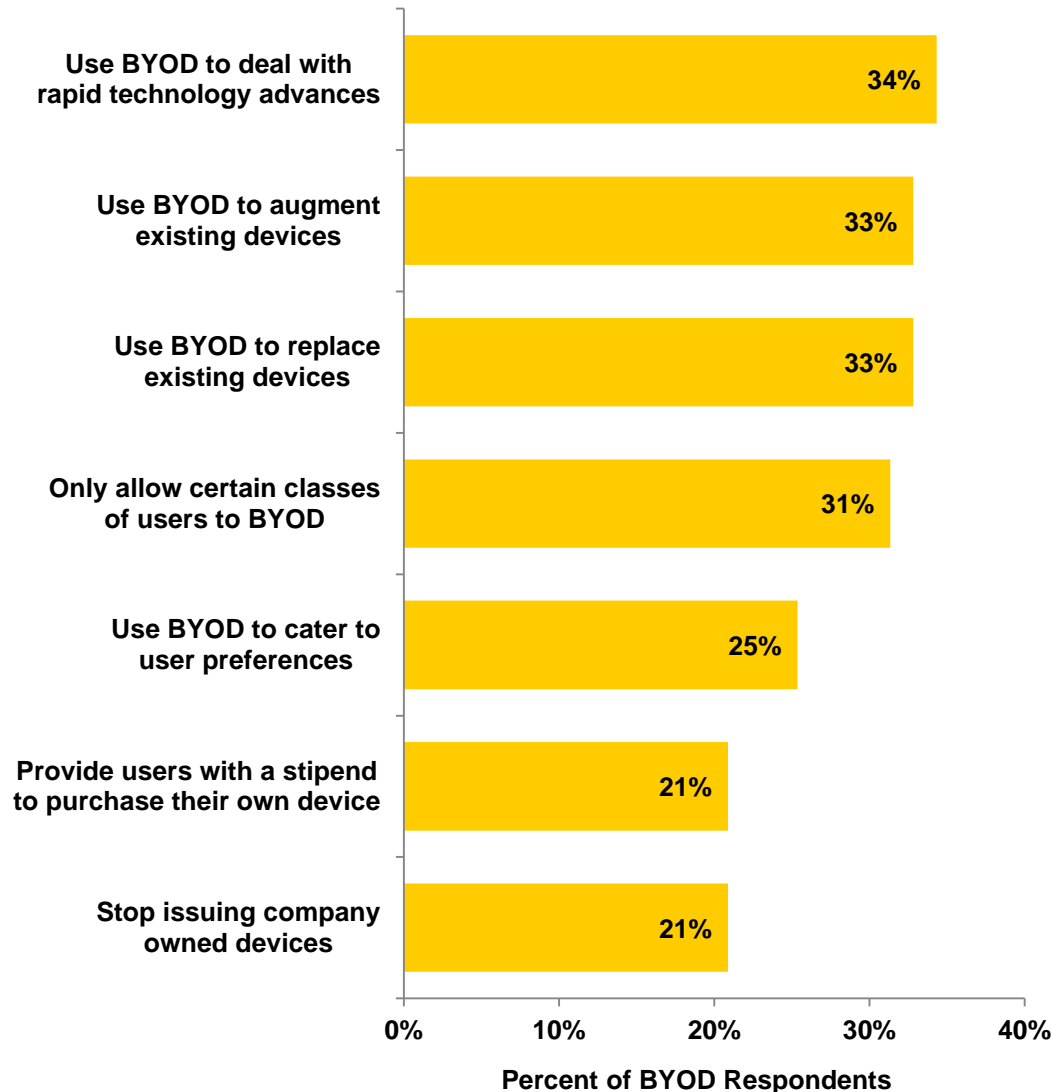
- ▶ Traditionally, companies issued and controlled the devices employees use
- ▶ Now: A majority allow employees to bring their own devices (BYOD)
- ▶ Only 25% say they will not allow BYOD by 2014

Enterprises: Do You Allow BYOD?



# Many Motivations for BYOD

BYOD Strategies



- ▶ No clear favorite
- ▶ The top strategy: deal with rapid advances in technology
  - Get new technology into the hands of employees quickly
- ▶ Professional staff and executives are the top BYOD users

# *Debate V* **Managing Mobility: Beyond Mobility**



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# Thank You



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