

## **Bridging the BYOD Trust Gap**

62% of companies will have a bring your own device (BYOD) policy for their employees by the end of 2013, states ZDNet.<sup>1</sup> That is a huge increase from the 44% that allowed at the end of 2012 and one that could certainly affect your company if you do not already have a policy. Or are you going to be one of the businesses that is behind the trend. BYOD policies have been met with hugely divided opinions, especially when it comes to cost, trust and security.

### **The Pros - Cost, Flexibility and Newer Technology**

One of the biggest pros for companies to adopt a BYOD policy is the overhead cost. According to PC World, by not having to supply staff with hardware, voice or data services, as well as other costs associated with them, business stand to save as much as \$80 per month per user.<sup>2</sup> Surprisingly, employees are happy to pay for the devices themselves, since they will get to choose what they get to use. Most of the time, these are not additional purchases because most employees will have a personal mobile phone and laptop already.

Since the employees are purchasing these devices, they tend to be newer and more cutting edge, so the company can benefit from the latest features. By having better equipment, the added bonus is better security. And the makers of the BYODs have begun to realize this potential and are making sure they are prepared to help both the employee and employer. BlackBerry, for example, has incorporated technology into their newest operating system that allows users to seamlessly switch between their personal data and their work data. That way, it truly embodies two devices in one, bridging the security and trust gap that makes BYOD more widely adoptable.

### **The Cons - Trust and Security**

Those are some compelling reasons to stop eating into your company's bottom line by buying your employees devices. So why is this policy not adopted everywhere. Trust and security are the two biggest hurdles to overcome. According to a recent SAN Mobility/BYOD Security Survey, more than 60% of organizations are allowing BYOD, but only 9% of companies felt they knew what devices are accessing the sensitive data on their network.<sup>3</sup> This is a huge issue. If the company issues the hardware, they know it is compliant with their IT standards and they can say what their employees can and cannot do with them. When it is an employees personal device that they bought, it becomes tougher to regulate. Plus, what happens when a worker loses their device. USA Today reports that in 2011, thirty billion dollars worth of mobile devices were lost.<sup>4</sup> Not only do you need excellent security procedures, but also a top notch lockdown procedure in order to protect your data.

And it is not just the employers that have trust issues. Employees do not want their bosses knowing the ins and outs of their personal business. A Mobile Iron survey revealed that over 50% of employees 18 - 34 years old were not comfortable with their employers seeing any of their

personal data.<sup>5</sup>

## **The Solution - Transparency**

If your company is going to initiate a BYOD policy, then the best way to combat the cons so that you can enjoy the pros is to make sure that everyone in your organization knows what you expect of them, and what to expect of you. Have a strict policy in writing that explains what the company can and cannot see on the devices. Explain why they want to see the information they can see. Have an understood set of rules in case of a lost or stolen device. Ensure that the approved devices can handle the encryption needed, but still give the freedom to be a personal device. And most importantly, make sure these policies are enforced at all levels of the company.

1. <http://www.zdnet.com/unavoidable-62-percent-of-companies-to-allow-byod-by-years-end-7000010703/>
2. [http://www.pcworld.com/article/246760/pros\\_and\\_cons\\_of\\_byod\\_bring\\_your\\_own\\_device\\_.html](http://www.pcworld.com/article/246760/pros_and_cons_of_byod_bring_your_own_device_.html)
3. <http://www.bradfordnetworks.com/sans-mobility-byod-security-survey>
4. <http://usatoday30.usatoday.com/tech/news/story/2012-03-22/lost-phones/53707448/1>
5. <http://www.mobileiron.com/en/smartwork-blog/mobile-trust-gap>