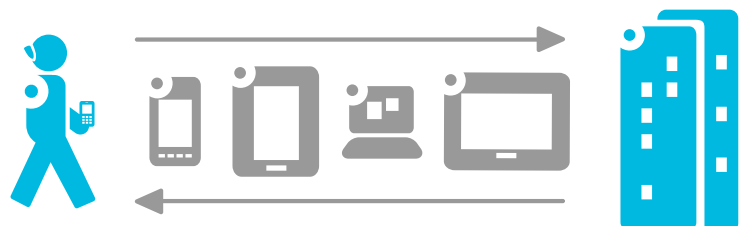


# BYOD: EXPECT DEVICE FREEDOM



The proliferation and diversity of communication technologies, media and devices, combined with the popularity of remote working have created a technical nightmare for users and IT managers alike.

Since the Bring Your Own Device (BYOD) trend is inevitable, organizations must find a way to adapt, overcome their BYOD concerns and take advantage of the new reality.

## YOUR WORLD HAS CHANGED BYOD IS A REALITY



Each day, more new mobile devices are activated than there are children born into the world<sup>1</sup>

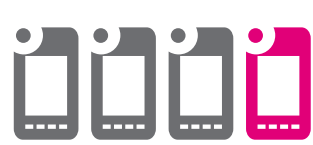


Workers spend an average of \$1,253 annually of their own money on computers to do their jobs<sup>3</sup>

**90%** of enterprises will support corporate apps on personal devices by 2014<sup>2</sup>

## SECURITY CONCERNS...

**25%** of android apps are malware infected<sup>4</sup>



**60%** of employees use free file-sharing apps, 55% of those do it without informing IT<sup>5</sup>



**80%** of today's BYOD activity remains unmanaged by IT departments<sup>6</sup>



## ...WON'T STOP BYOD

**67%** of organizations have seen large cost savings since embracing BYOD



**9 hours** Employees gain 9 hours of productivity per week by using their own devices for business outside the office

## SO HOW DO YOU...

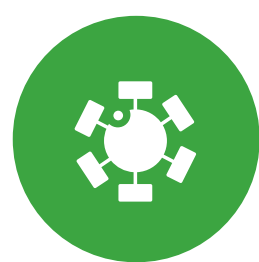
**CONNECT DEVICES EASILY**

**GIVE EMPLOYEE DEVICE FREEDOM**

**PROTECT YOUR NETWORK AND USERS**

ALL WHILE **MINIMIZING IMPACT ON IT AND THE HELPDESK**

## 5 POLICIES TO EASE BYOD ADOPTION:



### AUTOMATED DEVICE PROVISIONING

- Simple & secure authentication for wired and wireless devices
- Offload IT burden



The cost of connecting personal mobile devices to the corporate network ranges from \$568 to \$1,285<sup>7</sup>



### DEVICE HEALTH CHECKS

- Detect unsecure devices & block access to network resources
- Auto-remediate the device



### DEVICE FINGER PRINTING

- Greater visibility
- Enhanced user experience

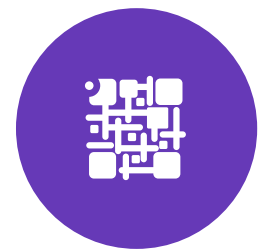
**94%** of users can be identified and tracked without cookies through device fingerprinting



### ADVANCED GUEST MANAGEMENT

- Empower users & improve customer satisfaction
- Offload IT burden
- Potential revenue generator

**52%** of organizations get several complaints a day from employee having trouble connecting to corporate WLAN with a mobile device



### CONTEXT-AWARE POLICY

- Based on user profile plus device & application type
- Network adjusts automatically based on user location
- Help enforce security, prioritization and quality of service

## IS YOUR NETWORK READY FOR BYOD?

**GET YOUR COMPLEMENTARY NETWORK ASSESSMENT >**

Alcatel-Lucent Enterprise

Sources:  
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2 How to Take Video Mobile With Enterprise Video Content Management. - Gartner 2013  
3 Five Steps to a Successful BYOD Program Survey - Forrester  
4 Alcatel-Lucent Dynamic Tour 2013 PowerPoint presentation, Energize Your Workforce With a New Communication Experience

5 Workforce Mobilization: What Your IT Department Should Know - Workshare 2013  
6 Ovum's BYOD Survey, September, 2012, excerpt from online press release  
7 Cost of connecting Apple's iPad - Gartner