



2014

# Consumerization of IT in the Enterprise

Exclusive Research from  
**IDG Enterprise**  
 An IDG Communications Company

### Balanced Growth

Income	25%
Cash Equivalents	10%

Growth	25%
Growth and Income	25%
Income	25%
Cash Equivalents	25%

### Consumerization Growth

Growth	25%
Growth and Income	25%
Income	25%
Cash Equivalents	25%

## *Consumerization of IT in the Enterprise (CITE) is Changing the IT Landscape*

*Companies are beginning to reap ROI and productivity benefits from consumer technologies such as smart phones and tablets. As the trend grows, IT leaders are moving beyond first responder status to craft a long-term strategy for success*

Driven by widespread mobile device usage, the spread of consumerized technologies such as mobile devices appears poised to move from the mainstream to a transformative technology that will trigger widespread changes in how business users work.

According to a December 2013 survey of 1,155 IT decision-makers conducted by IDG Enterprise, workers are widely accessing applications via consumer devices such as smart phones and tablets, and companies have high expectations of this trend. Nearly 50 percent expect mobile apps to increase employee productivity, through tactics such as the ability to allow employees access to work anytime anywhere (42 percent), or increased customer satisfaction (41 percent.) Indeed, many are already seeing a payoff, as nearly 70 percent report that they have seen an ROI of some sort from using consumer devices in the workplace. Those results are driving increased spending, with almost half of the respondents planning to invest in tablets—and employee training to make the most of this technology. Forty-three percent will invest in smart phones, the third most commonly selected investment.

While email/messaging remains the overwhelmingly popular application choice—80 percent of respondents said that it was either critical or very important to enable this application for consumer devices—access to more traditional business applications is increasing. Nearly half of respondents say that consumerizing CRM solutions is critical or very important, for example, while more than 40 percent have the same expectations about business intelligence technology. Respondents indicate that they expect benefits in a number of areas, such as information access, user satisfaction and user productivity, but expectations have been tempered year over year, perhaps reflecting a plateau between early application adoption and later levels. For example, while 82 percent expected either a dramatic or moderate positive impact on user satisfaction in 2013 that number dropped to 69 percent in the 2014 survey, meanwhile, the percentage of respondents with the same expectations regarding user productivity fell from 76 percent to 66 percent. Rounding out the top three, 63 percent of respondents expect either a dramatic or moderate positive impact on process efficiency and collaboration, so clearly respondents continue to appreciate CITE’s inherent collaborative and connective capabilities. The one area of negative concern remains enterprise security, as 40 percent expect consumerized technology to inflict either a dramatic or moderate negative impact.

### *CITE Support Grows*

The BYOD trend of consumerized technology is now supported at a majority of companies, as 60 percent support their employees’ personally owned laptops, 52 percent support smart phones, and 43 percent support tablets. Larger companies are catching up to their smaller brethren when it comes to BYOD support—while last year, companies under 1,000 employees were more likely to support smart phones and tablets, the numbers are now more even: 54 percent of larger companies offer support for BYOD smart phones, compared with 51 percent of smaller companies, for example. Fifty-five percent of the IT decision-makers surveyed expect to service and support tablets 12 – 18 months from now, compared to 43 percent who say they service and support those devices now. Support numbers are expected to remain relatively stable for laptops, tablets and desktops, as similar percentages expect to support these devices 12-18 months from now.

Sixty-three percent of the IT professionals we surveyed say that knowledge workers are working both remotely and in the workplace, and more than a third say that these workers use mobile devices to get that work done, both in the office and at home. That number is expected to jump significantly over the next twenty-four months, as 54 percent say that knowledge workers will be using tablets or smart phones at work in two years, and 63 percent expect the same usage for remote work.

IT decision-makers report that their organizations are currently supporting or supporting and purchasing devices across an average of 7 platforms. The dominance of Apple operating systems has shrunk considerably, as respondents report considerable support for Apple, Windows, and Android-based devices. Windows 7 is the top-supported platform, at 93 percent, a number that perhaps reflects support of desktops and laptops more than mobile devices. iOS7 is supported by 71 percent of respondents, while Windows XP garnered support by 66 percent, and Android (version 4.3) was supported by 63%.

### *Governance Comes of Age*

As consumerized technologies continue to proliferate across the enterprise, IT leaders are shifting from short-term reactive mode to building long-term strategies to manage CITE, from building formal governance policies to implementing technology that manages the use of mobile devices. Moreover, IT seems to have succeeded in seizing the leadership opportunity when it comes to CITE implementations. Fifty-six percent of respondents indicated that either the CIO/top IT executive or the IT department were the primary leader in driving change through the consumerization of IT at their organizations.

Eighty-two percent of respondents are making at least one organizational change as the result of the increased use of consumer technology in the workplace, and more than half of respondents have now implemented formal policies to regulate how corporate data is accessed and shared on consumer technologies such as mobile devices or cloud computing. Larger companies are more likely than smaller organizations to have implemented such policies (59 percent and 50 percent, respectively.) IT is also in charge of setting and enforcing usage policies, according to 63 percent of respondents.

When it comes to specific methods of communicating CITE governance policies, nearly half (49%) of respondents require their employees to read and sign their governance policy, and 48 percent say that their policy is updated and revised as needed. More than a third consider their policy detailed and clear, and the same number say they communicate CITE governance policies at least once a year. Only 17 percent report having no policy at all.

Enterprise-class companies are far more likely to have invested in a mobile device management (MDM) solution, reflecting the need to harness usage across a larger population. Forty-three percent of larger companies report such investments, compared with 26 percent of smaller firms. Just under a third (31 percent) of respondents use MDM on both company-issued and employee-owned phones, while 26 percent choose to use MDM only on company-issued phones, and a further 28 percent don't use it at all.

How effectively does MDM mitigate the risks of mobile device usage? Most respondents have faith in the technology, with 77 percent expressing that they are either very or somewhat confident in MDM. (However, respondents also report implementation challenges to MDM, such as expense (37 percent), lack of support for a full mobile device portfolio (31 percent), and complexity (26 percent).

Investments in a secure collaboration service for file sharing, such as Box, were more evenly allocated. Thirty-one percent of overall respondents have implemented such technology, with 33 percent of larger companies doing so and 30 percent of companies with less than 1,000 employees taking the plunge.

## *Next-Generation Applications*

In response to user demand, survey respondents are branching out from common early-adoption consumer applications such as email and calendars to ‘consumerize’ apps such as CRM and ERP. Nearly 55 percent said that consumer technology usage in the workplace has increased demand for new applications from both end users and customers/clients. Many report heightened challenges in making these types of applications accessible to consumer devices. For example, 32 percent report that it was extremely or very challenging to make document management applications accessible to consumer devices, while 30 percent and 26 percent said the same about business intelligence and CRM applications, respectively.

Respondents are also keeping a sharp eye on the impact of other consumerized technology trends. The Internet of Things has pinged respondents’ radar, as 57 percent expect it to have a significant or moderate impact on the business landscape.

Moreover, consumer technologies are driving adoption of related technologies, creating a snowball effect at many companies. For example, more than sixty percent of respondents said that consumer technology use would increase the use of cloud computing services at their company, while just over half expected a similar impact regarding Web 2.0 technologies such as web applications, mashups, and social media.

## *IT Infrastructure Impact*

While governance and usage policies have moved forward at many companies, respondents are still grappling with the ongoing effect that CITE has on enterprise IT infrastructure. Nearly 80 percent expect CITE technologies to increase network/bandwidth needs, versus 74 percent last year. About the same number year to year (72 percent) expected the complexity of governance, policies and procedures to increase.

Respondents report a preference for deploying third party packaged applications for mainstream apps to building them in house—for example, 84 percent chose packaged apps for email/messaging, versus only 12 percent that opted for custom work. The numbers are similar for personal information management products such as calendars and contacts; for those accessing these apps via consumer devices, 76 percent do so via a third party application, versus only 15 percent that rely on in-house software.

Security investments were also a concern, as respondents reported challenges in a number of areas as a result of CITE. Forty-five percent tapped integration issues between existing security platforms and consumer-based apps as their top problem, followed by unauthorized downloads by end users (42 percent) and inadequate visibility into end-user activities (40 percent). Only 14 percent of respondents reported no concerns.

Nearly 70 percent increased their spending in security products and services as a result of CITE technologies. Respondents did seem more confident in the success of these investments, however. While the number of respondents who indicated that they were very confident that the security surrounding consumer devices was adequate from an enterprise risk point of view remained the same year over year (17 percent), companies overall were more confident, as 58 percent said that they were somewhat confident, a ten point increase from last year’s survey. Meanwhile, the number of respondents that were not confident at all dropped from 32 percent to 23 percent.

As consumer devices such as smart phones continue to gain both IT acceptance and access to enterprise information in the workplace, it’s clear that CITE is poised to reinvent enterprise IT. Enterprises can maximize ROI with a strategy that addresses current challenges building a long-term strategy that supports a mobile-first strategy.

## *Methodology & Respondent Profile*

IDG Enterprise’s 2013 Consumerization of IT survey was conducted online among the audience of six IDG Enterprise brands – CIO, Computerworld, Network World, CSO, InfoWorld and ITworld – via pop-up, forum posts, and email invitations, between November 22, 2013, and December 23, 2013. This survey had the goal of gaining a better understanding of consumer technologies in use in the workplace today, and how those technologies are enabling innovation. Respondents were offered a chance to win \$500 cash as an incentive for completing the survey. Respondents must have indicated that they have involvement in at least one of the following steps related to IT purchasing decisions to be considered qualified respondents: evaluation, recommending vendors, determining requirements, determining the business need, approval/authorization, and selling internally. Results are based on 1,155 completed surveys. The margin of error for a sample of this size is 2.9%.

A broad range of industries are represented including high tech, telecom and utilities (15%), manufacturing (12%), financial services (11%), education (9%), government (9%), healthcare (8%), services (8%), and telecommunications and utilities (7%). Respondents are employed in organizations with an average of approximately 15,036 employees. Fifty-two percent of the respondents indicate they are a top IT/security executive of their business unit/organization. Fifty-eight percent of respondents hold an IT/Networking/Security management job title, 19% hold a mid-level IT title, 56% hold a senior IT title, 20% hold an IT/networking professional title and 8% hold a business management title. Respondents are split across brands as follows: CIO (28%), Computerworld (23%), Network World (20%), InfoWorld (10%), ITworld (10%), and CSO (10%).

Percentages on single-select questions may not sum to 100 due to rounding. Unless noted otherwise in the text, large enterprises are defined as organizations with 1,000 or more employees, small- to mid-sized organizations are defined as having less than 1,000 employees.