

# As BYOD Becomes Mainstream, Complexity Intensifies

A Spiceworks Market Insights Report Sponsored by Fiberlink

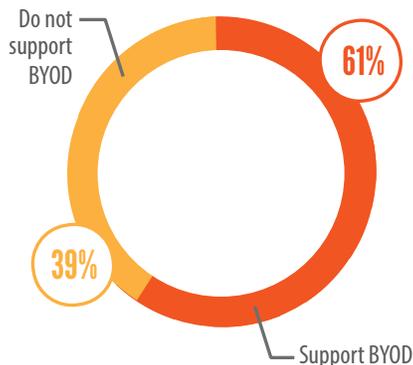
Companies of all sizes are prepping to support the coming wave of mobile devices, tablets, smartphones and their various operating systems. Early adopters are paving the way and gaining experience, as well as developing ideologies to deal with the sea change that mobile devices bring.

To deal with the mobilization of the workforce small and midsize businesses (SMBs) are implementing Bring Your Own Device (BYOD) policies and using innovative technologies, such as Mobile Device Management (MDM) solutions.

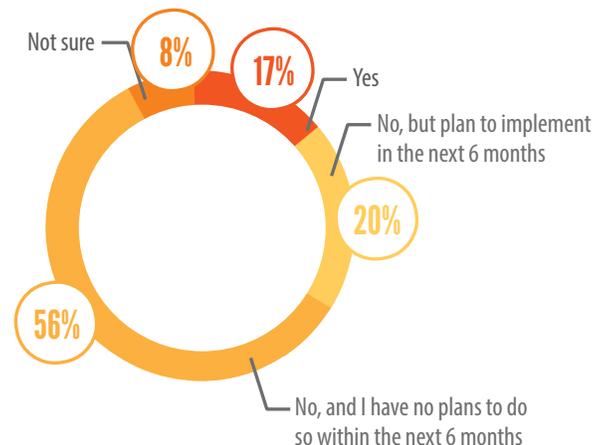
In order to identify trends and validate use cases, Spiceworks conducted a survey with approximately 1,000 SMB IT pros from their Voice of IT™ panel to better understand MDM needs, as well as if they're implementing and how they're managing BYOD. This report doesn't address company-provided devices in order to focus specifically on how BYOD is impacting network security. The results from this study show that companies of varying sizes are rapidly adopting BYOD.

What's more: The overall number of devices in use as well as the variety are on the rise, creating more complex management scenarios for IT departments struggling with control issues created by mobile device adoption. However, significant challenges remain worldwide, with a majority of SMBs polled (56%) stating that they have no plans to implement MDM technologies.

## SMBs Supporting BYOD



## Implementation of MDM



The survey results indicate that while SMBs worldwide are embracing mobile tech, there's still trepidation as to how to best handle and manage the devices. Key takeaways include:

**BYOD is becoming the new norm for distributing mobile devices:**

- Over 60% of SMBs support a BYOD policy
- 54% of SMBs surveyed have implemented a BYOD policy for smartphones and 42% have implemented BYOD for tablets

**Complexity comes with BYOD:**

- 62% of SMBs that support BYOD allow it for both smartphones and tablets
- SMBs supporting BYOD manage an average of 3 tablets and 3 smartphones OSes

**Despite mobile threats, slow adoption of MDM:**

- Respondents believe the biggest security threats stem from employees either from devices being lost or stolen (47%) or through misuse by the employee (37%)
- 56% of respondents have no plans to implement an MDM solution
- Top reason for not implementing MDM is that companies do not see a true threat to warrant investment

## BYOD: Taking over the workplace.

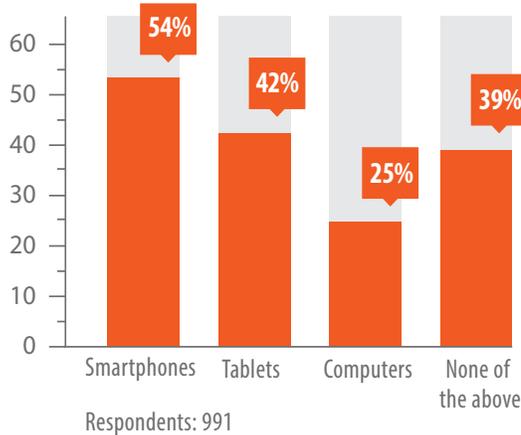
Explosive growth in BYOD adoption is fueling change in SMBs, with over 60% of respondents indicating that BYOD initiatives are already in place. As a result, IT departments are committed to supporting those devices. While smartphones lead the pack for devices supported (54%), tablets aren't too far behind (42%).

Smaller SMBs (less than 20 employees) are leading the charge, with 69% of those surveyed already supporting BYOD, leading businesses with over 250 employees by 16%. This implies that smaller companies are more agile when it comes to adopting newer technologies and methodologies.

North America (NA) SMBs are ahead of EMEA with 62% supporting a BYOD policy vs. 57% in EMEA.

### Devices Supported through BYOD

Which of the following devices does your company support as part of a bring-your-own-device (BYOD) initiative?



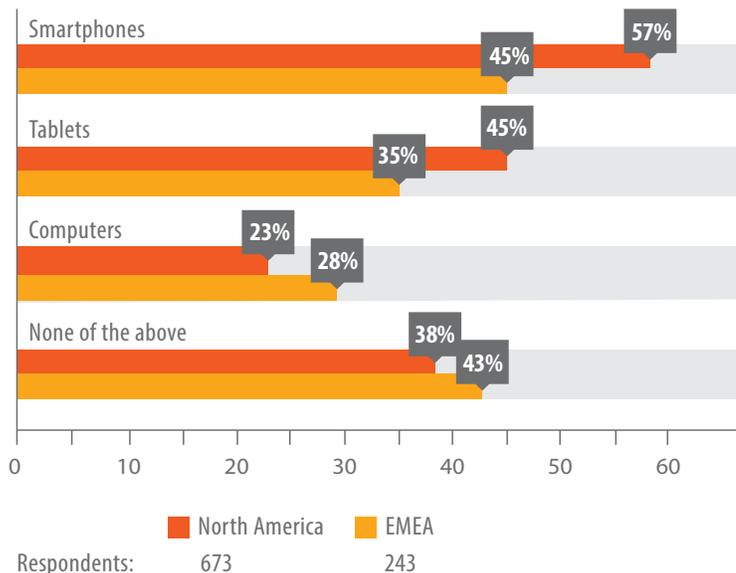
### Devices Supported through BYOD by Company Size

Which of the following devices does your company support as part of a bring-your-own-device (BYOD) initiative?

|                   | < 20 | 20-99 | 100-249 | 250-999 |
|-------------------|------|-------|---------|---------|
| Smartphones       | 55%  | 57%   | 53%     | 46%     |
| Tablets           | 47%  | 43%   | 43%     | 35%     |
| Computers         | 39%  | 26%   | 20%     | 21%     |
| None of the above | 31%  | 36%   | 41%     | 47%     |
| Respondents       | 154  | 376   | 286     | 175     |

### Devices Supported through BYOD by Region

Which of the following devices does your company support as part of a bring-your-own-device (BYOD) initiative?



#### FROM THE COMMUNITY

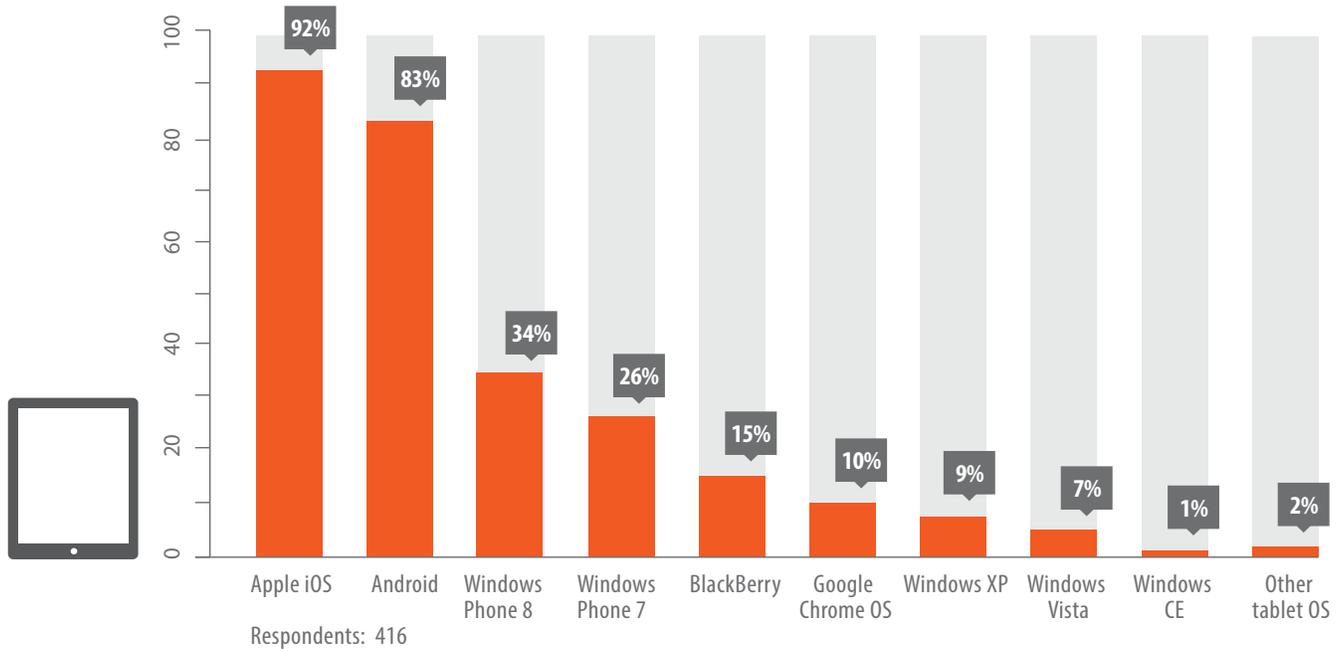
BYOD is about allowing employees to be more productive with the personal devices they are familiar with, if it is in the best interest of the company to allow it.

**Bob Beatty**  
 Network/Systems Administrator  
[community.spiceworks.com/topic/308490-byod-policies](https://community.spiceworks.com/topic/308490-byod-policies)

When it comes to BYOD tablets, Apple takes the lead; however, tablets running the Android OS are close behind. As for smartphones, Android-based devices and Apple iPhones run almost neck-and-neck with support from corporate IT.

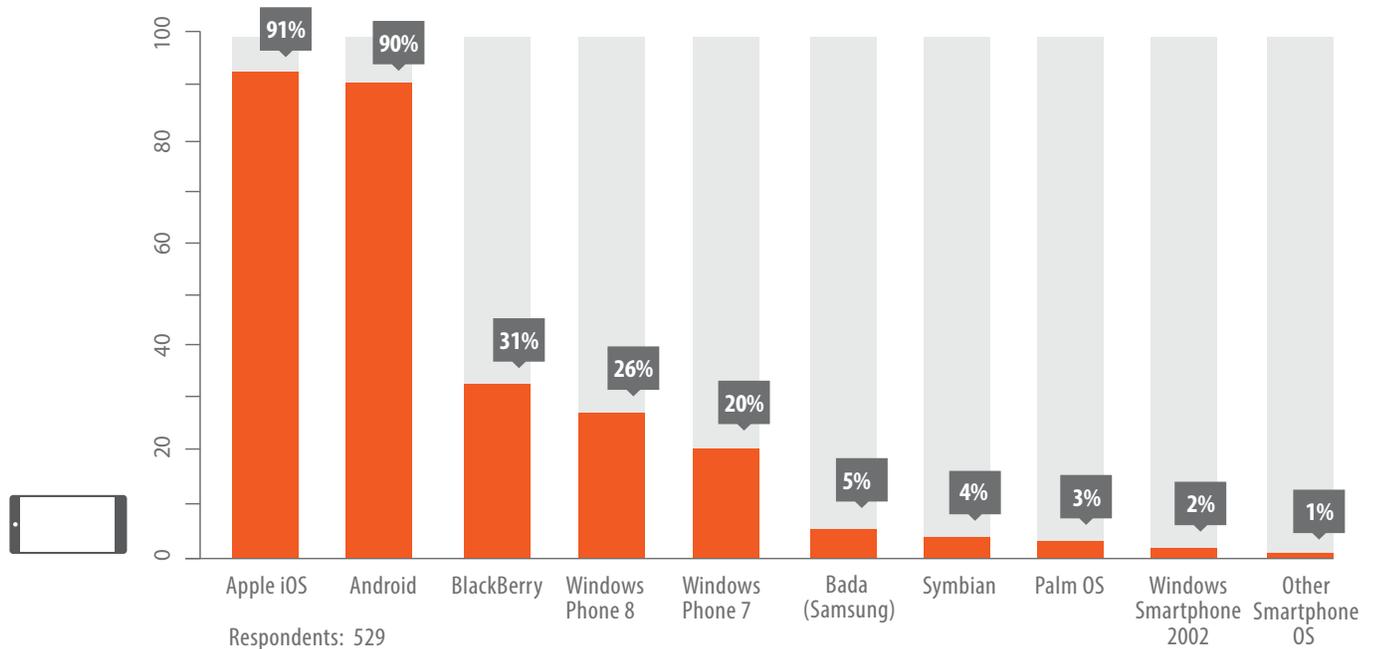
**Tablet OS Supported for BYOD**

*Which types of BYOD tablets do you support?*



**Smartphone OS Supported for BYOD**

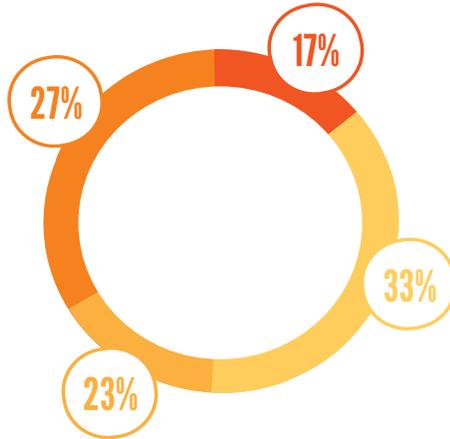
*Which types of BYOD smartphones do you support?*



How do IT pros feel about managing and supporting BYOD? They're a bit apprehensive. While a third believe this type of solution works well for some devices, but not so well for others, 23% state it's a headache for their department. Only 17% fully embrace the trend. While data by region is similar to the worldwide findings, smaller companies are more likely to fully embrace the trend vs. larger companies.

**IT Pro Attitudes Toward Managing BYOD**

*How does your IT department feel about managing and supporting BYOD?*



- Fully embrace this trend
- It's a headache for our department
- Works well for some devices, not so well for others
- Haven't formed an opinion yet

**WANT MORE INFO ON BYOD?**

Check out the BYOD Group in the Spiceworks Community: [community.spiceworks.com/group/563-byod](https://community.spiceworks.com/group/563-byod)

**IT Pro Attitudes Toward Managing BYOD by Company Size**

*How does your IT department feel about managing and supporting BYOD?*

|   |  | < 20 | 20-99 | 100-249 | 250-999 |
|---|--|------|-------|---------|---------|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #c00000; margin-right: 5px;"></span> Fully embrace this trend since this is the future   |  | 28%  | 17%   | 15%     | 13%     |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #ffcc00; margin-right: 5px;"></span> Works well for some devices, not so well for others |  | 35%  | 35%   | 31%     | 31%     |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #ff9900; margin-right: 5px;"></span> It's a headache for our department                  |  | 12%  | 18%   | 29%     | 31%     |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #ff6600; margin-right: 5px;"></span> Haven't formed an opinion yet                       |  | 25%  | 30%   | 25%     | 25%     |

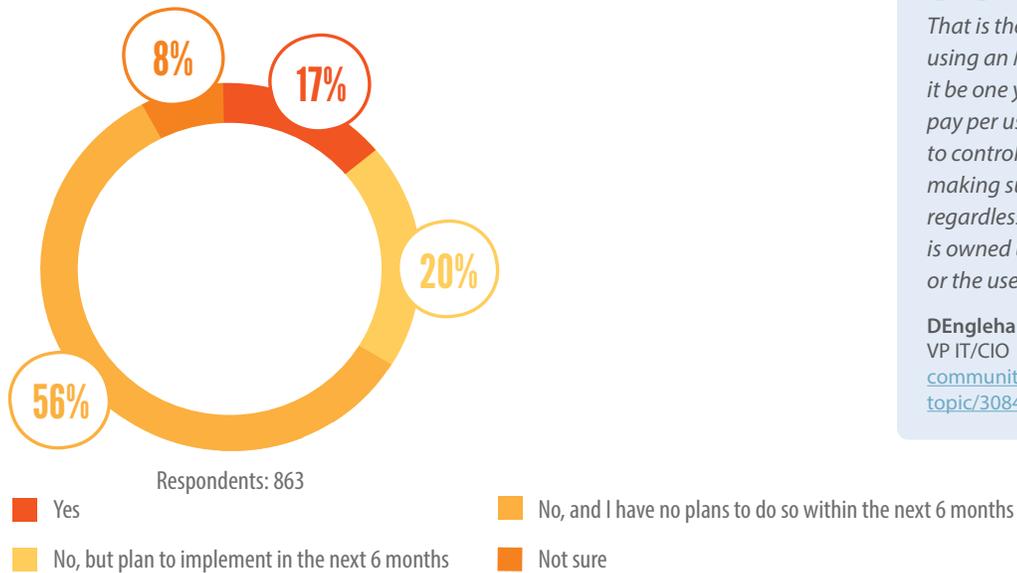
## Mobile Device Management: Confusion all around.

There seems to be some perplexity around MDM (Mobile Device Management) technologies, methodologies and ideologies. Only 17% of those surveyed are actively managing mobile devices, leaving one to wonder how the remaining respondents are controlling mobile device access, securing the associated data, and backing up critical info.

Only 20% of the respondents have plans to address MDM within the next 6 months, leaving some 56% with no plans to implement MDM and gain control of the mobile devices accessing their network resources. The implications of low adoption rates or an aversion to adopting management technologies are severe. Companies not actively managing and securing devices are leaving themselves open to intrusion, data theft, unauthorized use, and malware infections, which can lead to havoc across a company of any size.

### Implementation of Mobile Device Management Solution

Has your company implemented a mobile device management (MDM) solution?



#### FROM THE COMMUNITY

*That is the true beauty of using an MDM server, whether it be one you build, or one you pay per user to use- the ability to control the company data, making sure it is kept safe regardless of whether it is owned by the company or the user.*

**DEnglehardt**  
VP IT/CIO

[community.spiceworks.com/  
topic/308490-byod-policies](http://community.spiceworks.com/topic/308490-byod-policies)

Larger businesses seem to have a slightly better grasp on the importance of proactive management, with 21% of 250-999 user organizations implementing MDM and 25% planning to do so within six months. However, that still leaves a significant portion – some 46% – without any desire to deploy MDM.

Business location seems to have little impact on MDM adoption, with NA and EMEA regions reporting similar results to the total sample, indicating that overall understanding of the benefits of MDM are on an equal footing across regions.

### Implementation of Mobile Device Management Solution by Company Size

Has your company implemented a mobile device management (MDM) solution?

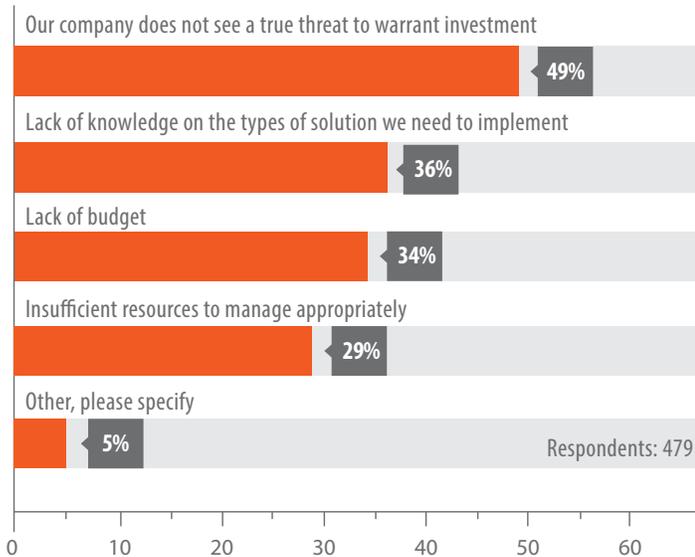
|   |  | < 20 | 20-99 | 100-249 | 250-999 |
|---|--|------|-------|---------|---------|
| Yes   |  | 14%  | 16%   | 17%     | 21%     |
| No, but plan to implement in the next 6 months              |  | 13%  | 17%   | 24%     | 25%     |
| No, and I have no plans to do so within the next six months |  | 63%  | 60%   | 52%     | 46%     |
| Not sure  |  | 10%  | 8%    | 7%      | 9%      |
|   |  | 135  | 324   | 253     | 151     |

## MDM: Barriers to Adoption

Respondents gave multiple reasons for disregarding MDM, with 49% indicating that they cannot identify a potential threat, while 36% claim they lack the knowledge to proceed and 34% cite budgetary concerns. The results are strong indicators that SMBs need to be further educated about the dangers of mobile devices for SMBs and what the real-world threats are. What's more, additional education about the true costs of protection and the deliverable ROI offered by MDM needs to be disseminated to businesses as well.

### Reasons for Not Implementing MDM

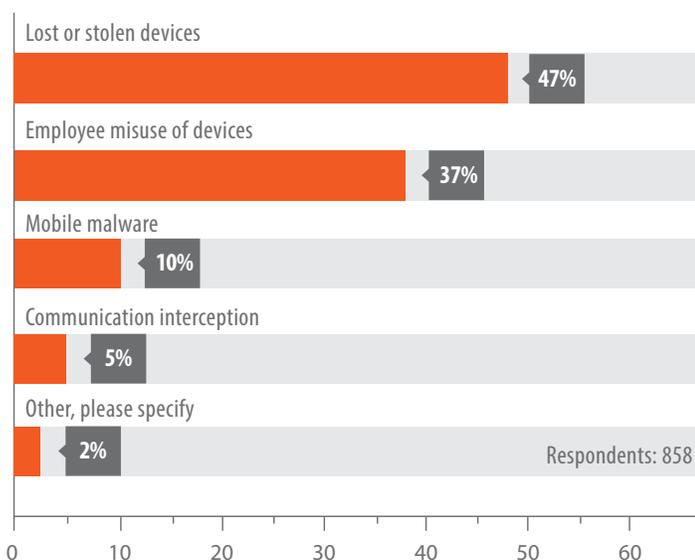
*Why haven't you purchased a mobile device management solution?*



While the majority are not implementing MDM, respondents do see real dangers/threats to mobile networks, with the majority of businesses thinking that lost or stolen devices are the biggest threat to mobile networks followed by employee misuse of devices. Both of those problems can be effectively mitigated with MDM solutions.

### Primary Threats to Mobile Network

*What do you believe the biggest threat is to your mobile network?*



#### FROM THE COMMUNITY

*BYOD could mean security violation, inappropriate upload/download of content using the company network, DDoS, etc. Even if you set firewall policy and control bandwidth limits, it takes only one person to hack into your network infrastructure, resulting in malware, virus, and theft of company information.*

**Andrew 3722**

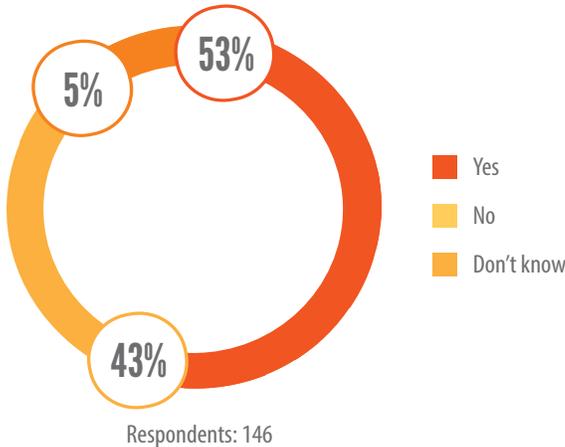
[community.spiceworks.com/topic/313196-byod-curious](https://community.spiceworks.com/topic/313196-byod-curious)

## Which MDM? SMBs have a number of choices.

With the MDM solution landscape a little cluttered, SMBs are focusing on key capabilities and business requirements to flesh out a solution that works best for them. One of the first decisions centers around platform delivery options. Of those surveyed, 53% have gone the hosted route, choosing MDM technologies that are cloud-based. However, 43% are still committed to traditional onsite solutions.

### Implementing Cloud-Based MDM

*Is your MDM solution cloud based?*

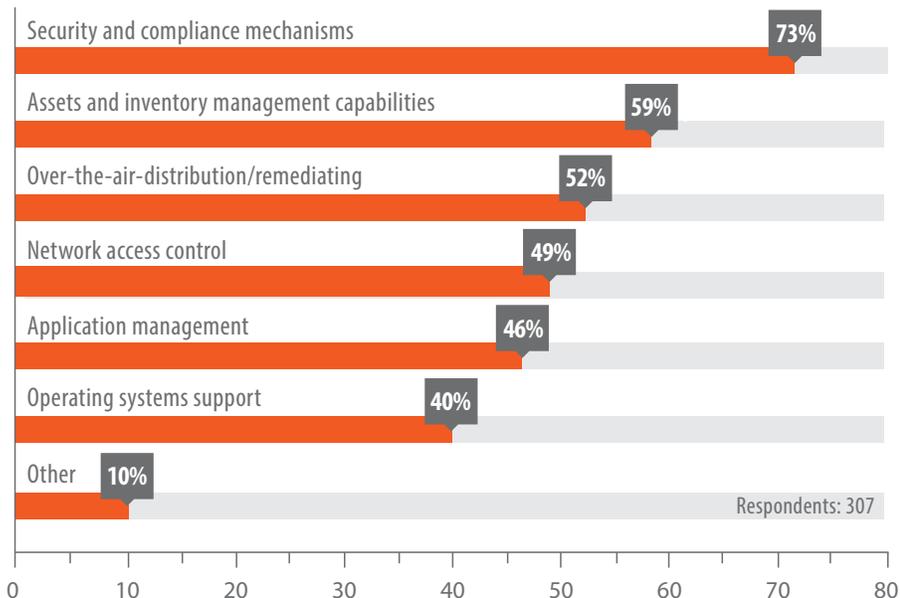


Of course, choosing a deployment style is only one of the first steps for considering a particular MDM solution – other main selling points are based on perceived capabilities. Here, some 73% of those sampled indicate that security and compliance mechanisms are the primary concern, while 59% believe that asset/inventory management capabilities are the key drivers.

Other capabilities respondents cited include distribution, remediation, network access control, application management, and OS support.

### Top Considerations when Selecting a MDM Provider

*What are the primary considerations for choosing a MDM provider?*



There are currently a multitude of vendors and service providers in the MDM space that IT pros can choose from. While it is still a fragmented market, Spiceworks has developed an [IT Guide on MDM](#) to help IT pros identify the best solution for their requirements.

### **In short.**

Research shows that mobile device adoption is on the upswing, with a significant portion of those devices following the BYOD model. Close to 60% of respondents claim to be supporting BYOD policies, with 54% of those surveyed offering BYOD support for smartphones and 42% for tablets.

Of course, rapid adoption leads to complexity. It's a paradigm that's supported by the fact that the majority of SMBs are managing more than one mobile OS on their network, which impacts management and control of the devices. What's more, 84% of those surveyed clearly see a security threat based on employees' devices being lost or stolen or through employee misuse.

Yet there's a contradictory view that MDM is not needed, with 56% of those polled having no plans to implement the technology. They're reasoning for lack of implementation? No true threats have been identified that warrant an investment in MDM. In other words, where there's no smoke... there must be no fire.

### **What's the best course of action?**

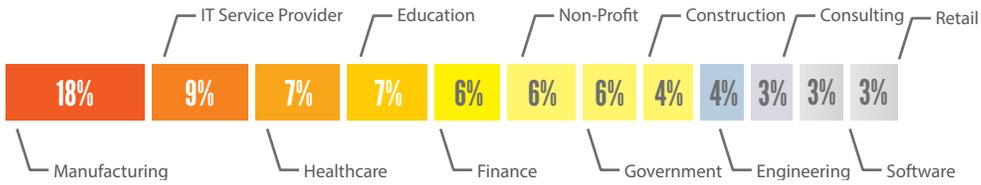
SMBs can use this report data as a catalyst to investigate their own plans to manage mobile devices on their networks. Identifying actual and perceived threats, as well as planning for device adoption, should prove to be key parts of an MDM plan. What's more, SMBs need to comprehend the differences between BYOD and company-provided devices, as well as the security implications associated with those two deployment methodologies.

The data Spiceworks gathered indicates that SMBs need to be further educated on the implications of mobile device adoption and should seek additional information from MDM vendors, as well as mobile device manufacturers, to fully appreciate what mobile devices mean to the typical network, what the management burdens are, what the security implications are, and what the devices ultimately mean to productivity.

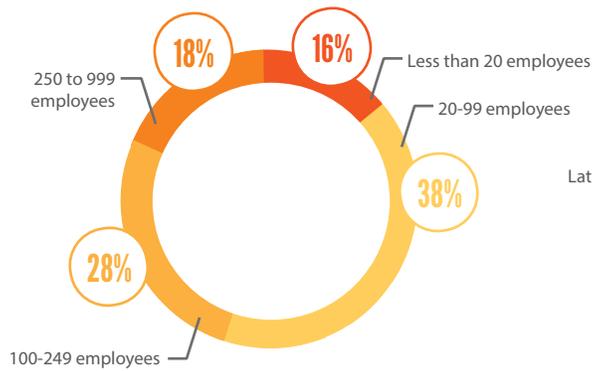
At the end of the day, BYOD is becoming an unstoppable force. SMBs have some tough decisions to make on how to handle this new tech frontier.

## Respondent Profile

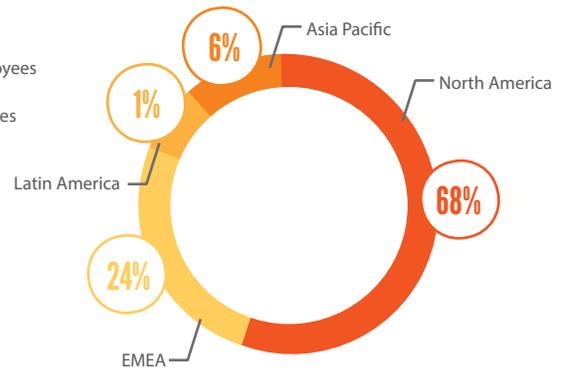
Industry (Top industries shown.)



Company Size



Region



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