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# The BYOD Myth

Determining Corporate Mobile Strategy

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## INTRODUCTION

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Companies are often faced with an internal decision on mobility strategy around whether to go with one of two models: Bring Your Own Device (BYOD) or Corporate-Owned, Personally Enabled (COPE). Certainly, there is not a one-size-fits-all solution but there are misleading assumptions surrounding BYOD vs. COPE.

The general trend of mobile strategy is shifting and it is important for companies to understand the facts around these two models. BYOD was always considered the easier, cheaper and more productive solution for enterprise mobility. However, a closer look at COPE will show that enterprises can benefit more from a centralized model approach.

BYOD  
&  
COPE



# MYTHS OF BYOD

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Most corporations move to an all BYOD model steam from lack of internal resources or simply not wanting to deal with wireless management. It becomes an out of sight out of mind scenario for IT departments until security, costs, productivity, and management becomes an issue. Below are some of the most overstated common advantages of BYOD:

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## 1. BYOD Saves Money

The number one argument to BYOD is the supposed cost savings. The average stipend for BYOD is \$70 a month per employee.<sup>1</sup> Some studies have it as high as \$85 a month per employee.<sup>2</sup>

However, these stipends do not account for the hidden costs from managing BYOD. Policy management is a time and financial cost to a company. Who gets a stipend in what department and for how much? If an employee submits an expense report for any overages that are supposedly work related, finance has no ability to independently verify every line item. Also, if an employee is a global sales person then a typical stipend comes with an expense report every month to cover overages. That means there is a cost for an individual employee to fill out that report, a cost for their manager to review it, a cost for accounts payable to review it, and a cost to process and pay it.

Measuring just the stipend amount is not sufficient data when determining the total cost of BYOD. Companies could manage COPE devices for well under \$50 per employee while efficiently managing their plans. BYOD makes sense with smaller companies that use minimal devices. However, with larger corporations BYOD can be the cost nightmare that is trying to be avoided.

<sup>1</sup> Kaneshige, Tom. "BYOD Stipends May Soon Go Away (If IT Gets Its Way)." CIO, CIO, 23 June 2014, [www.cio.com/article/2375116/byod/byod-stipends-may-soon-go-away-if-it-gets-its-way-.html](http://www.cio.com/article/2375116/byod/byod-stipends-may-soon-go-away-if-it-gets-its-way-.html).

<sup>2</sup> Lopez, Maribel. "Will BYOD Save You Money? Probably Not." Forbes, Forbes Magazine, 13 Sept. 2013, [www.forbes.com/sites/maribellopez/2013/09/13/will-byod-save-you-money-probably-not/#46351f33e92f](http://www.forbes.com/sites/maribellopez/2013/09/13/will-byod-save-you-money-probably-not/#46351f33e92f).



### 2. BYOD Increases Productivity

Productivity decreases when employees have to adapt to new smartphones or operating systems. Other than that, the argument for productivity is not as clear. True, most employees are comfortable carrying around their own phone that they already use everyday. But consider a scenario where an employee shuts off their phone on Sunday because they do not like being disturbed during their favorite NFL game. However, management has a critical situation where they urgently need to connect but since the employee shut off their personal phone that means they shut off work too. If an employee's work phone goes off in the middle of Sunday afternoon the chances are it is urgent which will get their immediate attention.

Consider another scenario where a developer has been running updates and wants to continue testing the software or websites capability on tablets. A company gives the employee permission to use their personal iPad and stipend for data plans. However, the only stipulation is that the employee cannot run personal applications such as Facebook, Twitter, Instagram, Pinterest, Youtube, etc. Your company has no way of tracking this information because it is not your device or plan so productivity and security cannot be monitored.

There is a reason companies do not offer, "bring your own desktop". Smart phones and tablets are essentially mini computers that are better taken care of, more secure and have the ability to enhance productivity when they are company owned.

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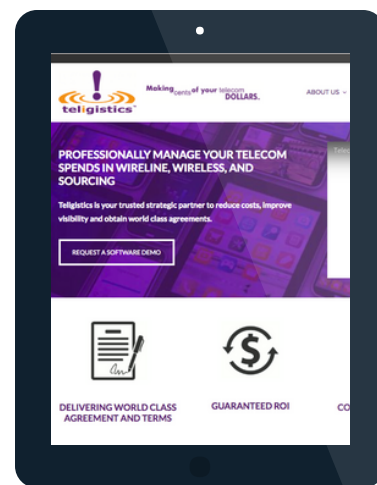
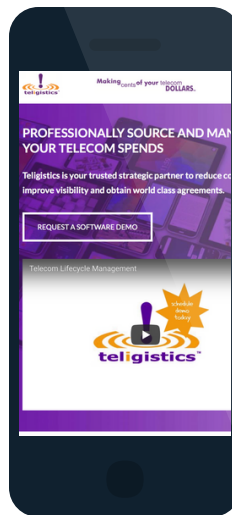
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### 3. Reduced Equipment Cost

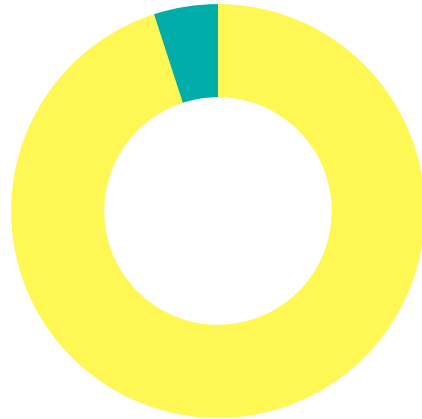
A true BYOD system passes the cost of equipment to the end user while a true COPE puts those costs on the company. However, there is an alternative to both of these models. It is a hybrid solution that passes equipment cost to the employee yet allows the company to own and manage the plan. This is called Choose Your Own Device or CYOD. The obvious benefits are eliminating equipment costs but also gives employees the freedom to select a device that fits their needs. The employee can keep the device if they leave and the company can securely wipe sensitive information. An additional benefit is the company no longer has to worry about maintaining an inventory for these devices. Reducing equipment cost is not limited to just BYOD. Companies can experience the benefits of cutting costs by managing and securing their devices while centralizing the mobility environment.



## Mobile Usage

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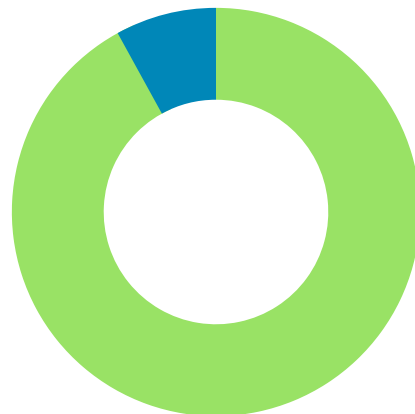
95% of Americans use a cell phone of some form and 77% of the share own smartphones. 92% of the younger demographic (ages 18-29) entering the workforce own a smartphone. Compare that to the 42% of the 65+ demographic that use a smartphone.<sup>3</sup> The work force is becoming younger and more dependable on their mobile device. They are also consuming more data which is coming from apps such as Twitter, Youtube, Snapchat, one of the many dating apps, Facebook, Instagram, etc. These are not work related applications, which not only threaten productivity but also can be high security risks to corporate sensitive information. With BYOD there is no control of this. Companies cannot monitor what personal apps or websites are visited on a BYOD device carrying sensitive information.



**95% of Americans  
use a cell phone**



**77% of Americans  
use a smartphone**



**92% of Americans ages  
18-29 own a  
smartphone**

3 "Mobile Fact Sheet." Pew Research Center: Internet, Science & Tech, 12 Jan. 2017, [www.pewinternet.org/fact-sheet/mobile/](http://www.pewinternet.org/fact-sheet/mobile/).





## Recommendations

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Before determining a strategy on BYOD go through this check list to make sure it is the best option for your company:



Does your company require any reporting on wireless usage? For example, do you need to see how many minutes a sales person uses or how much data a field worker consumes?



Do you know the cost per expense report? This will help determine the total cost of BYOD.



Do you have heavy international travelers? If so, BYOD expenses will become out of control.



Can you manage under \$50 per device? Remember, the total cost of BYOD needs to be calculated in this. Going off of the stipend amount per month many not give a complete picture into cost.



Is security a priority? How well will these BYOD devices be protected? Some corporations do not see BYOD as an option when dealing with confidential information. COPE needs to be heavily considered if your company is in a similar situation.

Companies can utilize tools such as expense management and mobile device management platforms to experience the full benefits of COPE. Centralizing corporate wireless information that takes care of optimization, procurement, and reporting allows for better strategic decisions in management. Learn more at [Teligistics.com](http://Teligistics.com) under Enterprise Mobility Management Plus™.



**Making** cents **of your** telecom **DOLLARS™**

