

5 STEPS TO CREATING A SUCCESSFUL BYOD PROGRAM

Future-Proof Your BYOD
Strategy with Workspace ONE





BYOD and the Mobile Workforce

Bring your own device (BYOD) is not a new concept but is still a top topic of conversation across the industry. For companies that have implemented a BYOD strategy, it has not only proven to be cost-effective for business, but their users also prefer to use their own devices that have with them at all times. However, the concerns of corporate security and user privacy are still at the forefront.


By 2020, [IDC](#) estimates that nearly three-quarters of the workforce will be mobile, whether telecommuting, traveling for business or working in the field. With this growing trend of the mobile workforce, the time is now to get a BYOD strategy in place, if you have not already. Ensuring the right policies and best practices for both IT and the end users are in place, will lead to a successful BYOD program.

This eBook outlines the five best practices business leaders and IT professionals are taking to ensure successful BYOD programs in their organizations.

Put the Employee First

To have a successful BYOD program, IT needs to consider the end user and their privacy from the very start. Create a BYOD policy that ensures devices are trusted and that corporate data is safe, while also making sure that users are educated and comfortable using their own device to access corporate data.

- Ensure that the end users privacy is a priority throughout the planning, implementation, and life of the BYOD program.
- Be transparent with the users and explain the benefits this will have on their personal device.
- Assure the employee that they have control over their device, every step of the way.

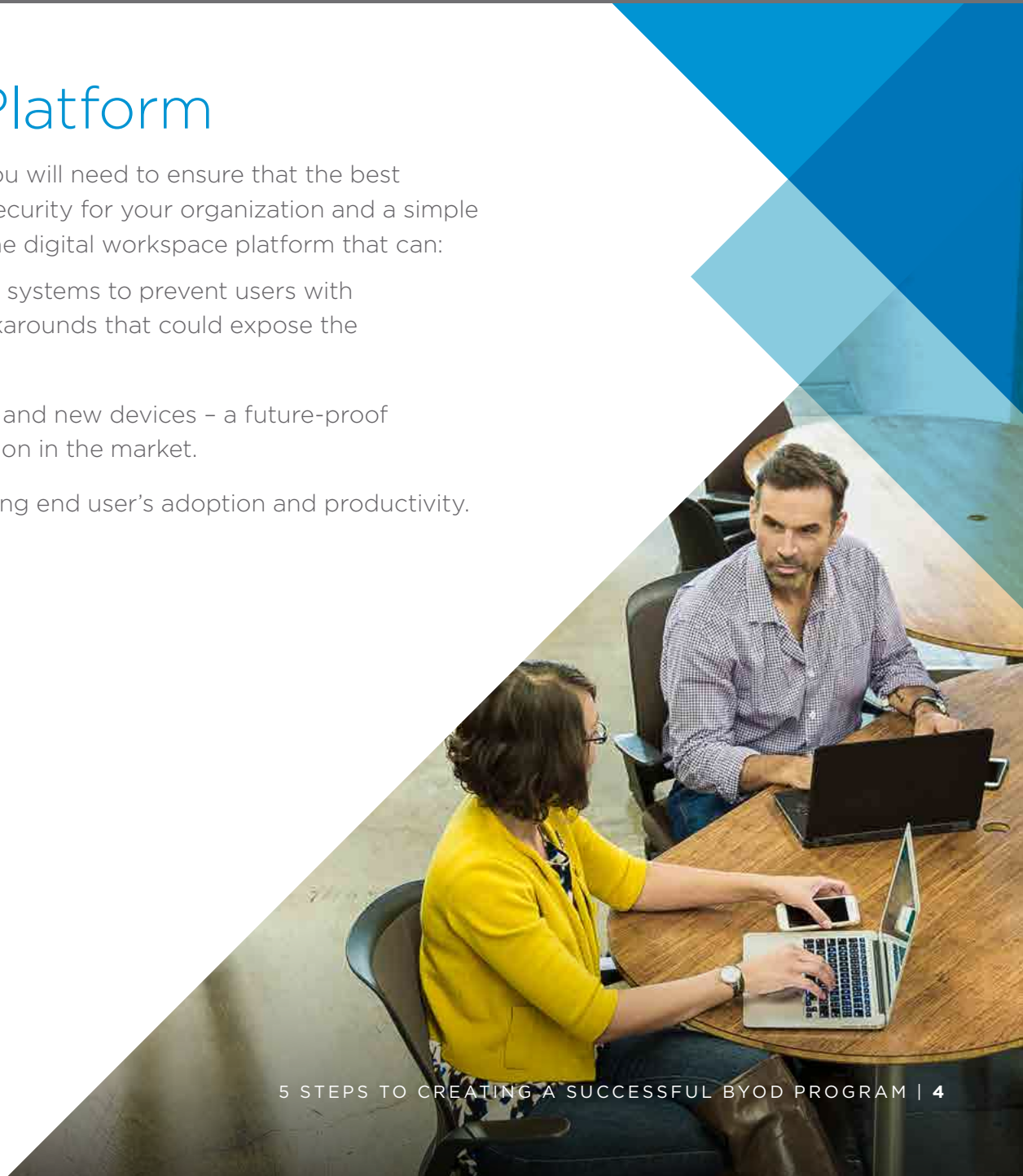


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Choose the Right Platform

Before rolling out your new BYOD program, you will need to ensure that the best policies and tools are in place to provide top security for your organization and a simple solution for end users. You must ensure that the digital workspace platform that can:

- Support all major device types and operating systems to prevent users with unsupported devices from trying to find workarounds that could expose the organization to security breaches.
- Extend to support operating system updates and new devices – a future-proof platform that can keep pace with the innovation in the market.
- Deliver an intuitive and easy platform increasing end user’s adoption and productivity.



Create Clear BYOD Policies and Terms of Use

Before getting started, you will need to establish basic policies and rules based on device-, user-, and application-level considerations to make your program as effective as possible. Terms of Use agreements help inform the users what data may be captured from their device and what functions IT can access. When starting to outline your policies, be sure to:

- Leverage existing policies that have been developed with legal and HR for corporate devices and extend the necessary policies, apps, and content to BYOD.
- Carefully think through the rules and policies associated with user privacy, including what data and activities IT may have access to and which device functions can be managed by IT.
- Consider the differences in users based on role/location/function, etc. and assign policies accordingly.



Give End Users the Control

End users want options and want to remain in control of their experience, especially when downloading work apps on their devices. Providing access to applications that have less sensitive data, without a full management profile on the device, makes users feel more comfortable in adopting the new technology. Allowing users to decide to add a profile to their device when they are ready for access to the more business-sensitive apps, allows the user to remain in control of their device. To do this, you will need to:

- Offer an intuitive experience for app access.
- Consider which apps can be accessed without any trust between the user, device, and organization and which apps need more security.
- Provide a seamless way to take a device from an untrusted state to a trusted, with an intuitive workflow for end users.



Support the End User

When introducing BYOD into your organization, education and assistance are necessary for successful adoption. The right digital workspace platform should be intuitive, so you can focus efforts on education and simply helping users understand the benefits and the initial steps to get started. To help support end users with this transition, be sure to:

- Deliver a consistent setup experience for users across devices and operating systems.
- Educate users with emails, posters, and trainings.
- Set-up events with the IT team to answer any questions, helping alleviate any further privacy concerns.



Future-Proof Your BYOD Strategy with Workspace ONE

The best way to ensure a successful BYOD deployment is to start with the right platform. VMware Workspace ONE™ is a digital workspace platform that allows IT to securely deliver and manage any application on any device by combining access control, application management, and multi-platform endpoint management in a single console, in the cloud or on premises. Workspace ONE delivers the security that IT needs while also providing the experience end users want by providing access to corporate apps and resources in a single location, with single sign-on capabilities on personal or corporate devices.

One of the biggest benefits of Workspace ONE for BYO devices is an adaptive management flow that puts the user in control of their access and the amount of management on their personal device. This flow gives users access to the full app catalog, upon downloading the app, but reserves some of the more secure apps until they install the Workspace Services profile, which creates trust between the device and IT. When going through this flow, a privacy app is pushed to the device, which shows users exactly what IT can and cannot access or see on their device. This process helps users feel in control of their device and more confident in their privacy. **Watch this video** to see how this adaptive management flow looks to end users.

To further help with end user adoption, VMware provides customers with access to an Adoption Kit, providing guidelines, tools, and resources to help build a successful internal BYOD campaign, promoting end user adoption.

For more information on BYOD and Workspace ONE, visit
www.vmware.com/workspace-one.com