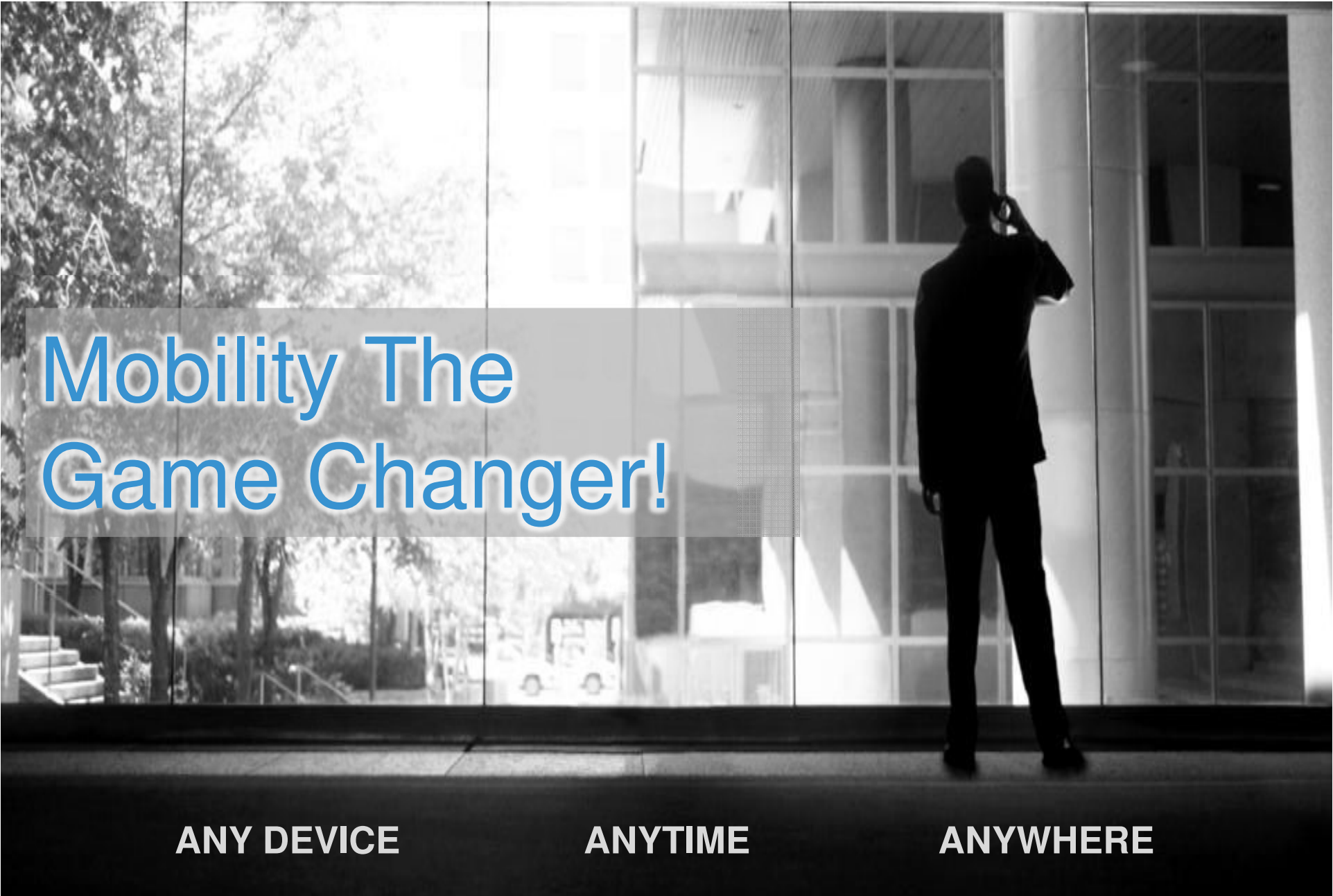




Mobility The Game Changer!

ANY DEVICE

ANYTIME

ANYWHERE

EMC²

BYOD & Mobile Device Trends

3 OUT OF **5**

WORKERS BELIEVE
THEY DON'T NEED
TO BE IN OFFICE TO
BE PRODUCTIVE

81%

EMPLOYEES USE
AT LEAST ONE
MOBILE DEVICE
EACH DAY

MORE THAN

50%

EMPLOYEES
DEVICES ARE
PURCHASED ON
THEIR OWN

44%

OF EMPLOYEES
USE PERSONAL
SMARTPHONE
IN THEIR JOB

1.62B

MOBILE DEVICES
BY 2016

OVER

70%

PROFESSIONALS
USE SMART PHONES
FOR WORK By 2018

Source : Forrester, Gartner, Gist

EMC²

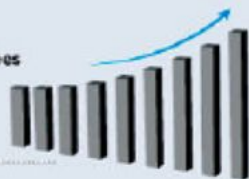
What Drives BYOD?

WHAT DRIVES BYOD?

PRODUCTIVITY & SATISFACTION – NOT COST SAVINGS

74%

of IT leaders believe
"BYOD can help our employees
be more productive."¹



57 minutes

The average amount of time reclaimed per worker,
per day in an Intel BYOD program.⁴

Less than **1/4** of all
IT managers view cost
savings as a key benefit
of BYOD programs.⁵



"Employee Satisfaction" and "Productivity" are the prime
benefits to **58%** of surveyed employees.²

BYOD IS POPULAR – AND GROWING



38%

of US CIOs were
expected to support BYOD
by the end of 2012.¹

82%

of surveyed companies
in 2013 allow some or all
workers to use employee-
owned devices.²



BYOD BOOSTS MOBILE

"BYOD could also expand the total number of mobile
users substantially – by 50% or more." – Gartner¹



49%

of U.S. IT managers
"Strongly Agree
that BYOD
Improves Worker
Productivity."⁵

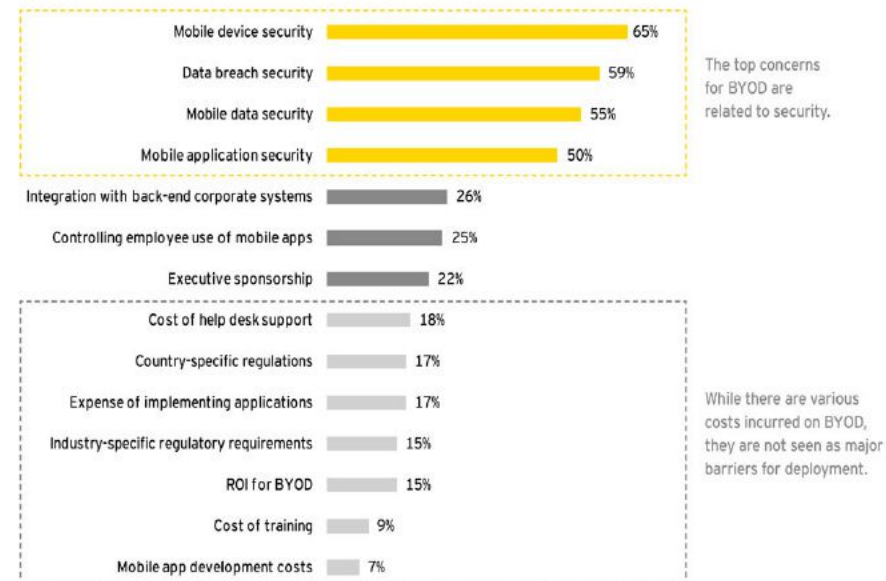
Source : An info graphic, produced jointly by Intel and Read Write

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Indian Enterprise's Take On BYOD & It's

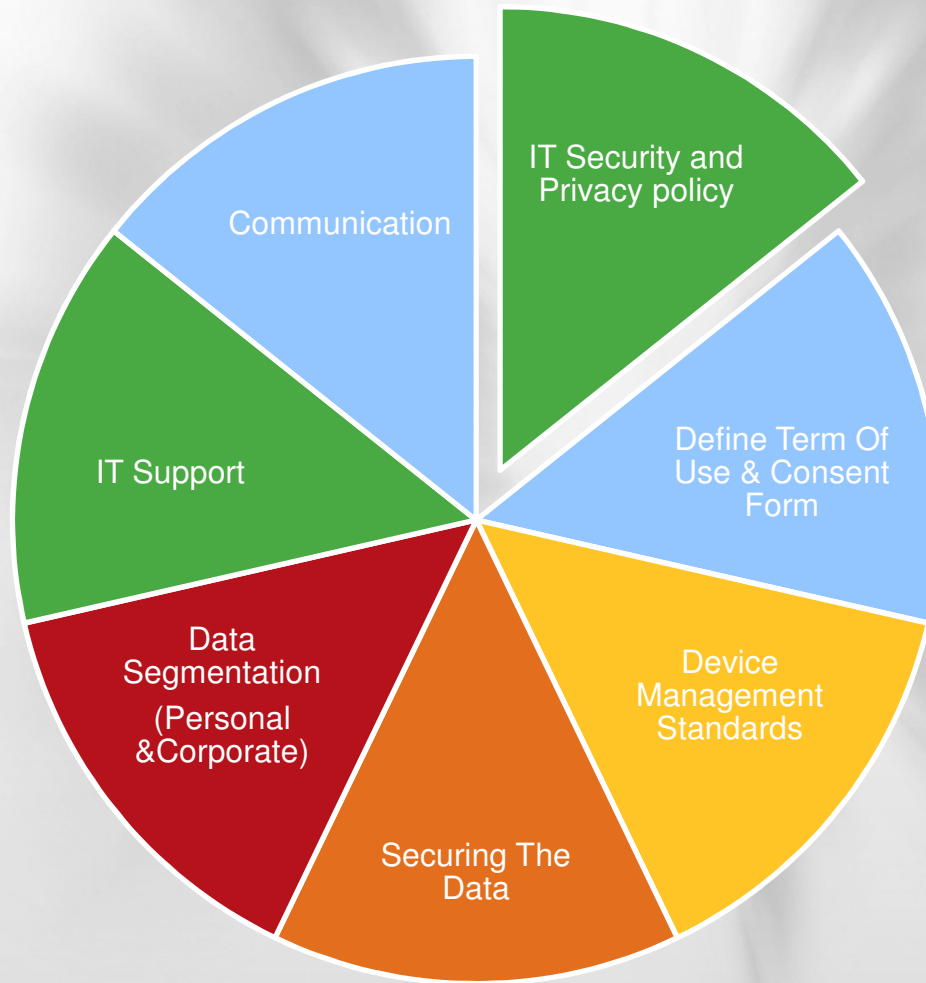
- 46% of Indian Companies Say No to BYOD
- 56% of Indian IT Leaders Says Risk Outweighs Benefits
- BYOD most prevalent in **midsize** and **large** organizations.

- Loss of Device
- Unauthorized access
- Open Un Secure Wi-Fi
- Unsecure File Transfer
- Mobile App vulnerability
- Invisibility to corporate IT
- Mobile Malware
- Regulatory & Compliance



Source : Survey by ISACA & Forrester's Foresight Workforce survey

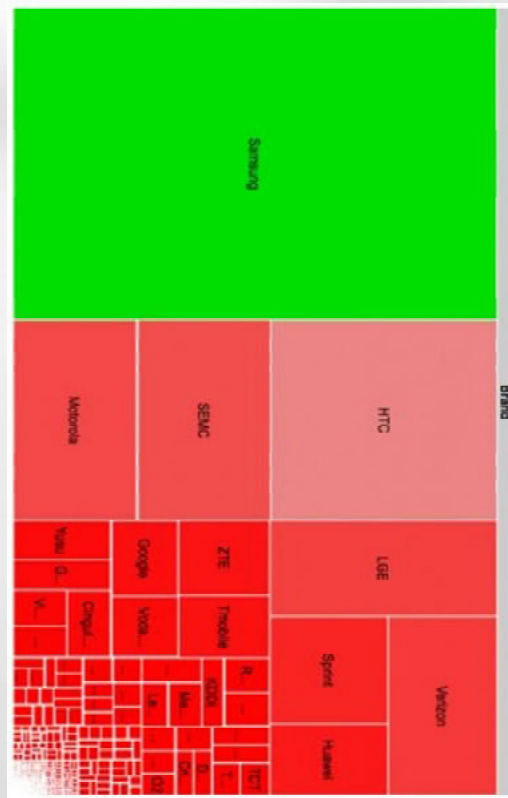
How To Embrace BYOD?



Device Fragmentation

Reach majority of consumers?

According to a recent study by Flurry, that number is more than **150** devices if you're trying to reach **80%** of the active mobile market. More than **330** if you're trying to reach **90%** of active mobile users.

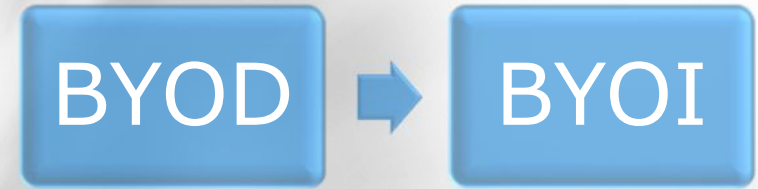


Options



As BYOD Matures, BYOI Is Waiting in the Wings

- 2014- Next wave of consumerization of IT with BYOI
- Ask is for simple , controlled system of identification.
- Login with “your favorite social ID”.
- National ID / eID credential extended.



IT is under Enormous Pressure

Managing Demand

- Dramatic growth of user interest in mobile apps
- Mobilize, not miniaturize !
- Agile application delivery

Managing Enterprise Risk

- Protecting against intellectual property breach
- Securing against unauthorized access
- Complying with legal and corporate mandates

Enabling Consumerization

- Consumer device influence on Enterprise Mobile
- Improving flexibility and responsiveness
- Delivering service levels demanded by the business

Creating New Value

- Making mobile users more productive in new ways
- Value added mobility solutions with Organization specific



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