

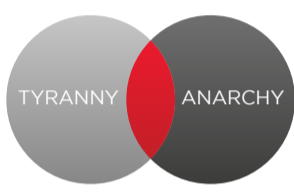
SOLVING THE ENGAGEMENT CHALLENGE

Many employees believe their personal tools are more effective and useful than employer-provided devices and apps. So it's not surprising organizations that build the infrastructures to accommodate BYOD, BYOA, and similar trends are seeing increased employee engagement and motivation. Is *your* business ready?

3 THINGS YOUR EMPLOYEES ALREADY KNOW ABOUT BYOD, BYOA AND THE FLEXIBLE WORKPLACE



WHY SOME COMPANIES ARE STRUGGLING TO EMBRACE THESE TRENDS



Too much freedom can mean anarchy and security risks. Too little freedom feels like tyranny—and hurts productivity. Finding the **sweet spot** is a challenge some find difficult to meet.

FOUR REASONS BYOD, BYOA, AND SIMILAR TRENDS ARE THE FUTURE OF BUSINESS. AND THAT'S A GOOD THING.

1 FOR EMPLOYEES, THEY'RE HERE. AND THEY'RE HERE TO STAY.

More than 50% of employees in their 20s say the ability to use their own technology at work is a right, not a privilege.²



2 BYOD IS DRIVING A NEW ERA OF ENGAGEMENT.

Mobile investments are expected to increase by 30% through 2015,² and investment in video soft clients is expected to grow by 400% by 2016.²



- + Workers equipped with their own devices make the move toward **mobility** and **engagement** - within teams and with **customers** - easier.
- + BYOD programs are seen as a way to help employees achieve a **better work/life balance**.

3 THE CONSUMERIZATION OF IT CAN MOTIVATE AND RETAIN WORKERS.

Worker comfort level with consumer technology—underscored by trends such as BYOD—means workers will be more engaged and motivated.



SEVENTY-TWO PERCENT OF IT DECISION-MAKERS SEE VALUE IN BYOD PROGRAMS AS A FACTOR FOR ATTRACTING OR RETAINING FUTURE EMPLOYEES.¹



SEVENTY-SEVEN PERCENT OF EMPLOYEES AGREED THAT "CARRYING SEPARATE WORK AND PERSONAL MOBILE DEVICES SIMPLY DOESN'T MAKE SENSE."¹

4 ENGAGED WORKERS HAVE A BIG IMPACT ON THE BOTTOM LINE.



YET ENGAGED EMPLOYEES DEVELOP THE MOST INNOVATIVE IDEAS

Recent Gallup research showed that 70% of employees are disengaged at work, costing the U.S. economy an estimated \$450B per year.

The most engaged employees develop the most innovative ideas, create most of a company's new customers, and have the most entrepreneurial energy.⁴

¹ "Samsung Mobile BYOD Index: Comparing IT and End User Outlooks on Bring Your Own Device," January 2013.
² "Fortinet Internet Security Census 2012," Fortinet®, June 2012.
³ "New Directions for Mobile Enterprise Application Platforms: Convergence 2012, Multichannel 2018," Gartner, February 2012.
⁴ "State of the American Workplace: Employee Engagement Insights for U.S. Business Leaders," Gallup, 2013.