EXPLORING THE OPTIONS FOR WORKPLACE PROVISIONING
COPE-ING WITH BYOD

FIND OUT HOW TO ACHIEVE A BETTER BALANCE BETWEEN CHOICE AND CONTROL FOR WORKPLACE IT WITHOUT COMPROMISING THE NEEDS OF THE EMPLOYEE OR EMPLOYER.

As employees have become more tech-savvy, they have also become more demanding, with a seemingly insatiable appetite for more performance and more choice. This appetite has fuelled the BYOD (Bring Your Own Device) phenomenon, with three-quarters of organisations now allowing employees to use some form of personal device for work purposes[1].

Although both the employer and employee are increasingly embracing BYOD, the security and management headaches remain – not just for IT but also for employees, HR and finance departments and subsequently to the customer whose data may be at risk.

Permitting personal device usage to a limited extent has worked very well for many organisations, but that does not necessarily mean it will serve as well as a primary provisioning strategy. BYOD is not the only way to offer more IT choice in the workplace, however. Employee choice programmes with multiple form factors within defined catalogue of products, and COPE (corporately-owned, personally-enabled) are now viable workplace provisioning models, which can counter many of the operational challenges that accompany BYOD.

1. Computacenter Generation Z Research, Feb 2012

How to COPE

COPE provides employees with the flexibility and functionality they crave, but without the security and support issues that come with BYOD. Although the organisation owns the device, employees are still able to access personal applications such as social networking sites, music libraries and on-demand entertainment services, thereby negating the need for personal devices in the workplace, and the expectation of BYOD as an option for employees.

COPE is not without its own challenges. For COPE to work, organisations must have the right connectivity, security and support measures in place.

Although COPE deployments may have higher upfront costs than traditional options due to the increased need for connectivity and potentially a higher initial device cost, increased employee satisfaction and productivity can still make it a worthwhile investment.

COPE, however, is unlikely to be the best approach for all work styles and all devices. For example, customer service functions with response timelines are unlikely to benefit from enabling staff to download and access personal applications on corporate desktop devices.

Device choice and personal enablement don't have to come hand in hand. Employee choice schemes provide another alternative to both BYOD and COPE, and can be beneficial to employee and employer – as a major UK broadcaster discovered.

The broadcaster recognised that employees wanted to use Apple computers, particularly as the graduates currently coming into the market place are demanding familiar technologies. To address this requirement, it established an IT catalogue that provided the choice of either an Apple device or PC. The company has also set up an Apple-style genius bar on site to assist employees, provide support and imitate the experience the employee feels as a consumer. The whole initiative was part of a wider programme to attract more talent and make the organisation a great place to work, and has increased workplace productivity.

How will your choice of workplace delivery model impact your choice of device?

The title 'mobile' worker has led to a changing environment of products and provisioning models. A 'one size fits all' approach is not always the only or best solution.

There are many considerations for organisations as they strive to provide employees with greater choice, without necessarily relinquishing the required control, in particular around device selection. For example:

1. Who are the proposed users for the devices and what applications will they be running?

2. Are the mobile devices to be used as primary or companion devices?

3. Is there a prescribed Operating System required?

4. How will the devices connect to the network and is specific connectivity required to maximise user performance?

5. Will the devices be used to consume or create information?

6. Will the devices store local data and if so will this need to be secured?

7. Are you aware that Health & Safety considerations can impact device selection?

8. Is device tracking required to enable either remote data destruction in event of loss or to ensure end user performance?

9. How will your chosen provisioning model impact build management and configuration processes?

10. What level of service and support is required?

The workplace provisioning options

There are four main provisioning options, offering different levels of control for both organisation and employee alike and each with its own strengths and weaknesses. These are outlined below:

Traditional

With the employer responsible for selecting, sourcing and supporting employee devices, the traditional approach is easier for the IT department to manage. However this inflexible model is becoming unsatisfactory for some employees – particularly if they have state-of-the-art devices at home.

Best practices:
Organisations need to ensure they provision devices that are fit-for-purpose. A comprehensive user profiling exercise will help IT departments establish a multi-faceted workplace portfolio that meets the growing mobility needs of users.

Employee choice

Device choice and personal enablement are not mutually dependent. Employee choice (Select Your Own Deivce) schemes provide a valid alternative to BYOD and COPE. the employee is empowered to choose their device, whilst the organisation retains control of the overall device and applications, support and maintenance.

Best practices:
To simplify the support of a multi-vendor, multi-platform environment, IT departments need to consider remote management and compatibility issues, for example with peripherals such as docking stations and screens. Employees may not always select the most appropriate device for their needs, so the portfolio should be defined according to different roles and workstyles.

BYOD

The BYOD premise is simple, but everyday management is swathed in complexity. From data ownership and tax ramifications, BYOD might give users choice but it erodes IT control and consistency.

Best practices:
Even if an organisation doesn't actively adopt BYOD as a provisioning policy some employees will use their own devices regardless. Establishing an effective policy will help protect the business from potential problems. For example, responsibilities for repair or replacement must be pre-agreed, and a sandboxed environment can provide users with limited access to corporate applications in a secure and controlled manner.

COPE

With COPE's balanced approach, organisations can satisfy employee demand while minimising business risks. But adoption must still be aligned to different user profiles and come with appropriate governance.

Best practices:
Organisations need to establish fair usage policies around exactly what employees are/are not allowed to access, download or use, and how they will detect and deal with a breach of policy. They also need to plan for when an employee leaves the organisation, and whether the device will remain a company asset. In particular, organisations must be clear on the impact of any 'remote wipe' software on personal assets stored on a corporate-owned device.

The optimum option

To select the right workplace IT provisioning approach for its employees, organisations need to embark on a workstyle profiling exercise. Computacenter's workstyle profiles go beyond the basic role definition, taking into account a range of factors including:

- Information and application access requirements
- Internal and external interactions
- Value of transactions
- Risk exposure
- Work locations

This holistic approach will enable organisations to understand the differing needs of both organisation and users, and identify which devices and provisioning models will work best for all parties.

There is no one-size-fits-all solution for provisioning workplace IT. But with robust policies and carefully defined models matched to employer and employee needs, organisations can achieve a balance of choice and control.

Computacenter workplace IT credentials

- Computacenter helps organisations select and provision workplace IT based on their business needs and user workstyles

- We work with customers such as BT and Schroders

- We provide bespoke online IT catalogues, which feature thousands of workplace devices from desktops, laptops, tablets, smartphones and peripherals

- Our supply chain services include; benchmarking, user profiling, product fulfilment, build management, configuration and logistics

- With end-to-end infrastructure expertise, we ensure customers have the connectivity and security needed to support emerging workstyles

- Computacenter works with all major workplace vendors including Apple, Samsung, Microsoft, Lenovo, Dell and HP

More information:

To discover how Computacenter can help you understand the workplace provisioning options available please contact your Computacenter Account Manager or call **01707 631000**.

Email: **workplace@computacenter.com**   Visit: **www.computacenter.com/workplace**

Computacenter (UK) Ltd

Hatfield Avenue
Hatfield
Hertfordshire AL10 9TW
United Kingdom

T: +44 (0)1707 631000
F: +44 (0)1707 639966

www.computacenter.com

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Computacenter operates in the UK, Germany, France and the Benelux countries, as well as providing transnational services across the globe.