SMBs: They Also Bring Their Own Devices

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Abstract

This report provides an overview of the adoption of "bring your own device" (BYOD) policies at small- to medium-sized businesses (SMB) in the U.S. Note that *iG*R defines a small- to medium-sized business as a company with between 10 to 499 employees. Essentially, with an "official" BYOD policy an employee can use their personal device (smartphones, primarily) for work purposes.

According to *iG*R's recent U.S. SMB survey, nearly 60 percent of employees reported an official BYOD device at their company. There are several different reasons why BYOD has become popular.

*iG*R believes that several trends have contributed to the rise of BYOD policies among U.S. companies. Perhaps first and foremost are the ongoing effects of an economic recession that has prompted many businesses to find new ways to cut costs. This helped reinforce the BYOD trend.

Another key driver has been the massive demand for smartphones led by Apple's iPhone as well as Google's Android operating system, which runs on many different devices from Samsung, HTC, LG and Motorola Mobility (now a part of Google). Put simply, end users who bought personal smartphones also wanted to use them for work purposes, because of the ease-of-use and productivity gains to be realized.

Key questions addressed:

- What are the characteristics of SMBs with (and without) official BYOD policies?
- What types of personal devices are officially permitted?
- What smartphone platforms are officially authorized?
- What percent of employees use their own smartphones?
- Does IT provide support to personal devices?

Who should read this report?

- Mobile operators
- Device OEMs
- Content providers and distributors, particularly those focused on SMBs

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