SMBs: The Ongoing BYOD Trend

Market Brief
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A Market Brief

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Abstract

This report provides an overview of the adoption of "bring your own device" policies at small- to medium-sized businesses (SMB) in the U.S. It is an update to *iG*R's 2012 report on the same topic.

According to *iG*R's February 2013 survey of IT managers at U.S. SMBs, nearly 62 percent of employees reported an official "bring your own device" (BYOD) policy at their company. Additionally, 73 percent of employees reported that their company unofficially permits its employees to use personal devices for work purposes (i.e., the company is aware that employees bring devices, but has not officially allowed or banned the practice).

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.

*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 prompted many businesses to find new ways to cut costs. This helped create and 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 and service providers are officially authorized?
- What percent of employees use their own smartphones and tablets?
- Does IT provide support to personal devices?

Who should read this report?

- Mobile operators

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