

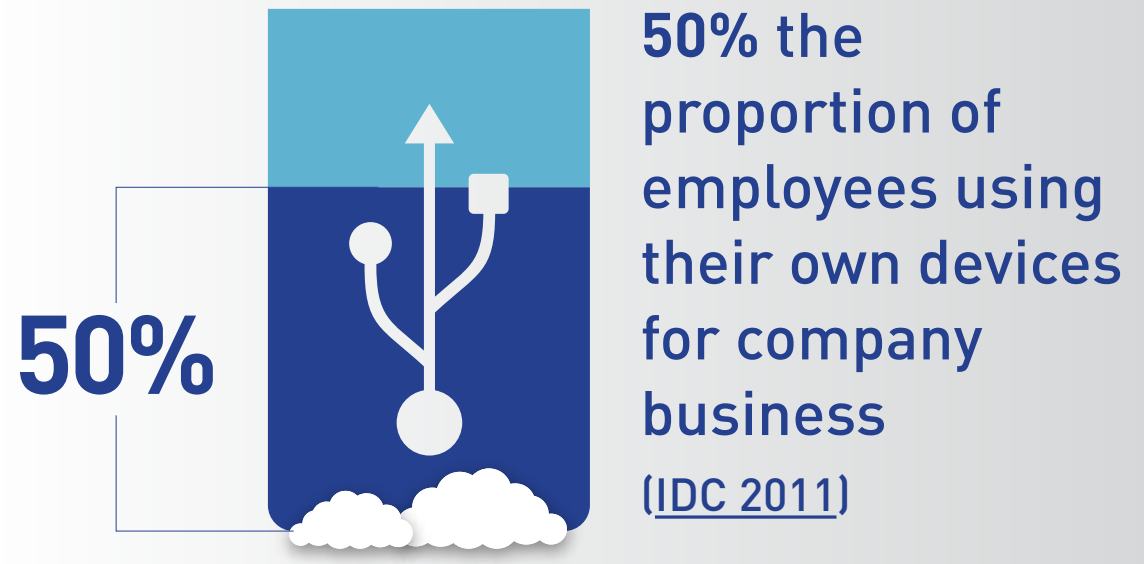


# STOP: HOW DOES THE BRING YOUR OWN DEVICE TREND AFFECT YOUR CRM SYSTEM?

BYOD is opening corporate data to personal devices – what are the benefits and pitfalls of this strategy?

## BRING YOUR OWN DEVICE – THE STATE OF PLAY

Bring Your Own Device (BYOD) is a concept that has been gaining popularity in recent years, thanks to the prevalence of smartphones and tablets.



## BUT WHAT COULD IT MEAN FOR YOUR BUSINESS AND CRM SYSTEM?

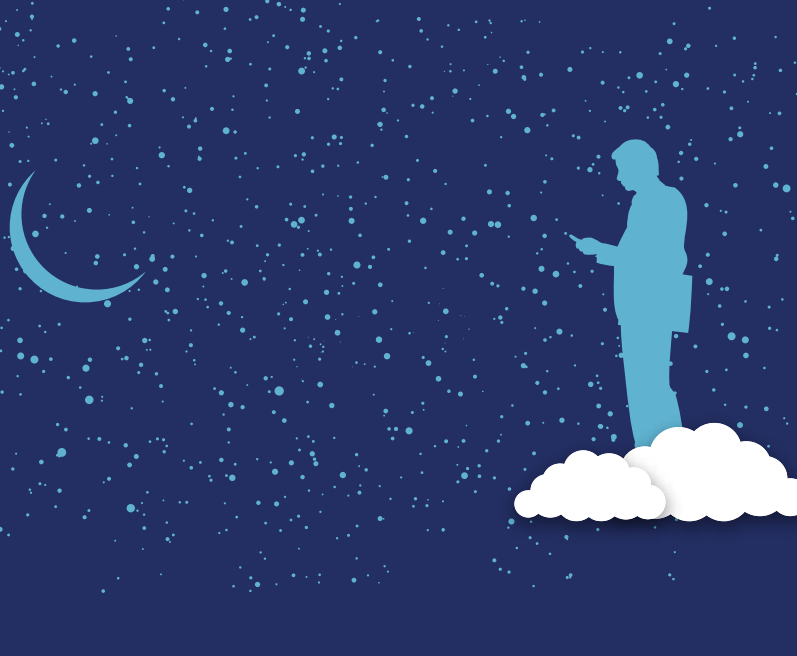


### Pros

Yes! Bring your Own Device



Those who use mobile devices for both work and personal matters put in 240 more hours a year than those who do not (Roger Bjork, director of marketing for Dell Enterprise Mobility Solutions)



Mobile devices facilitate any time, any place access to your CRM system



Staff can be productive wherever, whenever



Reduced company outlay for mobile devices



Increased business resilience – your business can operate even if your office is closed



Data in your CRM system can be updated immediately, ensuring it is up-to-the-minute accurate



### Cons

No! Don't Bring Your Own Device



Technical support costs may increase as staff use a wide range of mobile devices



3 in 10 choose not to use secure PIN locks on their smartphones (Motorola Mobility Survey)



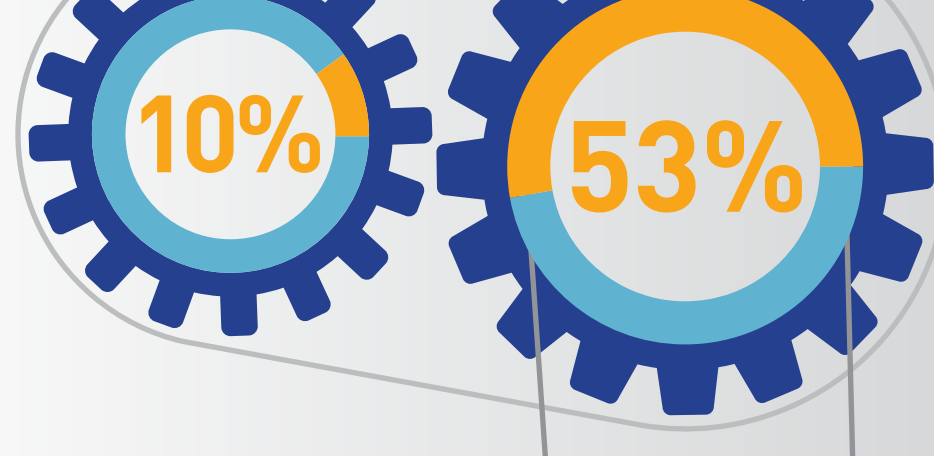
50% of companies that apply BYOD assume responsibility for the costs of this policy (<http://comaround.wordpress.com/2012/11/06/byod-bring-your-own-device-an-introduction/>)



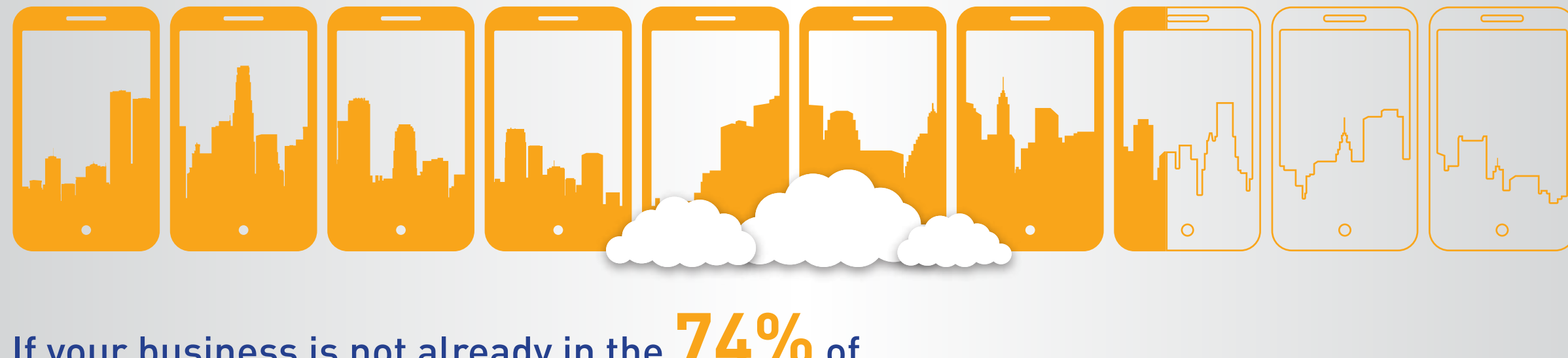
55% of staff admit they have sent work email or documents to their personal email accounts on their phones (Motorola Mobility Survey)

## WHAT YOU NEED TO KNOW

In 2011, 53% of businesses had seen productivity improvements of more than 10% thanks to the use of personal devices at work



A further 16% of businesses reported increases of more than 30% (Cisco Systems, [The Expanding Role of Mobility in the Workplace](#))



If your business is not already in the 74% of those implementing BYOD, you could already be at significant competitive disadvantage

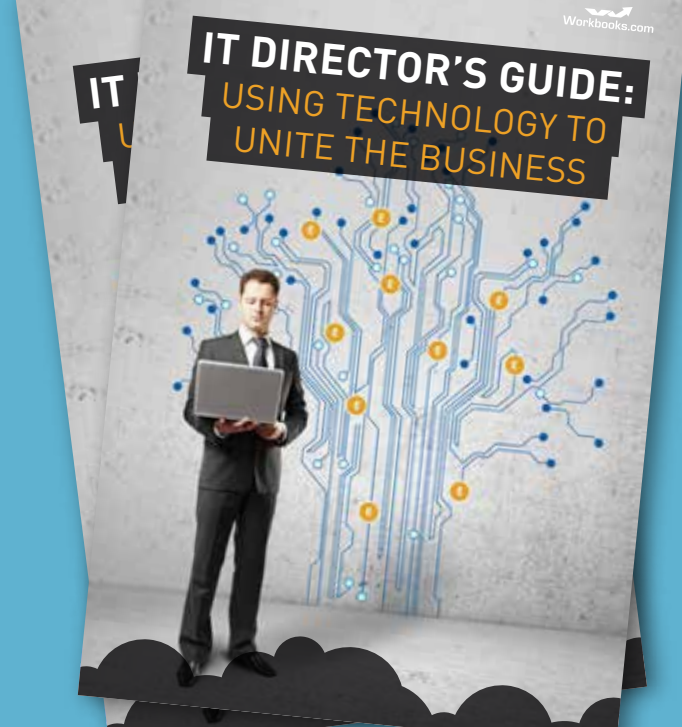
## FINAL THOUGHTS



Throwing your CRM system open to BYOD is a significant cultural departure from traditional IT security concepts



But the potential increases in employee productivity and revenue could make it a serious game-changer for your business



For more tips, download our free eGuide [IT Director's guide: using technology to unite the business](#) now!

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