

# Consumerization: Rethink end-user computing

Speaker:  
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Director of Consumerization, Intel IT

Moderator:  
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# Welcome



Dave Buchholz,  
Principal Engineer  
Intel IT



Chris Peters  
Business Strategist  
Intel

Submit your questions:  
Ask questions at anytime by pressing the Question tab at the top of the player.

The increasing influence that the technology we experience in our personal lives has on the technology experience we expect at work.



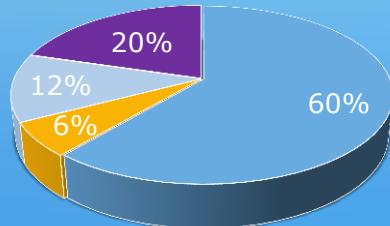
## Choice & Experience

to enable enhanced & secure productivity



# Intel Employee Environment Overview

## Highly Mobile Workforce



- Extended Work Day From Home
- Work 3-5 Full Days/Week at Home
- Work 1-2 Full Days/Week at Home
- Do Not Work From Home

## Mobile Business PCs Managed Standard

- >Primary device
- >Standard productivity, security, mgmt suite
- >80% laptops
- >7,000 access points



## Fit Form to Function Enable PC Choice

- Road Warrior
- Executives
- Office
- Factory
- Engineering



## Handhelds Enable Flexibility

- >PC Companion
- ~38,000 Handhelds
- ~24,000 employee owned with access to corporate data



***Business Mandate: Maximize Productivity and Efficiency***

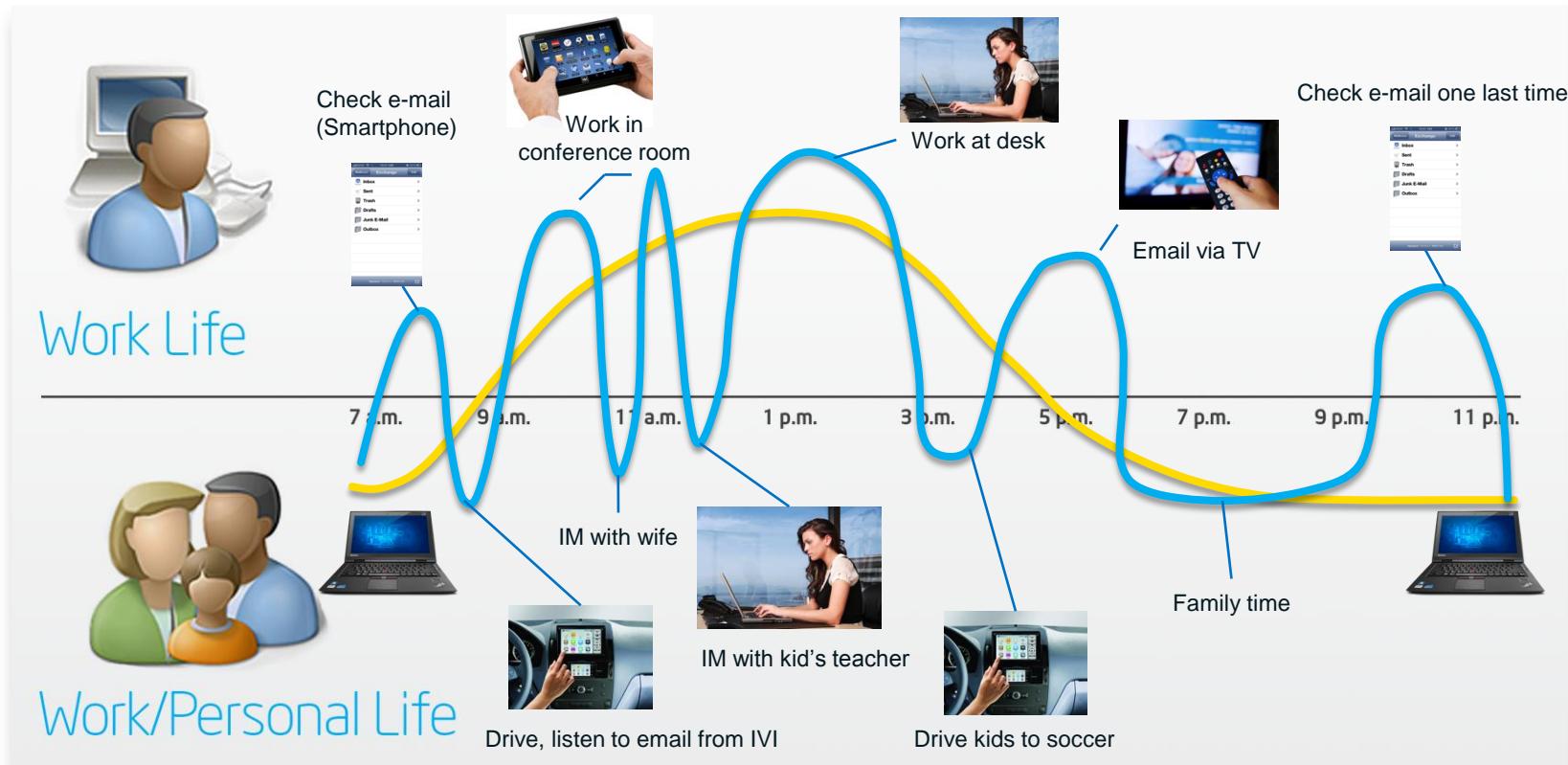
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# Granular Trust Enablement



***Who You Are, Where You Are, & Your Device Matters***

# Blended Technology Experience



Traditional work/life balance

New work/life balance

# The Compute Continuum



Desktops

Laptops

Netbooks

Personal  
Devices

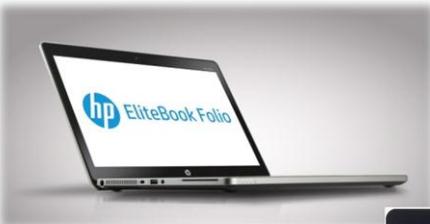
Smartphones

Smart TVs  
& Displays

Embedded

# Business Focused Innovation

Intel **IT** Center



# Exclusive Peer Research

A thumbnail image of the report cover. It features the "Intel IT Center" logo at the top left, the title "Peer Research: Insights on the Current State of BYOD in the Enterprise" in the center, and a subtitle "Intel's IT Manager Survey" below it. The main image on the cover shows four people in business attire sitting around a conference table in a modern office with large windows overlooking a city skyline. At the bottom, it says "Sponsors of Tomorrow: intel".

Peer Research  
Insights on the Current State  
of BYOD in the Enterprise  
Intel's IT Manager Survey

OCTOBER 2012

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# Talk to an Expert: Question & Answer



Today's expert:

Dave Buchholz, Director of Consumerization, Intel IT

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More information:

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