

Five Steps to Managing Consumerization in the Enterprise

Are your customers ready for consumerization? The reality is they may not be. A 2011 International Data Corporation (IDC) study found that IT underestimated the number of information employees using consumer devices for work by nearly 50 percent and the use of social networks for customer communication by nearly 46 percent.¹ Consumerization is fast becoming a permanent fixture in the enterprise environment, and organizations must act quickly to minimize risks.

By taking a proactive, user-centered approach to managing consumerization, your customers can address both employee-owned and employer-provided devices to find the right solution for their organization.

Increased Productivity for Users, Greater Security for IT

While many associate consumerization directly with Bring Your Own Device (BYOD), Intel has a broader vision. Intel defines consumerization as extending beyond devices to include the entire computing experience: The technology we use in our personal lives—applications, hardware, and even Internet services—has a distinct impact on the technology experience we expect at work.

To better align the at-home technology experience with the at-work experience, customers must rethink their approach to managing end-user computing. By adopting a user-centered strategy that keeps users productive on any device, organizations can increase employee job satisfaction and improve productivity while IT gains even greater security and control.

Embracing the Inevitable with Powerful Technology

Consumerization doesn't have to be difficult. Customers can leverage their existing investments in technology, applications, and training—and design their approach on a solid foundation. Intel® architecture delivers the performance, security, and manageability your customers rely on, and it's prevalent across a range of computing environments.

Traditional applications, peripherals, and drivers are compatible with new Intel® architecture-based devices running the Windows 8 operating system.*

These five steps outline a practical approach to managing consumerization that helps organizations identify the issues caused by unsecured and unmanaged technologies.

Step 1: Understand the Powerful Forces at Work

Consumerization is here to stay. It's driven by unavoidable forces—technically savvy workers and younger generations in the workforce, a range of innovative devices such as smart phones and tablets, and cloud computing services that are accessible at any time, anywhere.

Step 2: Rethink the Management of End-User Computing

A device-centered approach to client management no longer works. Organizations must adopt a user-centered strategy to optimize the compute experience and keep users productive from any location on a range of new, innovative devices.

Step 3: Create an Inclusive Approach

It has less to do with technology and more to do with people: IT must move beyond the traditional, one-way communication model of IT-to-user to a bidirectional model of communication that helps IT become even more responsive to users' productivity needs.

Step 4: Support Employee-Owned Devices with Best Practices

Intel has identified a set of best practices based on the success of its personal device program, along with those of its customers and partners:

- Identify and engage stakeholders and define program devices, applications, and policies.
- Develop a security model to protect users and corporate data on a range of devices.
- Decide which operating systems and devices to support.
- Enable the technology, and plan training and deployment.
- Stay up-to-date with technology: Consider security, manageability, productivity, performance, and ease of use.

Step 5: Find the Right Tool for the Job—One Size Does Not Fit All

Companies must continue to provide business-class technology for diverse roles and responsibilities, such as business-class tablets for task workers; sleek and rugged full-featured systems, such as an Ultrabook™ device², for mobile workers; and compact all-in-one desktop systems for professional office workers.

Ultrabook™ convertible models also offer a cost-effective two-in-one device with a detachable touch screen that converts to a tablet.

For more information, visit intel.com/consumerization.

You can also read the planning guide at intel.com/consumerizationguide.

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¹ Gens, Frank, Danielle Levitas, Rebecca Segal. 2011 *Consumerization of IT Study: Closing the "Consumerization Gap."* Unisys (July 2011). unisys.com/unisys/common/download.jsp?d_id=1120000970016710178&backurl=/unisys/ri/report/detail.jsp&d_id=1120000970016710178

² Ultrabook products are offered in multiple models. Some models may not be available in your market. Consult your Ultrabook manufacturer. For more information and details, visit intel.com/ultrabookforbusiness.



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