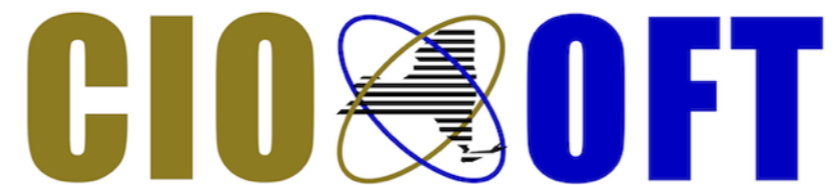


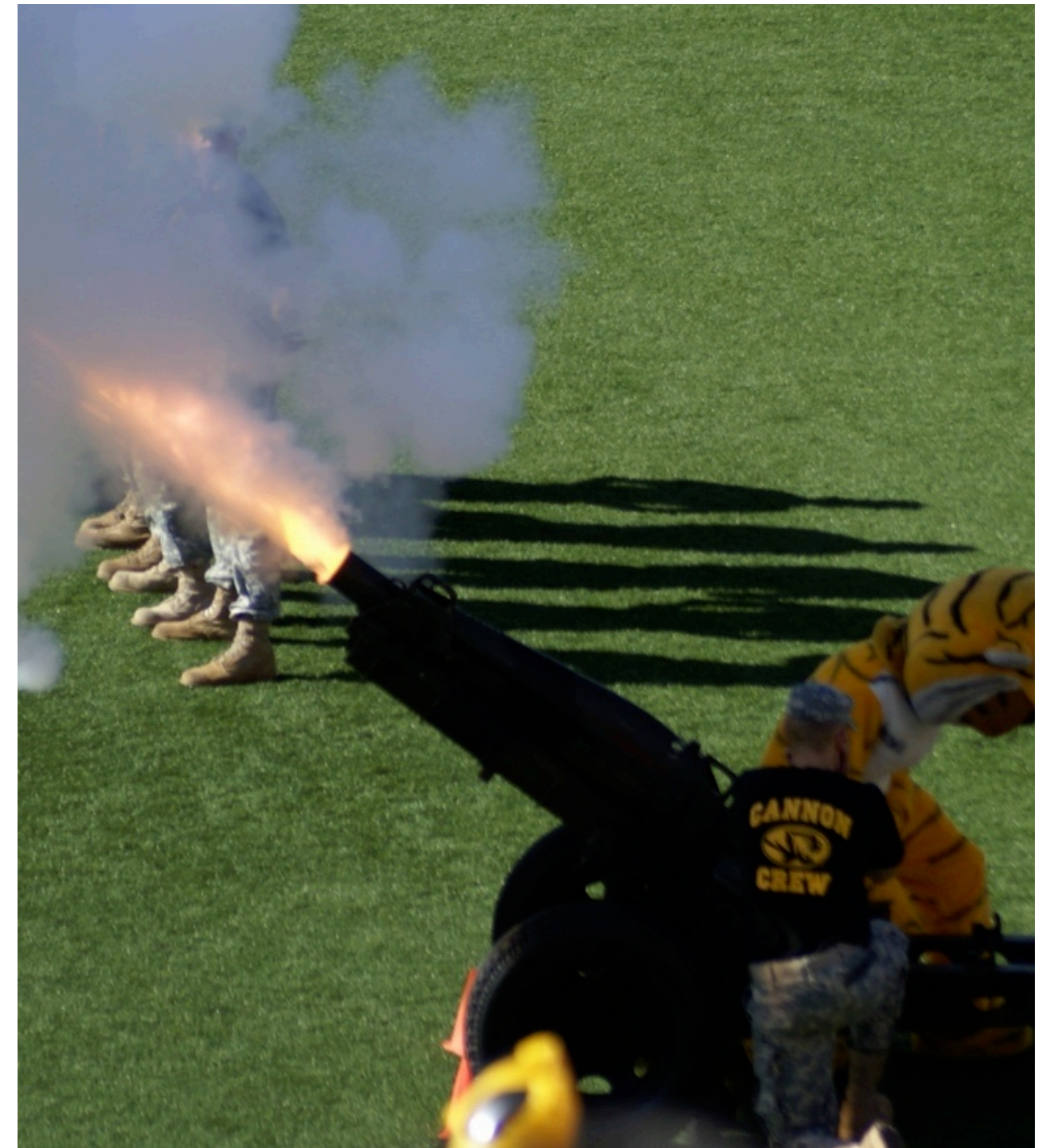
BYOD

Brian J. Duffy
September 15, 2011



A New Era

BYOD is an opening salvo of the Post-PC era.



Enabling Technologies

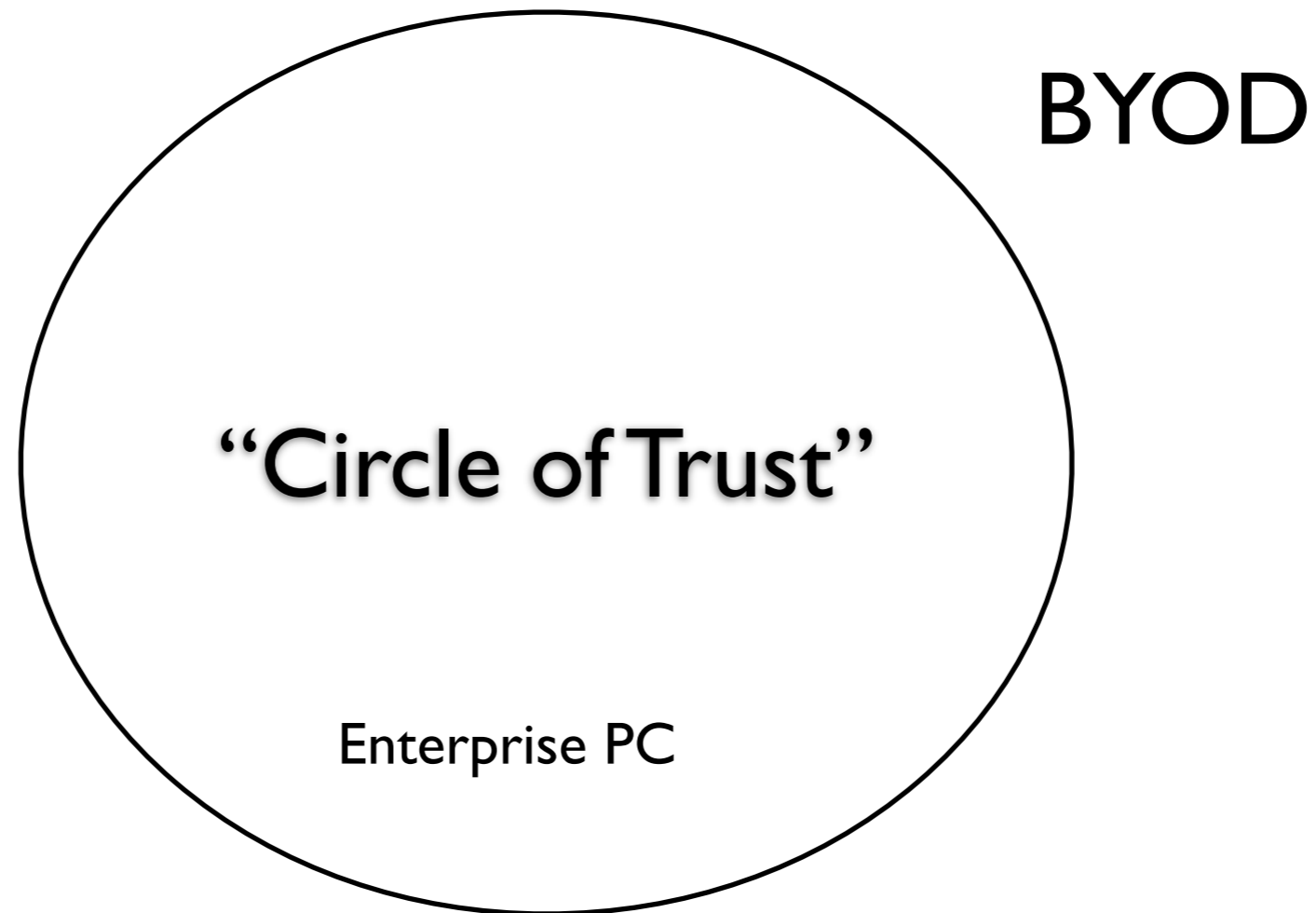
- Client or SSL VPN
- HTTP
- VDI or Terminal Server App delivery

“Post-PC” is more than VDI or SSL-VPN

“our experience and every bone in our body says ... that these [iPads] are post-PC devices that need to be even easier to use than a PC. That need to be even more intuitive than a PC. And where the software and the hardware and the applications need to intertwine in an even more seamless way than they do on a PC.”

Steve Jobs

BYOD - Key Difference



Trust: Enterprise PCs

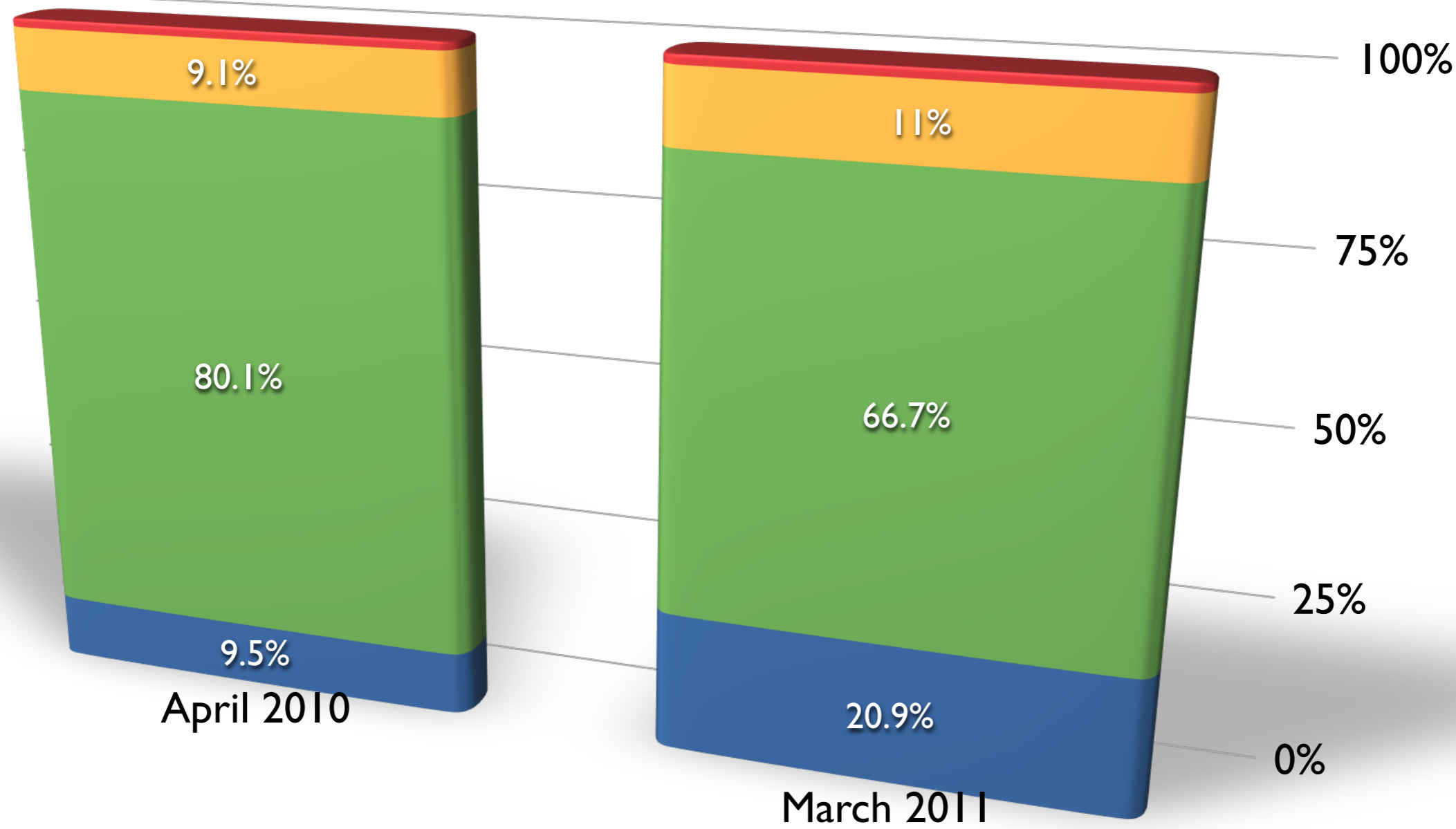
- We've built elaborate infrastructures to allow us to trust PCs:
 - Active Directory
 - AV
 - Systems Management
 - (Hundreds of patches per year.)
 - Encryption

Trust: Post-PC Devices

- Your device vendor takes care of more things automatically.
- Application developers have to live in the sandbox provided by the OS.
- Inter-application interaction may be limited.
- Management policies are exposed via API, generally easier to use.
- Devices update over the air.

Challenges for Enterprise

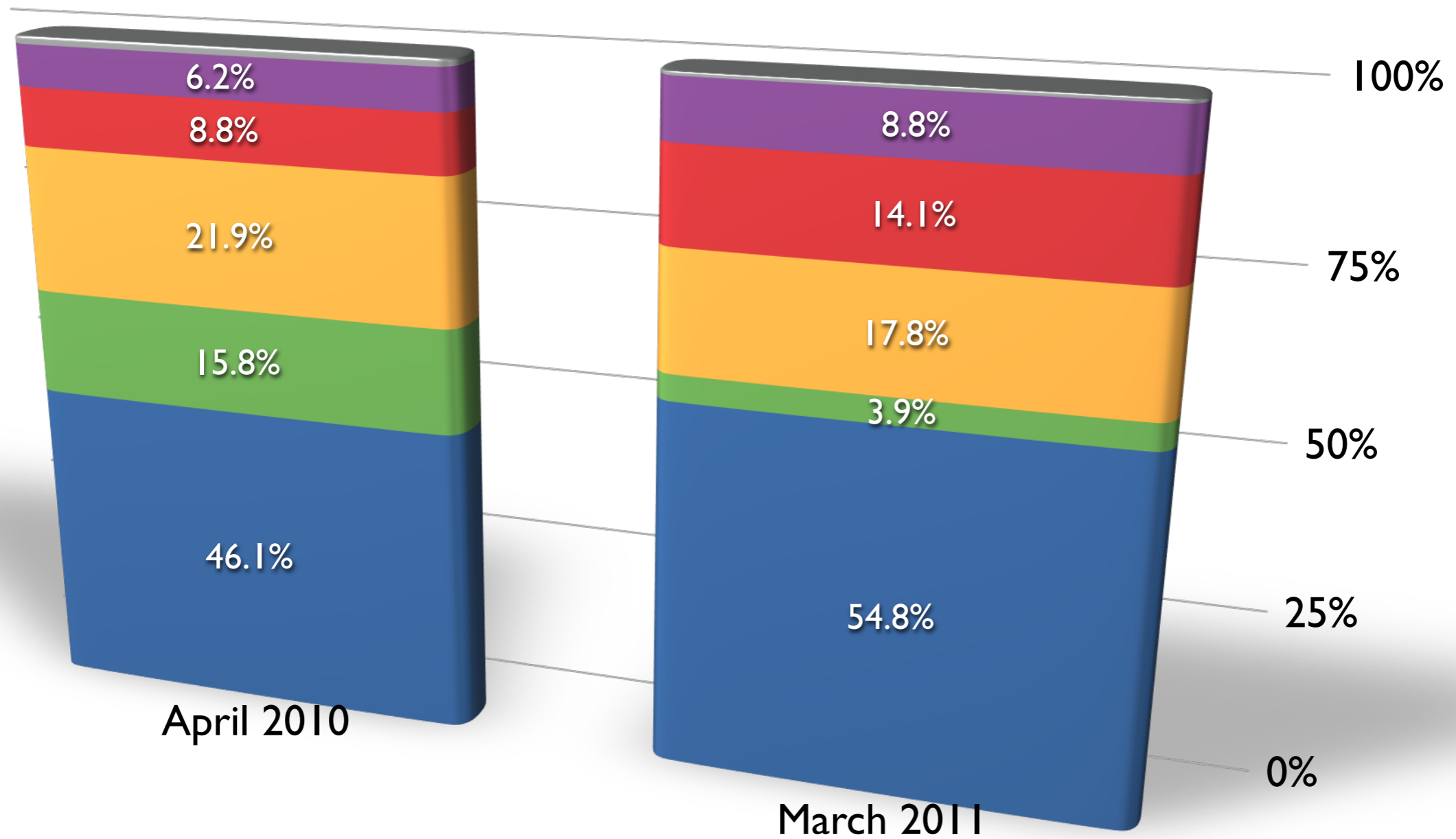
Enterprise Desktop OS Share



- Linux
- Mac OS X
- All-Other Windows
- Windows 7

Source: Forrester Research

Enterprise Desktop Browser Share

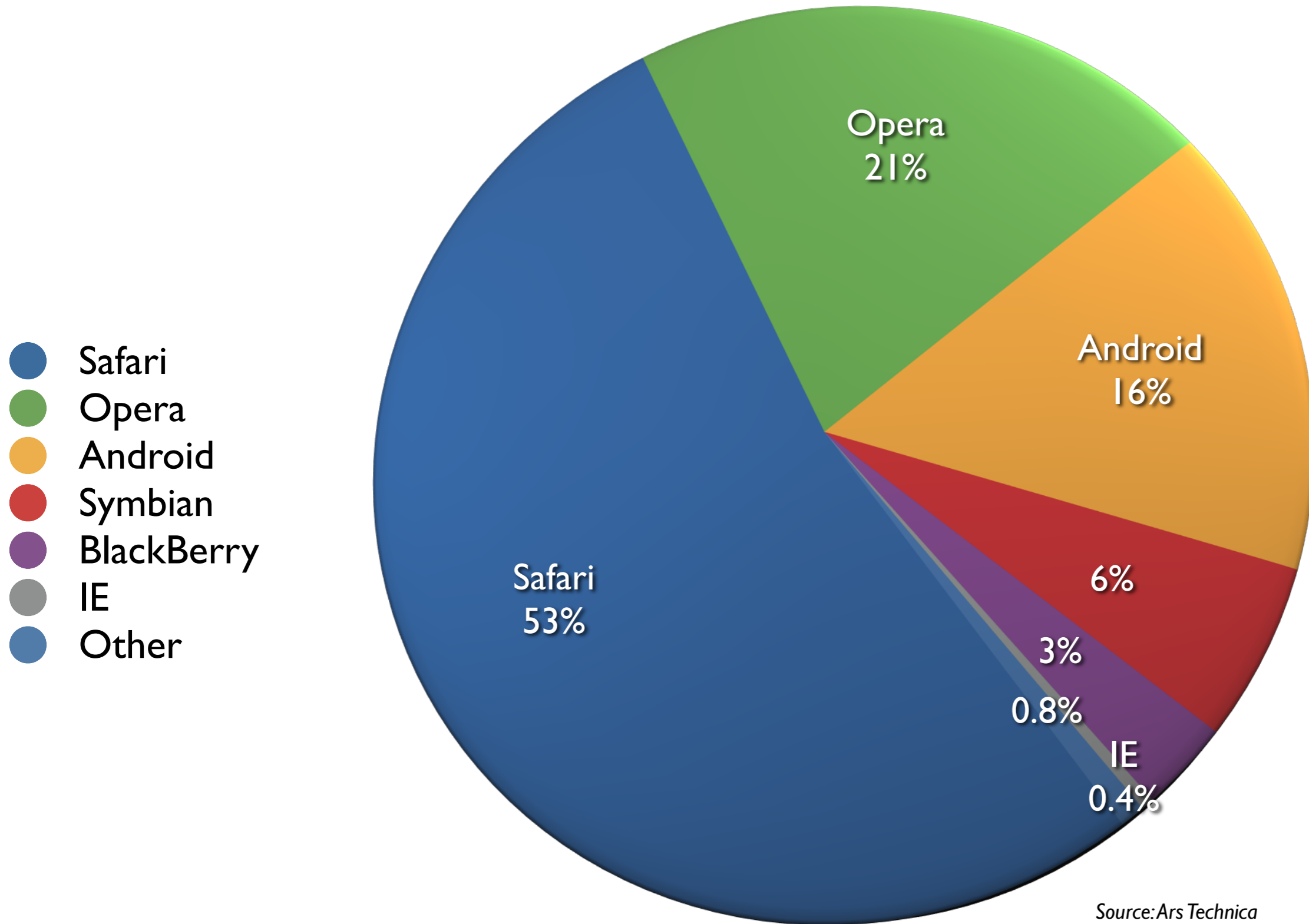


Source: Forrester Research

Key Take-Aways for PCs

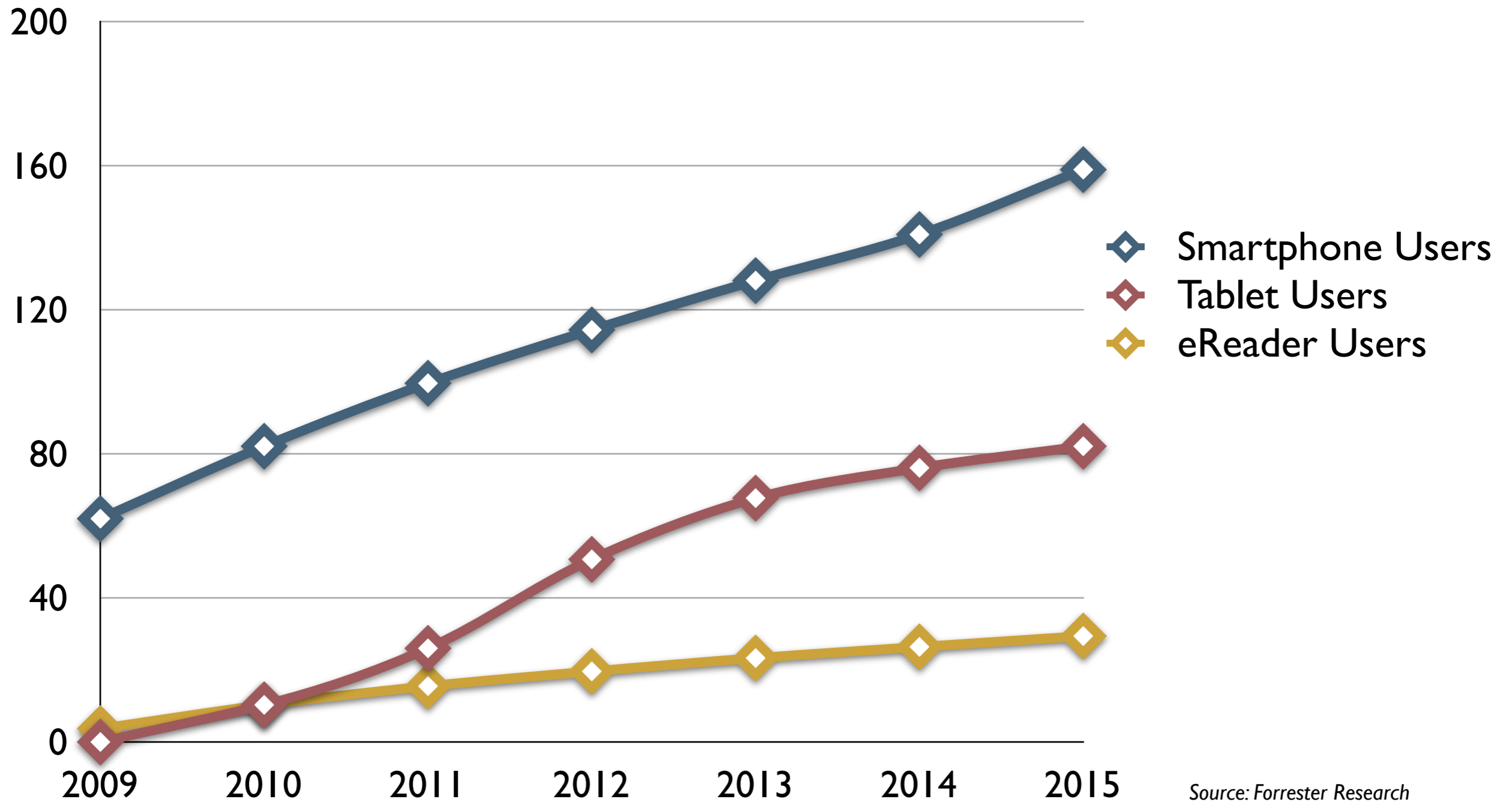
- Windows isn't going anywhere.
- IE is in decline.
- The age of IE6-only “web applications” is over. (Finally!)

Post-PC Global Browser Share



Five Year Forecast of Post-PC Devices

(Millions of Users)



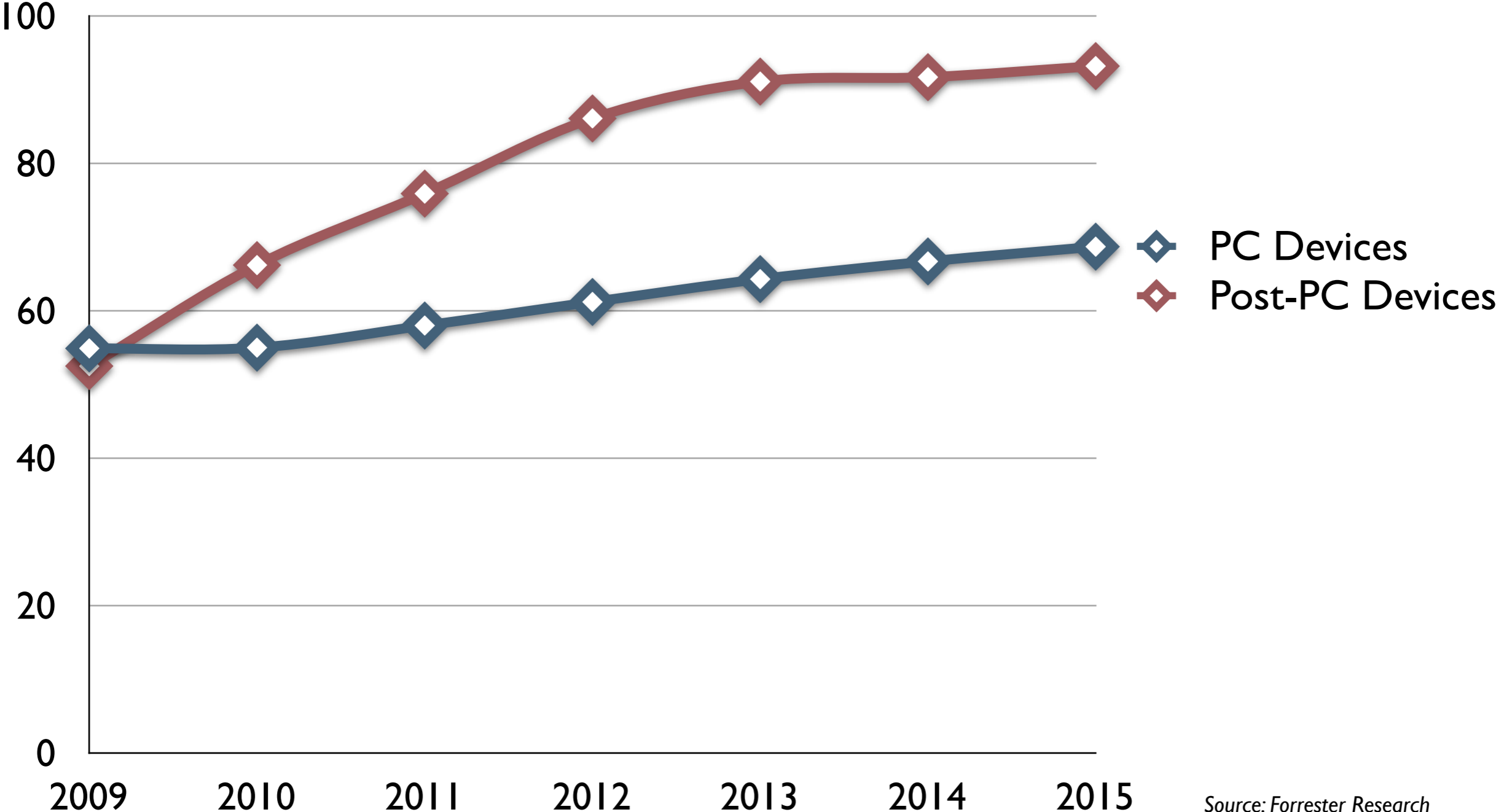
Source: Forrester Research

Key Take-Aways for Post-PC Devices

- IT's role is different, regardless of ownership.
- Do you have the internal infrastructure (ie. 802.11 wireless) to support Post-PC devices?
- Internet Standards matter. Webkit dominates mobile.

Global Post-PC Device Sales vs. PCs

(Millions of Devices)



Source: Forrester Research

Where to Start?

Shift Focus

- BYOD, Post-PC, etc are really about improving the user's experience. Fixate on that.
- Figure out what users hate about IT. Fix it.

Understand What Technologies fit where.

- A broad menu of technology choices exist in the market:
 - Application Virtualization (*AppV, ThinInstall*)
 - Desktop Virtualization (*Citrix, VMWare, etc*)
 - Mobile App/Web Frameworks (*MonoTouch, PhoneGap*)
 - Cloud Services (*Salesforce, Prontoforms, etc*)

Develop Use Cases

- Think beyond email access.
- Do your mobile workers need PCs?
- Who has a laptop?
- Do you have workers who spend their days working with forms? Web apps?
- Demonstrate ROI!

Thanks!

Credits / Sources

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