

# Bring Your Own Device (BYOD)



Cisco IT Insights

**Since 2009, Cisco IT has changed how it approves, pays for, and supports the mobile phones and service plans that employees use for work. Now more employees are using personal smartphones and tablets, which has increased employee productivity and satisfaction while reducing costs.**

## Challenge

Before 2009, Cisco IT loaned BlackBerry or Nokia phones to any Cisco employee who needed a smartphone for work. We paid for both the device and the service plan, which included voice, voicemail, and data services. Many employees carried two smartphones: a corporate-owned device that they tolerated and a personal device that they liked very much. We conducted extensive testing on each type of mobile device before we approved it. This process was not sustainable.

In 2009, two business changes prompted us to review our mobility services strategy. First, we needed to reduce costs because of a slow economy. Mobility was expensive. Carrier charges alone amounted to tens of millions of dollars annually. Support costs were also high because we had to test our encryption software whenever device vendors upgraded their hardware or operating system. To lower costs, we decided to review employees' eligibility for company-paid mobile phones and service plans.

The other change was that employees had grown increasingly fond of their own mobile devices, such as iPhones and iPads. Because we didn't have a formal BYOD program, they were finding their own ways to access email and work files from personal devices. This created security risks. For example, thousands of employees used public cloud storage services, most of which do not have enterprise-caliber availability and security.

Developing a BYOD program would lower security risks and reduce the cost of company-paid mobile phones and service plans. Employee satisfaction would increase. And if we provided a consistently good user experience, productivity would rise because employees would connect to people and information from wherever they were instead of waiting until they returned to their desks.

## Solution

Today, all Cisco employees can use any mobile device to access the network. Depending on the employee's role,



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either the employee or Cisco pays for the device and the service plan. Employees can receive calls to their office number on their mobile device. They can synchronize their device's native calendar, email, and contacts with the corporate Microsoft Exchange environment. They can use collaboration applications such as Cisco WebEx® Meetings and Cisco Jabber™. And they can establish a secure VPN connection to the intranet.

For security, Cisco® Identity Services Engine (ISE) checks that the mobile device complies with security policy before allowing it on the network. Cisco ISE also controls access to resources based on how a request is made, and on what device.

To lower management overhead, Cisco Service Catalog and Cisco Process Orchestrator automate most processes. These include screening employees for eligibility, generating the approval request, provisioning the service, and managing the service lifecycle. To save even more staff time, we use each device's native encryption capabilities. And to minimize support costs, we provide self-help information in a WebEx Social community.

## Results

### Saved \$1.35 Million Annually on Smartphone Lease and Management Costs

The BYOD program lowered overall spend by approximately US\$500 thousand annually. The savings include lower device lease costs, reduced management costs for deployment, and lower break-fix support costs. We avoided another \$850,000 annually on upgrades for company-owned devices.

### Gained \$300 Million Annually in Employee Time

In internal surveys, employees reported that on average, BYOD gives them an extra 15 minutes of productive time each day. This is because they can be anywhere when they make calls, check their calendar or email, research issues, use query tools, and respond to questions or issues. They do not have to wait to find a laptop. An extra 15 minutes a day for work equates to an estimated \$300 million in annual productivity gains for Cisco.

### Reduced Support Cases by 33 Percent

Since we began providing online help resources, the number of support cases has declined steadily. From 2011 to 2013, the number of support cases decreased by 33 percent—despite 28 percent more users and 88 percent more mobile devices. In 2013, we received only 2.4 support cases per 100 users. At the same time, self-reported user satisfaction increased by 28 percent.

## For More Information

Cisco solutions for mobility services: [www.cisco.com/go/mobility](http://www.cisco.com/go/mobility)

Introduction to the Cisco BYOD Smart Solution:

[www.cisco.com/web/solutions/trends/byod\\_smart\\_solution/index.html](http://www.cisco.com/web/solutions/trends/byod_smart_solution/index.html)

Additional Cisco IT case studies on a variety of business solutions: [www.cisco.com/go/ciscoit](http://www.cisco.com/go/ciscoit)