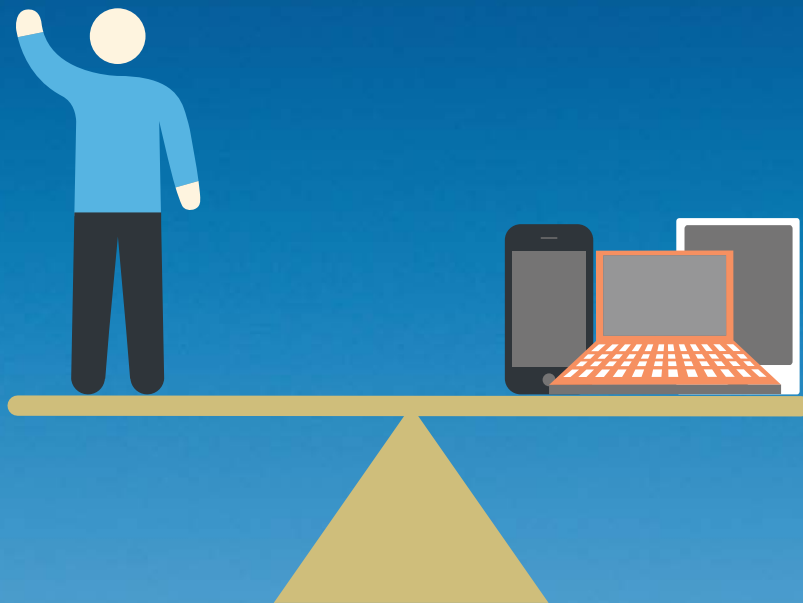





# Consumerisation:

it's about policy, as well as technology

Nick Makin, Business Consultant,  
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**Policies can be liberating.  
They provide a framework  
that helps people understand  
what's expected of them.**

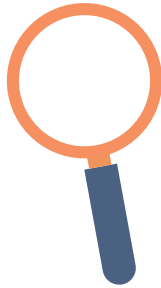
When you embrace consumerisation and allow people to bring their own smartphones and tablets into the office, you're opening the door to a significant change in the culture of your organisation. Our consumerisation expert Nick Makin explains how policies protect your network and your business, but allow your people the freedom to work with their favourite technologies.

## **Taking control**

Consumerisation extends responsibility for your IT strategy beyond the specialist roles of your IT team. When people are using their own devices, they take on new responsibilities as good citizens on the network, and in the organisation as a whole.

At O<sub>2</sub>, we have plenty of experience of making consumerisation a practical and valuable way of working. We have ideas and knowledge to share that will help you develop effective consumerisation and bring-your-own policies.

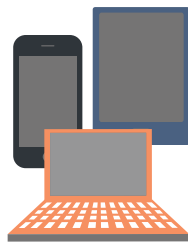




## A new alignment

Research conducted for O<sub>2</sub> by Coleman Parkes in 2012 shows that the alignment of the IT infrastructure and the business mission is a top priority for senior IT decision makers. Consumerisation brings the issue into sharp focus. When managers, the HR team and other disciplines need to be involved in IT policy, the relationship between the infrastructure and the business mission becomes critical.

You can use a consumerisation programme as a key driver for a review of the way your networks support your business. It can identify needs, highlight opportunities for bringing in new technologies and add new momentum to existing IT projects.



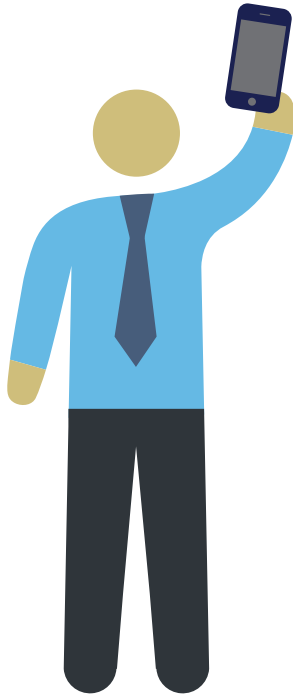
## Creating the culture

Before we launched our consumerisation programme, we asked people what they wanted from the policy. They told us which devices they wanted to use, and how they wanted to use them – in the office, and on the move.

We found that a workable consumerisation policy needed to include:

- The internal processes for opting in to the scheme.
- Security and data protection guidelines.
- Standards for appropriate use.
- Health and safety issues.
- The use of apps.
- Software licensing for multiple devices.
- Information management and security.
- Guidelines for remote working.





## Letting it work

**Consumerisation is happening because people are finding that they can work more effectively with their own smartphones and tablets.**

So when you create your policy, it's important to let the trend flourish, while keeping the risks to a minimum. Here's what worked for us.

### People

- Make sure managers are happy to allow their teams to use their own devices.
- Make sure everyone understands how the responsibilities are divided between employees and the organisation.
- Review terms and conditions to reflect these new responsibilities.

### Protection

- Use a mobile device management solution, such as Zenprise or Fiberlink, to bring personal devices under the control of your network management team.
- Use it for solutions such as remote wipe, which allows you to remove sensitive information from a personal device when it is lost or stolen, while leaving the owner's music, pictures and files intact.
- Give people guidelines on good corporate citizenship and how to connect securely when they are working remotely.

### Policies

- Introduce a company app store where people can download essential apps – and to make sure no one is using an app that might put the network at risk.
- Give people the choice – not everyone will want to bring their own devices into work.
- Establish a clear policy on suitable and unsuitable content.

### Find out more

If you're thinking about updating your business policies to cover consumerisation, talk to us. Our consultants can talk you through it and help you implement a solution that fits your business. For more information call **01235 433 507** or visit the consumerisation web page **[here](#)**.

