Enabling the Mobile Enterprise

An Electronic Survey of Information Technology Leaders

October 2013

Overview

Maven is conducting a Survey of information technology professionals regarding their opinions on the management of mobile devices in the workplace. We would like to learn more about how enterprises select, deploy, and manage mobile phones, tablets, and other mobile devices, as well as how organizations are responding to the "bring your own device" (BYOD) movement.

Target Respondent Pool

100 Chief Information Officers and other IT leaders at companies in North America with more than 1,000 employees. The respondent pool will be subdivided into the following three categories:

- Individuals who work for companies that currently utilize mobile devices as part of the company's IT strategy
- Individuals who work for companies that do not currently utilize mobile devices, but which plan to do so in the foreseeable future
- Individuals who work for companies that do not currently utilize mobile devices, and which have no plans to do so in the foreseeable future

Each respondent category will be presented with a different set of questions appropriate to their specific situation.

Questions

- Questions Q1-Q4

    Questions Q1 - Q4 are qualifying questions used to screen, select, and categorize the respondent pool.

- Question Q5

    Note – this question divides the respondent pool into 3 sub-populations according to the each respondent's company's current approach to mobile.

Are mobile devices (either company provided or BYOD) currently part of your company's information technology strategy/portfolio? *(select one)*

- o Yes, company provided devices only Branch A
- o Yes, BYOD only Branch A
- o Yes, both company provided devices and BYOD Branch A
- o No, but we plan to do company provided devices only in the future Branch B
- o No, but we plan to do BYOD in the future Branch B
- o No, but we plan to do both company provided devices and BYOD in the future Branch B
- o No, and we have no plans to implement this in the future Branch C

Branch 5A (mobile devices currently part of the enterprise's IT strategy/portfolio)

o Question Q5A1

Which of the following best describes your opinion regarding tablets as potential replacements for laptops? *(select one)*

- We are already doing this without issues. Tablets are a perfect replacement for laptops.
- We are not currently doing this, but I believe that tablets could be a perfect replacement for laptops.
- We are already doing this, but we have some issues due to a lack of key features on tablets. Branch I
- We are not already doing this; I believe it could be done effectively but not perfectly due to a lack of key features on tablets Branch I
- We are already doing this, but experiencing significant issues. I do not recommend this.
- We are not already doing this, and I do not believe it would work.

Branch 5A1I

▪ Question Q5A1I1

What key features do you feel tablets are missing that prevent them from fully replacing laptops? *(select all that apply)*

- Ergonomics
- Missing required accessories or peripherals
- Lack of integration to 3rd party devices
- Security concerns
- Lack of remote monitoring/control
- Physical Strength/Toughness (fragile)
- Key software
- Size
- Loss prevention/fear of theft
- Industrial espionage
- Computing power
- Storage
- Other

- Question Q5A2

Which of the following best describes your opinion regarding the security of Android vs iOS devices? *(select one)*

- iOS is more secure, and there is no way to replicate its security on Android
- iOS is more secure, but it is sometimes possible to achieve the same level of security with Android
- iOS is more secure, but it is usually possible to achieve the same level of security with Android
- iOS and Android security are equivalent
- Android is more secure, but it is usually possible to achieve the same level of security with iOS
- Android is more secure, but it is sometimes possible to achieve the same level of security with iOS
- Android is more secure, and there is no way to replicate its security on iOS

- Question Q5A3

What are your primary security concerns with supporting mobile devices, and what steps have you taken to address them? Please provide a detailed explanation.

- Question Q5A4

What problems have you encountered already with mobile devices? Please provide a detailed explanation.

- Question Q5A5

What is your approximate total ANNUAL investment PER USER in US DOLLARS for mobile enterprise (including hardware, software, services, and support)? *(select one)*

- $0 - $250
- $251 - $500
- $501 - $750
- $751 - $1,000
- $1,001 - $1,500
- $1,501 - $2,000
- $2,001 - $3,000
- $3,001 - $5,000
- $5,001 - $10,000
- More than $10,000

- Question Q5A6

What policies and/or procedures have you enacted to safely manage enterprise data exchange with mobile devices? Please provide a detailed explanation.

o   Question Q5A7

What is the risk to the enterprise in the event of loss or theft of a mobile device?

o   Question Q5A8

What, if any, plans do you have in place to protect critical data in the event of loss or theft of mobile devices?

o   Question Q5A9

Yes or No - Does your company support the use of employee-owned (BYOD) devices for business-related applications (including email, CRM, etc.)?

- No Branch II
- Yes Branch I

Branch 5A9I

- Question Q5A9I1

Please describe the successes and challenges associated with your company's support of employee-owned (BYOD) devices.

- Question Q5A9I2

In your opinion, what is the biggest benefit associated with supporting employee-owned (BYOD) devices?

- Question Q5A9I3

Which of the following best describes the main driver for your company's support of employee-owned (BYOD) devices? *(select one)*

- Cost savings vs. company-issued devices
- Employee demand
- Greater productivity
- Fewer training requirements
- Support deferred to third party (device manufacturer or service provider)
- Easier to track
- Higher security

- Question Q5A9I4

How do you measure the success of your company's BYOD program?

- Question Q5A9I5

Which, if any, of the following mobile device platform(s) do you support? *(select all that apply)*

- Android
- IOS
- Cyanogen or other bespoke builds
- Windows Mobile
- Blackberry
- None of the above

- **Question Q5A9I6**

Which, if any, of the following mobile device platforms do you recommend to your employees? *(select all that apply)*

- Android
- IOS
- Cyanogen or other bespoke builds
- Windows Mobile
- Blackberry
- None of the above

- **Question Q5A9I7**

What is your organization's data loss prevention strategy with respect employee-owned devices (BYOD)?

Branch 5A9II

- **Question Q5A9II1**

Why do you NOT support employee-owned (BYOD) devices at your enterprise? *(select all that apply)*

- Compatibility with existing systems
- Inability to support
- Cost
- Security - risk of introduction of malicious software
- Security - data theft and/or corporate espionage
- Device reliability
- Liability
- Lower employee productivity
- Other

Branch 5B (mobile devices not currently part of the enterprise's IT strategy/portfolio, but definitive plans to incorporate them in the foreseeable future)

- **Question Q5B1**

How soon do you expect to begin integrating mobile devices (tablets, smartphones, etc.) into your enterprise? *(select one)*

- Less than 6 months from now
- 7 - 12 months from now
- 13 - 18 months from now
- 19 - 24 months from now
- 25 - 36 months from now
- More than 36 months from now

o Question Q5B2

What do you expect your cost PER EMPLOYEE in US DOLLARS to be for the complete implementation of your company's mobile device strategy (including hardware, software, services, and support)? *(select one)*

- $0 - $250
- $251 - $500
- $501 - $750
- $751 - $1,000
- $1,001 - $1,500
- $1,501 - $2,000
- $2,001 - $3,000
- $3,001 - $5,000
- $5,001 - $10,000
- More than $10,000

o Question Q5B3

What will be your organization's target mobile device platform(s)? *(select all that apply)*

- Android
- iOS
- Cyanogen or other bespoke builds
- Windows Mobile
- Blackberry
- None of the above

o Question Q5B4

Which of the following best describes the PRIMARY driver for your company's move to support mobile devices? *(select one)*

- Employee demand
- Greater productivity
- Cost savings
- Need to support applications only available in mobile (e.g. Square, etc.)

- Fewer training requirements
- Superior usability vs. laptops
- Portability - support for cellular (non-WiFi) data connections
- Convergence (one device instead of many)
- Other Branch I

Branch 5B4I

- **Question Q5B4I1**

What is the PRIMARY driver for your company's move to support mobile devices?

Branch 5C (mobile devices not currently part of the enterprise's IT strategy/portfolio, and no plans to incorporate them in the foreseeable future)

o **Question Q5C1**

Which of the following best describes why mobile is NOT a part of your organization's information technology strategy? *(select one)*

- budget
- lack of resources
- lack of in-house capability/expertise
- other priorities
- low/no perceived ROI
- security concerns

o **Question Q5C2**

You stated that mobile is not part of your organization's information technology strategy due to #Q5C1. Please elaborate on this point.

o **Question Q5C3**

In your professional opinion, how likely is it that the issue(s) preventing your company from implementing a mobile device strategy will be resolved within five (5) years? *(select one)*

Completely Unlikely   Possible   Very Likely

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

- **Question Q6**

Is there anything you were not asked in this Survey that you believe an enterprise that is contemplating supporting mobile devices should know?