

The BYOD divide

In the largest study ever conducted into the reach of employee Bring Your Own Device behaviour, there is a divide between the levels of BYOD and attitudes in high-growth markets and mature markets. This will shape how different regions get to benefit from next generation enterprise mobility.

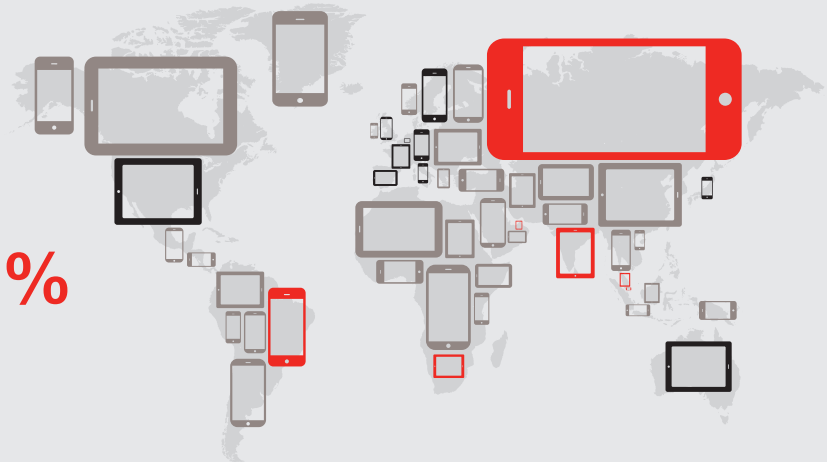
BYOD usage

44%

In mature markets, employees are more precious about the separation of their work and personal domains.

75%

Employees in high-growth, emerging economies are demonstrating a more flexible attitude to working hours, and are happy to use their own devices for work.

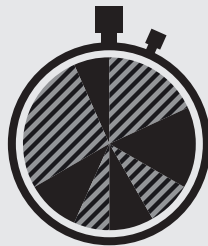


■ Mature markets

■ High-growth markets

Work/Personal time

In mature markets, just 54% of employees believe that constant connectivity enables them to do their job better.



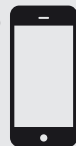
Employees in high-growth markets see BYOD as a way to get ahead in their careers, with 79% believing that constant connectivity to work applications enables them to do their job better.



Single device

38%

of employees in mature markets like to use a single device for both work and personal use.



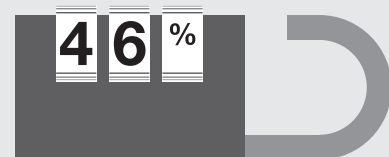
59%

of employees in high-growth markets like to use a single device for both work and personal use.

Unmanaged BYOD activity

Too much BYOD activity is going unmanaged. Of those employees who BYOD, 18% claim that their employer's IT department does not

know, while a further 28% of respondents' IT departments actively ignore it is happening, for a total unmanaged share of 46%.



Source - Ovum Multi-market BYOD Survey Results: Employee Behaviour and Attitudes Toward Mobile Device Usage at Work, (Oct 2012)



Mature markets

Australia Germany Sweden
Belgium Italy United Kingdom
France Japan United States



High-growth markets

Brazil United Arab Emirates South Africa
India Russia
Malaysia Singapore