



MOBILITY: BYOD VS. CYOD

BYOD/CYOD STATS

- 90% of U.S. companies will support corporate apps on BYOD devices by 2014
- 65% of North American and European users use CYOD tablets today
- Payment for CYOD tablets varies:
 - 58% purchased by user
 - 18% purchased by employer
 - 17% discounted through employer
 - 7% partially reimbursed by employer

Mobile technology – from laptops to smartphones and tablets to e-readers – has changed how we do business. The consumerization of mobile devices means every user has a unique mobile demand. Field teams need reliable access from anywhere at any time. Office workers want to stay connected and productive outside normal business hours.

Every user has a device preference and many prefer the device they have at home. This has given rise to two new trends:

- **Bring Your Own Device (BYOD)**

Any device, owned by the user, used anywhere.

Users purchase, own and maintain a device found on the open market. They even install apps themselves. Challenges include data security, experience consistency, support expenses, policy and integration.

- **Choose Your Own Device (CYOD)**

Preapproved device, owned by the company, used anywhere.

In most cases, the company purchases, owns and maintains the device. Employees choose from an approved list in a custom online portal. Challenges include security and scalability.

Regardless of the choice between BYOD and CYOD, the successful IT organization must solve the mobility challenge with an integrated solution. If not, the organization will absorb the ever-rising costs of a patchwork of mobile technologies and services.

INSIGHT'S CYOD SOLUTION

Insight.com enables companies to confidently extend CYOD purchasing to users while maintaining IT policy control and purchasing standards. Clients can lock down the options with preconfigured bundles or give users more flexibility within each bundle. Benefits include:

- Offer a variety of preconfigured bundles that give users a choice of devices that include required software, services and other accessories.
- For more flexibility, enable users to select one of several approved devices from a list of configuration solutions you have approved.
- Leverage the Insight.com CYOD portal to create a purchasing configurator that walks users through the choice of options all way to checkout.
- Enhance automation and control with the Insight.com CYOD portal that integrates with Company Standards lists and approval routing.
- Gain visibility into all purchases via web reporting, and run reports on specific CYOD web groups.

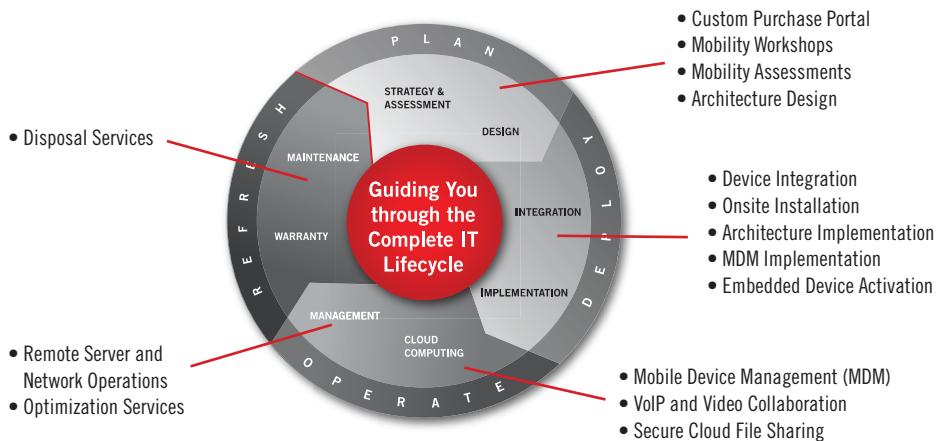


MOBILE TECHNOLOGIES

Insight employs a holistic approach to managing all the notebooks, tablets and mobile devices in client environments. Our approach extends beyond the device. We evaluate a company's environment and mobility goals, recommend the right device or mix of devices, and integrate and validate the solution. This ensures the best management and cost controls are in place.

Our approach to the mobility lifecycle for CYOD environments includes:

SUPPORTING THE MOBILE DEVICE LIFECYCLE



INSIGHT – A WORLD OF TECHNOLOGY RESOURCES

- Global provider of information technology (IT) hardware, software and service solutions to business and public sector organizations
- \$5.3 billion in revenue in 2011
- 5,300 teammates worldwide
- Operations in 23 countries, serving clients in 191 countries worldwide
- 2,300+ product and industry certifications
- Global software reseller with extensive License Management Services
- Software lifecycle support for 80 percent of global Fortune 500
- Number 460 on the 2012 Fortune 500

CLIENT MOBILITY GOALS

- Securely integrate devices with visibility and access control
- Gain productivity by moving user work tasks closer to point of service
- Control rising management and security costs by planning for complete solution
- Provide consistent user experience anytime and anywhere

INSIGHT MOBILITY SOLUTIONS

- Tablets, laptops and smartphones
- Mobile Device Management (MDM)
- Scalable and secure wireless networks
- Network access control with identity and device profiling visibility
- Data and application security

