Mobile technology – from laptops to smartphones and tablets to e-readers – is changing the way 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 of normal business hours.

Every user has a device preference – usually 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 and employed 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)**
  
  Pre-approved device, owned by the company, employed anywhere
  
  In most cases, the company purchases, owns and maintains the device. Employees choose from an approved list in a customized, online portal. Challenges include: security and scalability.

Regardless of whether you choose BYOD or CYOD, your organization must use some kind of integrated IT solution to solve its mobility challenges, or absorb the ever-escalating costs that come with a patchwork combination of mobile technologies and services.

**INSIGHT’S CYOD SOLUTION**

Insight.com enables companies to confidently extend CYOD purchasing to users, while still maintaining IT policy control and purchasing standards. Clients can lock down options with pre-configured bundles or give users additional flexibility within each bundle. Benefits include:

- The Insight.com CYOD portal, where clients can create a purchasing configurator that walks users through their menu choices, all the way to checkout.
- Increased workforce mobility that allows your employees to be more productive, without sacrificing security.
- Insight’s advanced integration labs ensure complete synchronization between your CYOD devices and your existing IT environment.
- Mobile device management that’s centralized, accessible and simple.
MOBILE TECHNOLOGIES
Insight employs a holistic approach to managing all notebooks, tablets and mobile devices in client environments. Our approach extends beyond the device to each company's IT environment. We evaluate your 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.

SUPPORTING THE MOBILE DEVICE LIFECYCLE
Insight’s CYOD approach to Mobility can solve your business challenges by:

- Providing a solution. Insight brings you mature processes, tools, and a validated architecture that works together to secure your mobile devices, data and the network while controlling costs.
- Simplifying. CYOD reduces the IT requirement to support many platforms, which reduces complexity and cost. This simplification improves your security posture by reducing potential implementation mistakes.
- Securing seamless access to information and applications anytime, anywhere with any device. Pre-validated devices will meet your policy goals and mesh with your designed architecture.
- Better preparing our clients, with recommended solution components, as they make policy decisions going forward.
- Providing a proper balance of security and manageability, to meet user and business requirements.
- Offering clarity. Our Portal enables client IT departments to provide a list of acceptable devices for users to purchase. This improves both business agility and spend reporting.
- Improving both the consistency of the user experience and collaboration opportunities.
- Empowering users to choose a technology option that maximizes productivity while reducing client risk.
- Safely supporting personal preference. In Forrester’s Forrsights Workforce Employee Survey, Q2, 2012, 93% of respondents that used a smartphone or tablet, selected their own device. Of that 93%; 80% use their mobile device to access corporate data and business applications.
- Fortifying your IT department with improved and more consistent support, a more predictable Total Cost of Ownership (TCO) and more reasonable ongoing expenses over BYOD.
- Increasing employee satisfaction.
- Raising productivity.
- Providing strong partnerships. We partner with hottest technology partners, like Cisco, HP, Dell, Samsung, Apple, Microsoft, Symantec and VMware.
- Implementing Advanced Enterprise Mobility Management platforms.
- Helping you create an inventory of all your CYOD or BYOD devices.

For more information on CYOD or BYOD programs, or your organization’s Mobility alternatives, contact your Insight representative, visit us online or call: 1.800.INSIGHT.