

# BYOD is here to stay.

Do you work smarter on your own tablet, smartphone or laptop?  
Go for it, says corporate IT.



BYOD (Bring Your Own Device) is safely past the flash-in-the-pan stage: a recent survey found that 44 percent of firms have already embraced a BYOD policy, while a staggering 94 percent said that they were hoping to implement one by 2013.

And workers are backing the trend with their wallets. Forrester recently completed a survey of 5,102 businesses and found that workers are plunking down \$1,253 annually on computers to do their jobs. And while every organization has those early adopters who bring the latest gadget to work, the BYOD phenomenon is hitting the mainstream—and drawing the watchful eyes of IT managers everywhere.

## It's About Tools (Not Texting)

At its outset, BYOD spawned fears of Angry Birds, Facebook and texting killing productivity, but as the trend matures, it turns out that workers are using their devices to augment their skills, not while away work hours. As Forrester analyst David Johnson points out, "When the tools a person depends on for their job belong to them . . . they will buy tools that align best with their own strengths and help them do the best work they can."

## Fine-Tuning Work-Life Balance

BYOD means ease of use for workers and more productivity for companies that implement a well-run BYOD plan. Armed with their own iPad, a worker might read personal email, check Twitter, update their Outlook calendar and sit in on a video call—all while waiting to pick up their child from school.

BYOD has big benefits for business too. Less time "offline" for workers means projects move forward more quickly and critical business decisions aren't restricted to the 9-to-5 world. And while organizations and employees have yet to work out all the BYOD kinks, those extra tablets, smartphones and personal computers you see your coworkers toting around look like they're here to stay.

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