

# 10 Ways to Make Consumerization Work for You

By Brian Madden  
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Welcome to my consumerization presentation! Since the slides that accompany the presentation are mostly images, there's no real value in distributing them. So instead I'm sharing an outline of what I like to talk about when it comes to consumerization, including all the main points from today. It's not really meant for you to follow along as I'm presenting (because I want you to watch me!), but it gives you something to read ahead of time instead of having conversations with strangers.

## *Questions to ask the person sitting next to you*

Although, if you do want to have a conversation with a stranger, here are some icebreaker questions you can ask:

- How do you view Mac in the enterprise? Opportunity or risk? What about iPads?
- Are you still using BES, and how many Blackberry users does your company have? Or are you using any of the newer crop of MDM solutions?
- Do you have a BYOC program in place? How does it work? Who buys the devices? Do you support all hardware or just certain vendors or models?
- Are you mad at Apple for inventing the iPad and creating the nightmare that we now have to support?
- Do you let users use "consumer" apps at work, like Dropbox, Gmail, AIM, etc.?
- Do you federate any internal accounts with external providers? (For example, maybe you provide Gmail access to your users, but they login with their domain accounts from your company.)
- What devices do you support? Who owns them? Do most of your users carry two mobile phones or one?
- Do you allow employees to access company resources from non-company-owned devices?
- Are you going into the office after today's seminar, or did you tell the boss this was an all day thing?

### ***What apps do you use?***

One of the things people talk about when it comes to the consumerization of IT is apps. A lot of IT pros think that non-corporate-controlled Web apps are just “play” apps. But think about it: How many non-work Web apps do you use for work? Here’s my personal list:

- Concur (travel & expense)
- ADP (pay stubs)
- Google (Analytics & Docs)
- AIM (chat)
- Dropbox
- ThinkStock (stock photography)
- Flickr (BriForum photos)
- Facebook (BrianMadden.com fan page)
- BrianMadden.com
- TechTarget.com
- Brightcove (video hosting)
- SurveyGizmo (user surveys)
- Skype (Brian & Gabe LIVE guests, team meetings)
- HootSuite (social media client)
- Join.me (screen sharing for meetings)
- 1Password (password management)

### ***What is The Consumerization of IT?***

The "consumerization of IT" is the term which describes the broad trend of IT technologies shifting away from things that IT controls to things that individual end users (the "consumers") can just go buy on their own. This includes things like BYOC, where employees own and bring their own laptops to work. It includes BYOD, where employees bring their own devices (tablets, phones, etc.). But it also applies to the broad cloud-based technologies that are out there. If employees don't like the company's file share system, they can get their own Dropbox account. If employees don't like the restrictive network, they can buy their own 3G cards. These workarounds fall in a category we call "FUIT."

The consumerization of IT is changing the landscape of IT and will just get bigger each year. Because of this, we realized that just having a category on BrianMadden.com and a ten-minute

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conversation in the lobby of this show wouldn't really be enough to cover the issue. So that's why I'm here today!

If there's anything you think I missed today, feel free to email me or find me on Twitter. Enjoy the show!

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Hopefully by now it's onto the presentation. Here's the gist of what I'm saying today:

## **Users Can Do Whatever They Want, Regardless of Whether We Know It Or Not!**

The first part of today's event will be setting the stage for the consumerization of IT. If you're thinking to yourself, "This doesn't happen at my company," you're in for a rude awakening. If your users can't do what they want working with IT, they are more and more capable (and willing) to go around IT altogether.

The consumerization of IT:

- is more than BYOD/BYOC/BYOPC
- is more than managing mobile devices
- is more than Web apps and SaaS

We know how to fix those problems already.

The consumerization of IT is about the fact that users can rebuild their own machines to get around domain policies and antivirus requirements. They can use Gmail instead of restricted Exchange. They can use 4G MiFis to get around corporate firewalls. They can use Dropbox's proxy feature to use Dropbox in environments where Dropbox is blocked.

This is why we call it FUIT instead of the consumerization of IT.

But some people don't agree. "This is just the pissant kids!" they think.

*...No it's not!*

First, the "kids" who want to do this were born after 1980.

- Someone born in 1980 is now 33 years old.
  - 30-year-old employees are "real" people now.
  - They have multiple degrees.

- And MBAs.
- And teams of direct reports.
- And every year there are more of them.
- Second, older people now have computers and they know how to use them.
  - “Our computers can’t do that” doesn’t fly anymore.
  - Older workers also won’t settle for a locked-down environment

So what can we do? It’s easy to fail:

- If you think that BYOC = “solving the consumerization problem,” you will fail.
- If you think, “These are just the kids. Who cares what they want?” you will fail.
- If you think you can use security policies to prevent this all, you will fail.

Again, sooooo.... What can you do?

## **How Do We "Solve" the Consumerization of IT?**

Does all this new technology mean that IT is in trouble? Not necessarily. But it does mean that we have to change the way we approach certain things. We have to change the way we think about security and identity. We have to change the way we address user devices and user control. And there are a lot of technologies and techniques we need to assemble to comprehensively address these changes.

In this session, we’ll talk about how real companies are successfully using BYOC and BYOD programs. We’ll look at how companies are using security controls, data loss prevention, desktop virtualization and auditing to protect corporate data. And we’ll talk about how companies are "giving up" on certain control and security issues while digging their heels in around other areas. Of course, we’ll also look at how the cloud and Software as a Service (SaaS) apps are both helping and hurting us.

So how do you deal with this?

### ***1. Don’t give up on data protection***

Many traditional ways of protecting data don’t work anymore. But that doesn’t mean that you should totally give up on data protection. You just need to get smarter about it. For example, DLP doesn’t work because users can just use Gmail from their iPhones. So forget that. And you can forget about securing any data that users create, since they can do whatever they want with it.

BUT, when it comes to corporate data... maybe there’s something there. Maybe there’s a way to protect corporate created data. For example, if your accounting system pumps out XLS reports of your financials, don’t put that on a file share. Instead, deliver it to users via a published copy of

Excel (on Terminal Server or VDI). Disable client drive mapping and clipboard sync. Now users can access and manipulate the data, but they can't take it with them.

## ***2. Implement modern file sync***

After mobile email, mobile access to files enables huge amounts of productivity, even if you don't have any other corporate apps deployed. This doesn't mean that you have to move all your files to the cloud. You can do whatever you want on the back end while still enabling mobile access.

## ***3. Treat all networks as insecure networks***

Enough of this differentiation between "secure" networks and "insecure" networks. Treat all networks the same (i.e. "insecure"), even if they're in your building. Trying to keep track of and certify every single device on your network is impossible.

## ***4. Desktop virtualization***

While desktop virtualization is difficult and not a substitute for figuring out how to deal with mobile devices, it does have a place in dealing with legacy applications and non-Windows devices. This could include technologies that "re-factor" Windows apps, like FrameHawk or Citrix XenApp Mobility Pack. Also, remember that most of our new apps these days probably aren't Windows apps, so while this problem isn't going away anytime soon, it should at least be getting easier to solve.

## ***5. BYOC/BYOD***

There are lots of ways to do this: true BYO, "pick your own," or something called COPE (corporate owned personally enabled). You might say, "but we can't support all that," but then if that's the case, what do you think you've been doing with home access PCs all this time? The reality is that you have to deal with multiple user devices no matter what, and there will be legal and liability issues you have to address.

## ***6. Enterprise mobility management***

This is a rapidly growing space. What is EMM? These are the technologies that came along as iPhones and Android replaced BlackBerrys and tablets rose to prominence. When these new device first arrived, they were indeed unmanageable, but then just as we got mobile device management for Android and iOS, we realized that the old way of managing BlackBerrys is no longer appropriate for many situations. So now what do we do? We'll look at the EMM field—which includes mobile device management, mobile app management, mobile information management, mobile virtualization, containers, file syncing and app wrapping—and see what the most important issues are.

## ***7. Fix email***

With the huge attachment and mailbox sizes of Gmail and other consumer email, how can we expect users to put up with corporate email accounts that are years behind the times? Email needs to be fixed.

## **8. Think about identity**

How is the corporate identity used? Consider single sign-on gateways for your SaaS and to manage other applications. This means products like VMware Horizon Application Manager or Citrix CloudGateway.

## **9. Think about your HR policies**

A lot of people say things like “Well, our employees know better. And if they cause us to lose data, they’ll be fired.” But this doesn’t really work. I mean, when’s the last time you read an employee handbook? On your first day of work, when you had a million other things to think about? And even if you fire the employee, you can’t “un-lose” the data that you already lost. Maybe it’s time to simplify the employee policies around IT assets. (Take a cue from the credit card industry with their new simple terms sheets.)

## **10. The difference between security and compliance**

It’s well known already, but remember that security and compliance have very little to do with each other. Just because you’re in compliance doesn’t mean that your environment is secure. There are as many interpretations of compliance regulations as there are compliance-bound organizations.

## **Summary: What is the consumerization of IT?**

Because the consumerization of IT is so broad, it’s impossible to sum it up in a single bullet point or single tweet. So instead we’ll leave you with a series of different points to think about, all of which could individually summarize “the consumerization of IT.”

- Understanding that not all authentication will happen in the corporate space. Users will bring their own identity.
- Focusing on the app space, not the device.
- Focusing on delivery and accessibility versus the platform or how apps are developed.
- Protecting the content, not the device.
- Consumerization does not mean less security or “giving up.”
- Look for low-hanging fruit for consumer-like IT capabilities (corporate Box, etc.).
- Think about how to “consumerize” every new IT offering.
- Do you have to build each new thing? If a consumer alternative exists, why not just use it?
- Bring your own bandwidth. All networks are the same.
- Be cognizant of the difference between the app, data and network.
- Knowing that as IT, you’re no longer the gatekeeper of technology.
- Balance between “forced,” “enabled” and “prevented.”