

Next Generation BYOD: 5 Key Considerations

Giving users great Lenovo PC+ devices and combining them with Lenovo Services improves BYOD and enables CYOD.

The consideration of Bring Your Own Device (BYOD), in its broadest definition, provides end-users the ability to purchase their own devices for work use. However, this trend has led to huge downsides for the organizations that implemented BYOD practices. With end-users obtaining the devices and services from retail outlets without any oversight by their IT departments, organizations have experienced a host of difficulties with security, compliance, and support.

There's a better approach that allows end-users to retain the features and functionality they prize while providing the organization the control it needs. This approach is called "Choose Your Own Device" (CYOD). End-users still are able to select among leading-edge offerings — lightweight devices with high-definition screens and smaller form factors. However, the items are offered through the organization itself instead of from outside parties.

Lenovo offers a wide range of enterprise-class devices that meet virtually every user's needs for tablets or notebooks. They feature the latest touch and voice interfaces that end-users demand. In addition, end-users avoid the frustration they sometimes experience in a BYOD scenario because Lenovo provides them much more responsive and effective services.

The benefits for organizations are significant. Shifting from BYOD to CYOD solves many common problems, including:

- Out-of-control expenses
- Poor data and device security
- Costly support processes
- Difficult device migrations
- Challenging management, support, and coordination for remote locations

5 Lenovo services to implement CYOD

Lenovo Services and state-of-the-art devices help organizations solve existing problems or optimize current demands. Here are 5 key benefits corporations experience by switching to a Lenovo CYOD approach:

- 1. Assure enterprise-class security for personal and corporate data** — Mobile device security requires protecting both the corporate data and the end-user's personal data residing on the device. Typically this requires installing a comprehensive

One of the most difficult scenarios for enterprise IT is working with remote locations or users who are not in a larger office where IT can make a desk-side visit.

and compliant security solution, a requirement not always met when relying on end-users to perform the task by downloading applications. With a Lenovo CYOD program, security protection for all the data on a notebook or tablet is pre-installed at the Lenovo factory, including the latest solutions from the Intel Security Group. The result: IT departments can ship devices directly to end-users without worrying about security installations.

2. **Easily deploy enterprise-ready CYOD to a remote office or location** — Users in remote locations are difficult for IT departments to service. A typical deployment in a home office is manually driven and requires a substantial amount of intervention by a technician — conditions that cannot be met when the end-user is hundreds or thousands of miles away. With Advance Deployment Services (ADS) from Lenovo, remote users can implement a self-service migration to such advanced Lenovo products as the ThinkPad® X1 Carbon, ThinkPad Helix, or ThinkPad 10, all of which are powered by the latest Intel® processors. The new hardware is loaded with an image at the factory that contains all the necessary components and applications. Among them can be First Boot Service, which ensures that the system is fully operational when delivered — eliminating the need for any IT desk-side presence. The flexibility of the deployment system means end-users have the ability to choose when and how a migration takes place, providing them convenience and saving them time.
3. **Migrate from an old PC to a new Lenovo notebook or tablet in minutes** — With Lenovo's ADS, end-users can migrate in minutes from old, tired, and out-of-date PCs to brand-new Lenovo state-of-the-art notebooks or tablets such as the ThinkPad 10 or ThinkPad Helix with the latest Intel technology. Using ADS, an IT department can direct Lenovo to preload the system with the specific applications used by the organizational unit and automate asset registration and localization. This complete solution makes it easy, for example, to replace a 5-year-old Windows® XP device with a modern Lenovo device, including voice recognition and touch capability. End-users can retain all of their existing applications and files while quickly migrating to more advanced hardware, using a one-touch interface to ADS. It adds up to a “win-win” for IT and end-users.
4. **Provide end-users better technical support** — End-users are demanding more functionality and capability from their devices, but most consumer cellphone carriers, retailers, and mail order providers lack the technical support capabilities essential to use with an enterprise system. Because these vendors are focused on consumers, they have no understanding of corporate

Using Lenovo services, **IT can improve the delivery, migration, and ongoing use** of these mobile devices.

applications and have only rudimentary knowledge of security. This is where Lenovo tablets and notebooks stand well apart from the offerings from consumer-centric outlets. The Lenovo products are backed by Lenovo's Priority Technical Support (PTS) and Premium Support Services. PTS calls are typically answered in less than one minute, then immediately routed to advanced technicians. These services are provided 24x7, with local language support — a “must have” for organizations.

5. **Support many devices with a simplified software image** — IT organizations face a conundrum: Do they limit the number of supported devices to ensure optimal service, or support many devices to give end-users more choices but less-effective service? With Lenovo's Smart Image Service, IT can ensure compatibility with multiple Lenovo-based hardware platforms, enabling hardware independence, yet eliminate the need to manage multiple images. Using a modular build process, Lenovo removes unnecessary drivers or, if needed, injects additional drivers. Smart Image Service also can ensure that key management tools, such as Intel vPro™, are pre-installed as well. This allows customers to expand their portfolio of supported systems without increasing the burden of managing additional images.

Summary

Lenovo's state-of-the-art devices, combined with its enterprise-grade services, allow IT departments to provide CYOD solutions that far exceed consumer-based BYOD approaches. End-users get to enjoy devices, such as the ThinkPad X1 Carbon and ThinkPad 10 tablet, that incorporate leading edge Intel technology. These compelling tablets and notebooks look and act like the latest consumer devices, including such features as voice input/recognition and touchscreen control. At the same time, IT can improve the delivery, migration, and ongoing use of these mobile devices with Lenovo Services. By relying on Lenovo Services instead of allowing individual end-users to obtain devices on their own, organizations can reduce time, expenses, frustrations, and security concerns. No wonder the next generation BYOD is CYOD.

Learn more about the CYOD approach and how it can conquer BYOD security risks in every IT organization.

