



How Windows 8 Will Drive Bring Your Own Device To Work And Why Business Owners Should Be Scared.

Great Reasons To Consider Windows 8



There are some great reasons to embrace Windows 8 in business, it's a better operating system, will boot up quicker, it will run on existing hardware, it will feature an "app store" which should help smaller businesses to roll out software more quickly and in theory it will be more secure.

The company is promising that Windows 8 will give workers a consumer device like experience on a platform that has all the security and manageability features of past versions of Windows and more.

Windows 8 will deliver no-compromise experiences on a range of devices, from tablets and PCs to desktops. It will give people the functionality they love and the enterprise-grade capabilities that IT departments demand.

But Windows 8 is aimed more at the consumer user and will present a much more friendly and flexible user experience. Engineered for social communications, consumer users and recreational users some may point out that once again Windows follows along behind the real innovators in this area, but Windows 8 is coming to a desktop near you soon; what will it look like; business or personal?

The tactile, friendly and exciting "consumerized" Metro interface will appeal to most people and while it will run on existing hardware it will drive new hardware sales in touchscreen and tablets. But will business want the headaches and support burden that Metro brings – not if they can be avoided. As a business to business services organisation we don't want to see Metro at work, it's going to be a nuisance and an additional support cost.

Our preference for a work environment is to start all Windows 8 PC's straight into the traditional desktop with much of the exciting consumer functionality hidden, almost certainly office PC's won't have a touch screen interface anyway. We also don't really see many drivers to deploy new Windows 8 PC's into the average business, though there are improvements we can't see a significant return on investment in upgrading to Windows 8 immediately.



The likelihood is that Windows 8 at home will be very different to Windows 8 at work. It's inevitable that users will want to use the touchscreen ability on the tablet but WOA (Windows on ARM) tablets aren't able to join the domain making it more difficult for many IT departments to administer and manage. While the Metro start menu can be avoided at boot up on most devices it is unavoidable (we believe) if users demand an ARM tablet.



Why It Will Drive Growth Of Bring Your Own Computer BYOC?

So why do we love the idea of Windows 8, well actually for the same reason we love the iPad; it encourages people to Bring Your Own Computer to work (BYOC).

Where we think Windows 8 will have a dramatic appeal is to make the concept of Bring Your Own Computer/Device/PC to work much more popular. This industry initiative allows users to bring their own computing device to work and access the corporate applications from a computer that they are comfortable with. Windows 8 users will want to retain the functionality that this operating system brings to their life, business doesn't really want this on the corporate desktop, and bringing your own device to work may be the sensible answer.

The widespread adoption of computing technologies such as smartphones, laptops, tablets and of course the iPad has naturally led to a rise in employees wanting to use these devices at work.

Employee Device Use

Many employees regularly use more than two devices every day, many are more mobile working out of the office at least one day per week, a recent survey suggests 79 per cent.

Often users are working on much slower and less powerful machines at work than the laptop they have at home. Personal preference may say Mac, Tablet, Laptop, iPad while the employer may still be offering a Windows 98 desktop; it's still out there.

Bright Thinking

BrightCloud has always encouraged businesses to think differently, one of the first managed service businesses and also a very early innovator in cloud services we are often at the front of trends before they are trends. BYOC is another great example, and it can save businesses a significant amount of money, improve staff satisfaction and attract a better level of employee.



BYOC - Consumers or Users

The consumerisation of IT is here. Consumerisation is the growing trend where business users are making the ultimate choice in what devices, applications, and services they use to get their work done.



Computing power is now available across a wide range of devices. Consumer devices such as smartphones and tablets are now becoming powerful enough to be able to run the types of applications that were traditionally restricted to desktop and portable computers.

Additionally, many workers are spending time working away from the office, perhaps working at home for part of the week, increasingly blurring work-life boundaries. Many workers are now wanting to use their own devices and have the flexibility to work *out of hours*, so there is great potential to improve user productivity, such as when commuting.

For many workers, such consumer devices appear to represent the future of computing and empower them to do their job more efficiently. There are so many choices available to consumers that members of the workforce prefer to use their own device at work and pressure IT to support their growing need to stay productive and competitive.

Organisations need to embrace the consumerisation of IT if we are to remain ahead and BrightCloud has promoted a BYOC culture with many of its customers.

To embrace the BYOC model organisations need to ensure that the critical applications are delivered securely to the users' desktops and that the corporate data is protected regardless of the device used to access them.

This then leads us inevitably to the cloud; imagine a world where your secure corporate applications and data are protected in a fortified datacentre, delivered by the cloud services provider of choice and accessed by your users via their own computers. Imagine the cost saving, improved user satisfaction, improved efficiency and reliability.



Citrix have been one of the main drivers for BYOC, their technology is leading this market and so of course the company has adopted a BYOC policy – with unbelievable success! Every employee is offered a BYOC allowance which lasts for three years and is to include the support of the computer. There is a list of acceptable computers to choose from; in our experience they all seem to have Macs.



Each device needs a corporate standard anti-virus solution but apart from that it's all down to the employee. All applications are hosted centrally and delivered by a remote desktop and so the application and data is never (rarely in some cases) present on the users own device; never sensitive information.

Business Benefits

As a Financial Director in a medium sized enterprise looking at the IT strategy (or lack of it) and the continuously escalating costs of delivering applications to the business - the idea of not owning any IT hardware at all must seem appealing; but is it feasible?

At BrightCloud we think that it's the way of the future.

So how should corporations plan to move?

Metro start screen will be a hit for the general user community but as a business to business services organisation we don't want to see it at work, it's going to be a nuisance and additional support cost.

Imagine your office with only a network, hot spots for visitors, authorised users with their own authorised and protected computer working at their desk but with the applications held out in the cloud.

When the employee is at home or out of the office the applications are all available over the internet, securely and safely. In this cost saving utopia your IT team only has to look after the applications and the data while working on increasing the value of IT to your business.

This is real and achievable today though we accept that it is mainly progressive and innovative business leaders that will choose this approach. It is actually very easy to trial this environment and BrightCloud would like to help you find out more!

Are there any risks to consider?

Well with all IT systems there are risks and your organisation will need to protect itself and its users, but actually these risks and the associated protection is something that organisations should be doing anyway and should be considered standard these days. The only thing that needs special consideration is how to structure the BYOC agreement and what to include in the acceptable usage policy.



Protection and Control

Of course there are items which need consideration with a completely cloud based infrastructure and a BYOC policy. For example we want to know that the data and applications are protected, that we can "get them back" at any



time we need them, that backups are successful. It's all very well hopping into the cloud but how easy is it to get out?

We also need to protect the business from any viruses, malware or internal hacking attacks that could result from a BYOC policy. Perhaps most importantly we need to eliminate the risk of any commercially sensitive data being loaded on to a private PC.

Duty of Care

Organisations will need protection and will be delighted that with Bright-Cloud this is built in already, even to the extent of protecting the desktop device.

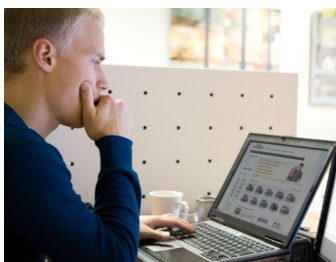
There will of course be some mandated software such as antivirus and end point security but of course this will be of benefit to the user at work and at home so should be seen as a benefit to both.

Acceptable Use

If users bring their own laptop to work can the organisation ensure that it is only used for work purposes? For example if an employee browses their private video collection during lunch hour should the organisation have the power to prohibit this activity? And how do you know that your employees are working, watching TV or shopping?

All users that choose a BYOC scheme will need to sign up to an undertaking to maintain their device and to agree to an acceptable use policy while at work.

And most importantly users will need to take responsibility for the support and maintenance of that device, if it breaks it is their problem, if an installation of a game leads to an issue they are expected to resolve it.



For user that are not IT savvy this means that their BYOC allowance will need to include a support agreement; these are readily available from all good suppliers.

Many organisations will want to ensure that their corporate network traffic is work related, this will reduce the availability of recreational and inappropriate internet traffic; of course this should be done whether it's a



BYOC environment or not.

BrightCloud advocates the use of Network Optimisation and Control technology which not only controls non business network traffic but also improves the speed of cloud based applications.

The Cloud

Forward thinking organisations can look at their IT needs for the next 10 years without worrying about hardware, save for some essential connectivity.

BrightCloud can host all Linux and Microsoft based applications in a scalable and secure private cloud infrastructure provided as a service; other applications can be hosted in our co-location racks. This allows businesses to remove the burden of always planning the next IT upgrade and concentrate on how IT can help the business become more competitive.

The user community can be encouraged to bring their own computer to work. With the organisation providing a safe and secure environment that protects their data while allowing access, users are free to bring any device (provided it meets the minimum specification) to work.

Greening IT

A combination of a Virtual Private Cloud and BYOC instantly improves organisations green credentials, dramatically cutting its own power usage, consumption of IT hardware and reducing the number of IT devices in the world because users are using their own computer at work.



And while the cost saving isn't as dramatic as you may be inclined to think over the years a reduction in capital spend combined with a reduction in IT issues certainly will save money.

Saving Money

Is this an opportunity to save money?

Well it doesn't suddenly mean that everything is free but yes there is a significant opportunity to save money.

You will need a budget to provide a BYOC allowance but within that your users will also arrange for the support and insurance of their device. Your IT team needs to support your line of business applications but many applications can be held in the cloud and managed.

The Cloud also allows computing resources to scale with growth, more or less staff means the cost grows or shrinks; combine that with BYOC and you have a very scalable IT environment.

Plan this and manage it well and it will save you money and make you more competitive.

BrightCloud

Can help you develop a BYOC programme that completely suits your business needs

Our expertise has been hosting and supporting mission critical services since 2000. Providing flexible managed solutions including hosted applications, on demand computing, virtualisation, online backup, business continuity and network optimisation; managed by you or by our expert managed services.

Release your business from the burden of IT uncertainty, reduce costs and improve reliability. This is a compelling and affordable solution for many business needs and today's shrinking IT budgets.

To learn more about BrightCloud's Cloud Vision and how to evolve your infrastructure to be more secure, efficient and economical visit www.bright-cloud.net



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