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Online, Mobile, Network & Physical - Securing the Spectrum

Planning and Implementing an Effective BYOD Program

Workplace technology used to be simple. Employees accepted the devices their organizations issued them, and were expected to keep business and personal computing separate. However, today's profusion of increasingly powerful desktop, laptop, and mobile platforms has spawned a tidal change.

The movement involving employees choosing personal devices for work purposes began with Bring-Your-Own-Computer (BYOC) initiatives. More specifically, a trend began amongst executives and creative professionals, who mostly wanted to use Mac laptops — instead of standard-issue corporate Windows-based laptops for work. Traveling professionals jumped on board, as well: they wanted to stop lugging two laptops with them on the road (one for work and one for personal use).

These days, however, the discussion has expanded to include an array of new mobile devices, especially smart phones and tablets, turning BYOC into BYOD (Bring Your Own Device).

Bring Your Own Device (BYOD) has surpassed the popularity of BYOC and has moved from the exception to the norm. Forty percent of employees in a recent study said they wanted a "device anywhere" lifestyle, where they were able to use the devices they wanted in the ways they wanted, anywhere and anytime they wanted. Our research shows that another 38% of them want to mix business and personal use. These figures represent the current trend of increasing workforce flexibility.

In addition to employees wanting to use their own devices, most have to work from home and from the road. Smart phones and tablets have created the expectation that we are always connected, always reachable. In turn, employees expect the freedom to do personal things (like texting their kids or doing online banking) during the day, and to work in ways that best suit them.

The good news is that BYOD can confer significant benefits — cost savings on hardware and support, improved employee satisfaction and retention, and more. The bad news is that BYOD creates security risks and new challenges for IT departments as they struggle to integrate and support the array of personal devices entering the workplace.

Our solutions greatly assist credit unions that would like to get onboard the BYOD bandwagon, as well as those who have reservations. With the use of our patented, client-side virtualization technology, we have created a truly seamless experience in which credit union employees can access their data and applications, collaborate and share files — all securely; both online and offline — from any desktop or laptop computer, tablet or smart phone. Overworked credit union IT admins now have a solution that delivers a consistent and standard 'uniform desktop' to all end-user personal computing devices, while centrally — and most importantly securely — creating and deploying it.

Purnima Padmanabhan
COO

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Purnima Padmanabhan brings extensive experience in building teams that can define and deliver products based on a keen understanding of market dynamics and customer needs. As COO of MokaFive, Purnima is responsible for marketing, product definition and management, and user experience. Prior to her role at MokaFive, Purnima served as the Director of Product Management for BMC's Service Automation business, where she drove business strategy, M&A, and product definition. She also held various marketing roles at Marimba, a software distribution vendor, and Loudcloud, a managed services provider. Purnima has a Master's in Business Administration from Graduate School of Business, Stanford University, as well as a Master's in Computer Engineering from University of Southern California.

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