

Konzumerizácia IT, alebo invázia jablík a droidov do firemnej infraštruktúry

O príčinách, súvislostiach a dopadoch prieniku vlastných osobných počítačov a zariadení do firemného IT prostredia

Radovan Čechvala

Top 3 zariadenia Vašich zamestnancov?

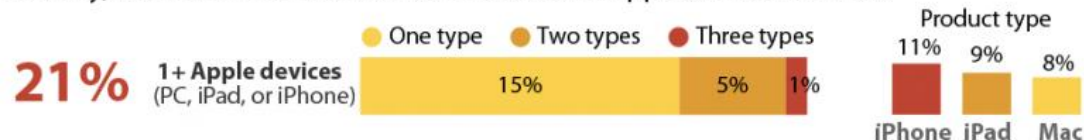


Avanade® Research & Insights Global Survey: Consumerization of IT, 2011

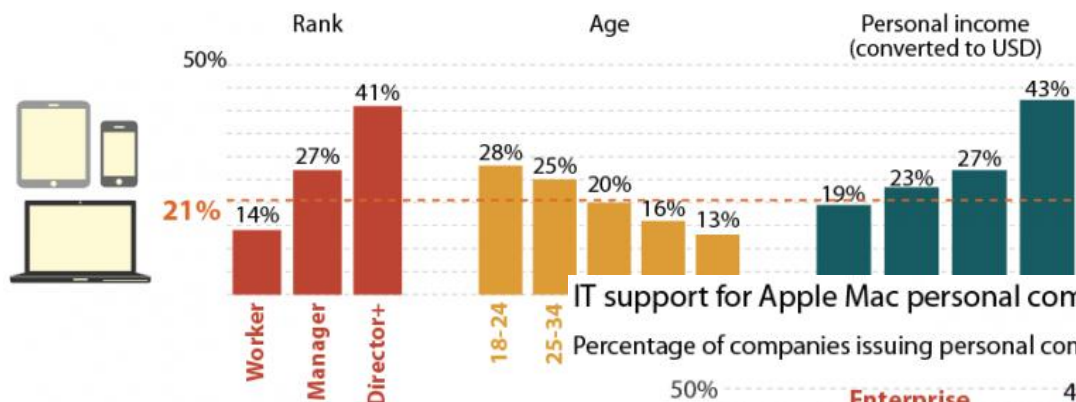
Dôvody penetrácie

■ Typickí používatelia

Globally, one in five info workers use one or more Apple devices for work.

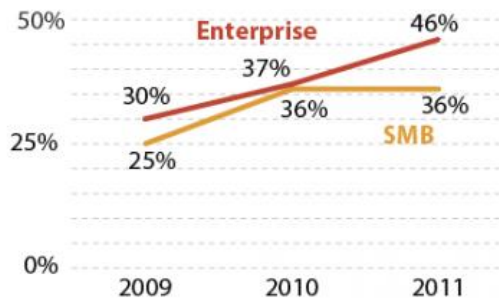


More senior, higher paid, and younger workers are more likely to use Apple devices for work.



IT support for Apple Mac personal computers is significant and rising.

Percentage of companies issuing personal computers running Mac OS X.



! In 2011, IT decision-makers forecast a **52%** increase in the number of Macs they will issue in 2012.

! In companies that issue Macs, **7%** of all personal computers issued are Macs.

Forrester, 2012

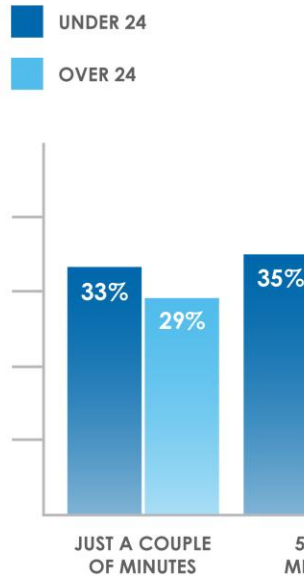
Dôvody penetrácie

- Internet a cloud technológie
 - Dostupnosť
 - Globálny dosah
 - Rýchlosť adopcie
- Home- a teleworking
- Osobný branding
- Šetrenie IT nákladov
- Úroveň podpory zo strany podnikového IT
- “Generation Y”

Dôvody penetrácie

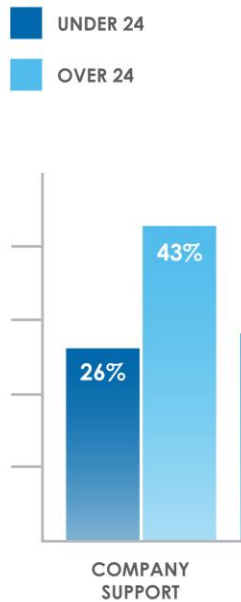
■ “Generation Y” & podnikové IT

MILLENNIALS EXPECTATIONS FOR TECH SUPPORT RESPONSE TIME

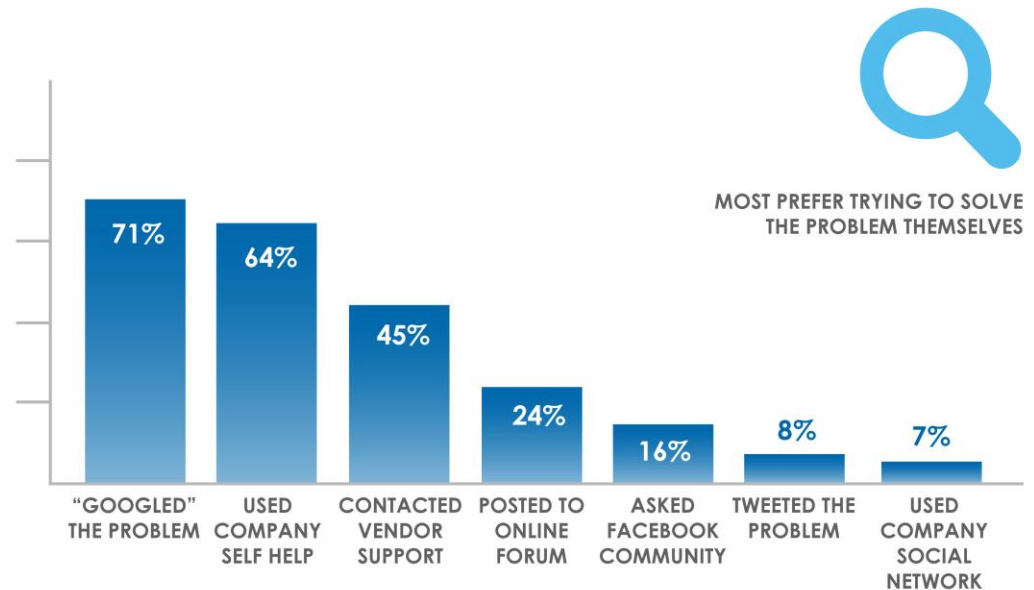


SOURCE: GigaOM Supporting Millennials in the Digital Workplace

WHERE MILLENNIALS



MILLENNIALS PREFERRED SOURCES FOR SUPPORT



SOURCE: GigaOM Supporting Millennials in the Digital Workplace survey, sponsored by Bomgar and conducted by Isurus Market Research and Consulting, July 2011

BOMGAR

Bomgart, 2011

SOURCE: GigaOM Supporting Millennials in the Digital Workplace survey, sponsored by Bomgar and conducted by Isurus Market Research and Consulting, July 2011

BOMGAR

Možné IT stratégie

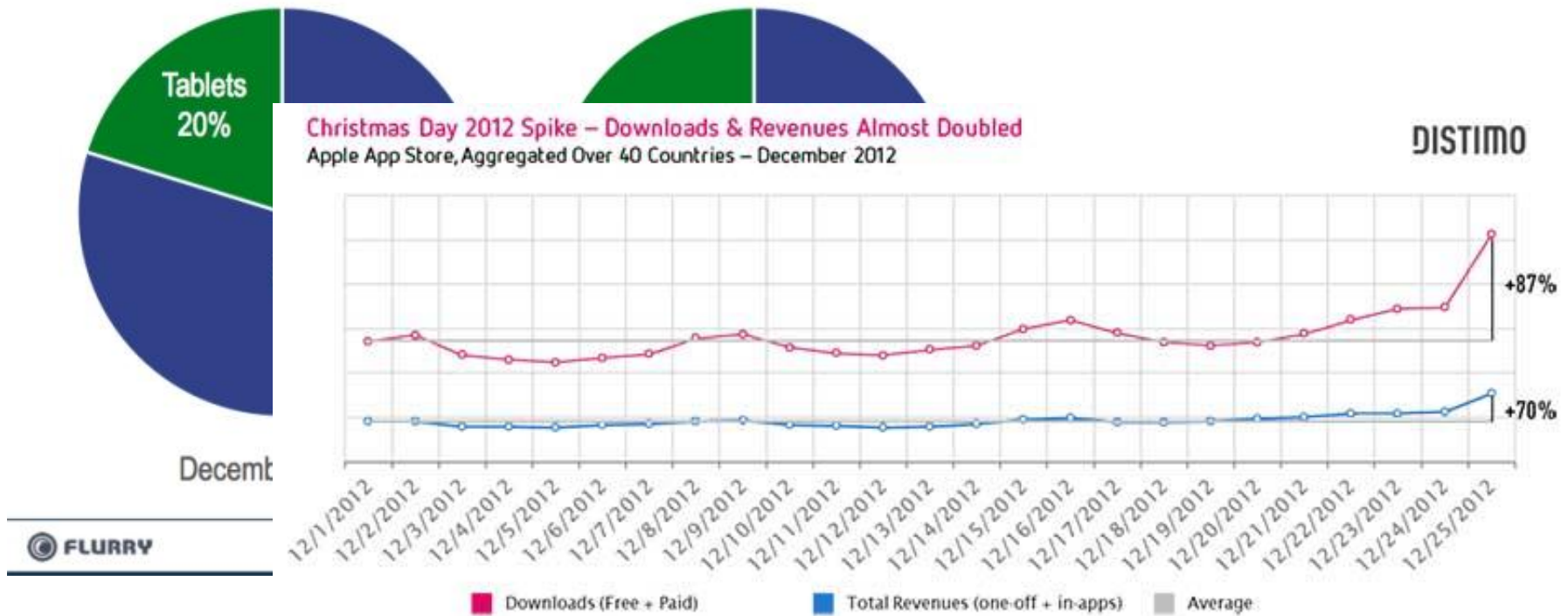
- **Anarchia (36%)**
 - Stratégia neexistuje alebo sa nevynucuje
 - Sloboda voľby motivuje podnikavosť a inovácie
 - Úspory nákladov vs. bezpečnostné aspekty
- **Autorita (37%)**
 - Prísna kontrola nasadenia a štandardizácia (=šetrenie nákladov na správu)
 - Odpor zo strany zamestnancov a demotivácia?
- **Adopcia (27%)**
 - Postupné rozširovanie štandardov, možnosť voľby z možností, segmentácia podľa pozícií
 - “Corporate appstores”

Managing the Infiltration of Consumer IT Into the Workforce, Accenture, 2011

..a bude to len horšie...

- 17M iOS a Android zariadení aktivovaných 25.12.12

iOS & Android Devices Activated, Smartphones vs. Tablets



Flurry Analytics, Distimo, 2012

Ďakujem za pozornosť

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