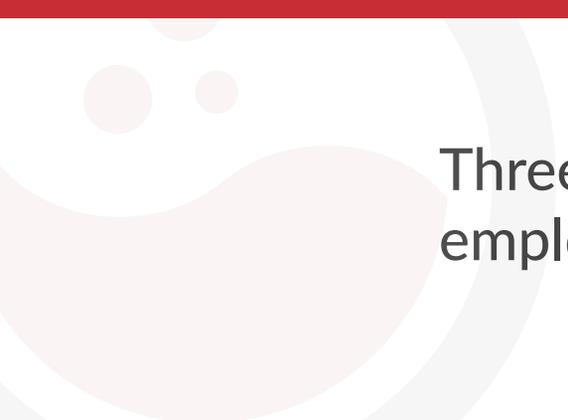


A photograph showing a person from behind, sitting at a wooden desk. They are using a silver laptop. On the desk, there is a black mug, a small yellow packet, and a smartphone. The laptop screen displays a website with various articles and images.

# Bring Your Own Device: What You Need to Know

“Bring your own device refers to the policy of permitting employees to bring personally owned devices (laptops, tablets, and smart phones) to their workplace, and to use those devices to access privileged company information and applications.” –Wikipedia

A decorative graphic in the bottom left corner consisting of several overlapping circles in shades of light blue and white.

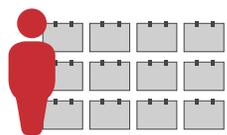
Three-quarters of companies now allow employees to use personal devices for work.

# BYOD Pros and Cons of Existing Programs

There are both pros and cons to bring your own device (BYOD) programs:

## Pros of BYOD programs

### Save on device and software costs



A comprehensive, reactive BYOD program nets businesses **\$1,300 per user per year**<sup>1</sup>

Basic BYOD delivers an average **annual value of \$350** for companies<sup>1</sup>

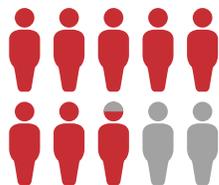
### More productive employees



Workers save **81 minutes** a week by using their own devices<sup>1</sup>

**49%** of users say it makes them more productive<sup>1</sup>

### Improved morale



**78%** of workers feel BYOD supports better work-life balance<sup>1</sup>

**56%** of IT workers believe BYOD has completely changed their company's culture<sup>1</sup>

## Cons of BYOD programs

### Security challenges



**Data security** is the most common problem with BYOD in the workplace<sup>1</sup>

**Two-thirds** of employees have not activated key security features on their devices<sup>1</sup>

### Training and resources



**80%** of all BYOD is unmanaged due to lack of resources, putting security at risk<sup>1</sup>

**77%** of employees have received no education as to the risks of using their own devices at work<sup>1</sup>

### Network overload



As the number of devices per user rises – **5 per user** by 2017 – current network capacity cannot keep up<sup>1</sup>

The majority of businesses need at least **20% more Wi-Fi** capacity in their offices to support mobile devices<sup>1</sup>

<sup>1</sup> "23 BYOD Statistics You Should Be Familiar With" [www.ingrammicroadvisor.com](http://www.ingrammicroadvisor.com)

# BYOD Mobile Expense Reimbursement

When BYOD programs are implemented and employees use their own smartphones for work, who pays for the minutes and data? Reimbursement laws for expenses vary from company to company, but most U.S. employees end up footing the bill themselves.



**54%**

pay for their own plan<sup>2</sup>



**13%**

receive partial reimbursement<sup>2</sup>



**7%**

are fully reimbursed<sup>2</sup>

However, a California court ruling could change these statistics.

Employers must now reimburse workers for a “reasonable percentage” of their cell phone bill if they are required to use their device at work.

How does this impact you? Here are three things organizations should know:

## 1. Calculating reimbursements is complicated.

Mobile invoices don't differentiate between work and personal time. While some companies require employees to track their costs and submit expense reports, others are looking into solutions that enable them to easily split the bill.

## 2. The law is vague.

State laws demand reasonable reimbursement but don't define what's considered “reasonable.” That

leaves it open to the employee's interpretation of what's equitable. Companies whose workers feel fairly compensated will fare the best.

## 3. Other states may follow suit.

Several states could soon have reimbursement laws similar to California, which means employees could use similar arguments to sue. In states that have such laws, employees could argue that failing to reimburse is an impermissible wage deduction.

As more organizations embrace a mobile strategy, new challenges and solutions will continue to arise.

The key is learning to adapt to the constantly changing landscape.

<sup>2</sup> “BYOD Legislation: What California's Case Could Mean For Businesses Everywhere” [www.forbes.com](http://www.forbes.com)

# BYOD in Action: Mobile Retail Benefits

Enabling mobile in retail can streamline communication and increase customer satisfaction.

## Better customer experience

A customer is having trouble putting together an outfit. The salesperson uses a micro app to find matching products that complete the look and make recommendations based on what customers who were in similar situations purchased in the past.

48%

of retailers believe mobile creates better one-on-one employee-customer interactions<sup>3</sup>

## Instant customer engagement

A salesperson helps a customer choose a new hat. The customer leaves a thank you post on Facebook, to which the associate is immediately notified, allowing him to instantly reply.

68%

of retailers say social media access allows staff to quickly respond to customer questions, concerns, and feedback<sup>3</sup>

## Informed employees

An assistant buyer finds out Taylor Swift wore a certain brand of jeans at last night's concert that is carried by the store; a sales associate notices that a particular item is popular on Thursdays. Both employees leverage a micro app to notify all sales associates letting them know so they improve their sales. Through this process associates are able to exchange sales tips and best practices.

123%

increase in sales revenue can be generated by educated and engaged store associates that are able to meet consumers' demands<sup>4</sup>

## Simplified internal communication

An employee has a scheduling conflict and needs to miss one of his shifts. He opens a micro app on his phone to submit the shift-change request. The app then notifies all associates in his store asking for a volunteer to fill in. A fellow associate can accept in a single click.

1/4

Nearly a quarter of retailers say mobile devices improve communication between employees and managers<sup>3</sup>

Retailers, both large and small, benefit from a mobile workforce. Providing micro apps that ensure sales associates and store managers are informed of the latest customer feedback, product and sale information, and store information improves customer experience and loyalty as well as employee engagement. And, with BYOD becoming a reality, it is easy to arm your workforce with the tools they need to succeed, without increasing operational spend.

<sup>3</sup> "Stay A Step Ahead With Your Mobile Workforce" [www.retailtouchpoints.com](http://www.retailtouchpoints.com)

<sup>4</sup> "5 Ways Mobile Apps Are Driving The Store Of The Future" [www.microstrategy.com](http://www.microstrategy.com)

# BYOD in Action: Mobile Retail Workforce



www.sapho.com

## Modernizing legacy and other enterprise systems for retailers

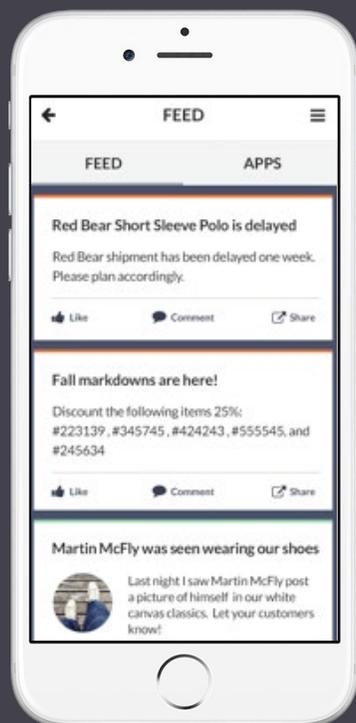
Mobile is revolutionizing how brick-and-mortar retailers operate. Suddenly, existing investments in legacy applications and systems can be leveraged by providing a new front-end, user-friendly interface to individual stores and employees.

And, with BYOD, sales associates have better access to information than ever before. Now no longer chained to cash registers, sales associates can meet customers where they are—with their entire inventory and product descriptions at their fingertips.

Information that used to be stored on difficult-to-access systems can now be delivered to appropriate employees on a daily basis using micro apps.

Store managers can receive a list of markdowns or delayed items in real time

Store associates can receive information on the latest trends to help boost sales



Employees' workflows are significantly improved through these micro apps and notifications.

Sapho delivers the future of work to a retail workforce, today.

## Ready to get started?

Getting started with Sapho takes minutes and is completely free.

[TRY SAPHO NOW](#)