

BYOD IMO, it's perfect, AMAF

Businesses that intend to stay ahead of the digital curve have to attract younger, tech-native and connected talent. Only progressive and technologically up-to-date workplaces will pull and retain the coming generation of digital natives.

BYOD (Bring Your Own Device) is being embraced by companies across the world to enable employees to stay with the technologies they are comfortable with, while cutting down on costs. BYOD means employees bring their own devices to work – including mobile phones, laptops and more. They need not use the device provided by the company.

From an employee's perspective, using their own device means that they can stay with devices they like and are familiar with, and do not have to learn a new application or operating instructions for a new device at the work place. It also gives them the flexibility to work from where they want, when they want. It reduces the hassle of carrying an extra 'work' related device.

From the management's point of view, BYOD can increase productivity and cut costs in office equipment. What's more, consumers are typically earlier adopters of new technology than corporations, so companies can see the benefits and drawbacks of new technologies, in a live setting.

Security is the most important issue with BYOD, with many firms suffering from data leakage, unauthorised access and malware attacks. To counter this nearly 39% American firms have formal BYOD rules and the number is growing. To prevent such instances, a few steps need to be laid down:

- BYOD policy has to be written down and shared with all employees.
- Employee devices should carry anti-virus and anti-spyware software.
- Before encouraging BYOD, companies should have stringent network security protocols.
- Internet safety training is a must, with the list of harmful apps and sites being regularly updated.

From a technology angle, BYOD brings in the challenge of multiple platforms that need to be synced to the office's network. Companies that want to manage this challenge can opt for telephony solutions like Wireless EPABX from Tata Docomo, which integrates seamlessly with users' mobile devices, other enterprise connectivity systems such as wireless data cards, Wi-Fi internet and cloud telephony.