The iPass Mobile Enterprise Report

The Enterprise Mobility Policy Guide for IT Management and CIOs

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The iPass Mobile Enterprise Report

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Executive Summary

Highlights of the premiere edition of this year's iPass Mobile Enterprise Report for IT Management include:

- **The majority of IT managers believed their companies needed to update their IT polices in regards to employee connectivity and mobile device use. Nearly two thirds indicated a need to update policies for device usage, data access, and data retention. 65 percent of IT managers believed that they needed to update their security policies.**
- **68 percent of IT managers believed their mobility costs would go up over the next 12 months. The bulk of the increase was attributed to a rise in the number of mobile users and employees' expanding use of multiple devices.**
- **IT departments are becoming more responsive to mobile employee demands. 73 percent of enterprises now allow non-IT managed devices to access corporate resources.**
- **At the same time, IT managers felt they were losing control over mobile computing. 41 percent stated they had less control over their employees' choice of devices than a year ago, and just one in five felt that they had increased control.**
- **65 percent of IT departments owned the corporate-wide mobility spend, up from 48 percent in 2010.**
- **68 percent of enterprises audited their mobility spend annually, quarterly, or monthly, compared to 65 percent in 2010. But there were still many enterprises (21 percent) that rarely or never audited their mobility spend.**
- **Tablets are quickly gaining momentum, either as a replacement for a laptop or as an additional mobile device. 81 percent of enterprises supported the use of tablets by executives and 57 percent for sales representatives.**
- **The top two mobility issues considered most challenging for IT were providing support for specialized members' (i.e., executives) non-provisioned devices, and the onboarding and ongoing support for both personal and corporate mobile devices.**
- **And finally, 65 percent of the companies surveyed reported some form of security issue over the past year.**

Introduction

The premier edition of the annual iPass Mobile Enterprise Report examined mobility trends around the world, from the viewpoint of IT executives. Information from the quarterly iPass Mobile Workforce Reports was incorporated where relevant. This additional information provided an interesting contrast between the opinions and experiences of mobile workers and their IT departments.

Managing enterprise mobility is a moving target. IT gets demands from all sides, and requires for more effective management and control of mobile devices. Management wants enterprise mobility to align better with business objectives and provide tangible results. Mobile workers want easier mobile access whenever and wherever they have to connect—on whatever device they happen to be connecting with. IT needs to frequently update policies and maintain constant vigilance on security and device choices. Mobile employees now carry an average of 2.68 devices with them at all times. IT departments have the added pressure of frequently updating mobility policies and managing the multiplication of complex devices.

This "mobile stack" of mobile computing – which we define as the smartphone, the laptop, and the tablet – will dominate for the foreseeable future. Many mobile employees would like to downsize their tools at appropriate times from the often chunky laptop, to the sleeker smartphone and tablet. Smartphones are still the most used tool for the majority of us, but tablets are continuing to gather strong acceptance. For this model to succeed, encryption and security on these devices are critically important elements and remain challenging areas for today's enterprises as they evolve their IT productivity tools.

iPhones, iPads and Androids. Mobile workers want to use the latest and greatest mobility devices to help them connect remotely and be more productive. The once dominant BlackBerry has diminished as the iPad

and iPhone, as well as Android-based smartphones and tablets, continue to win over the mindshare of both mobile users and IT departments. Within the next 12 months, 67 percent of enterprises plan to increase their provisioning of iPhones (up from 52 percent who currently do), 66 percent will provision iPads (up from 46 percent), 64 percent will provision Android smartphones (up from 48 percent), and 44 percent will provision Android tablets (up from just 19 percent today).

In this report we try to get to the bottom of mobility in the enterprise. Is IT managing and supporting those devices? Does IT have deep visibility to their usage trends? Can IT set policies to proactively control connection options and costs? All while making the connection experience frictionless, easy and similar across all devices for all enterprise users all across the globe?

Survey Methodology

This year's survey was conducted between May 1 and August 31, 2011. Pre-qualified IT lists from two major IT-focused magazines were used, resulting in 224 responses. All respondents were currently employed IT professionals, at the director level or above. 56 percent of this year's respondents worked for companies with more than 1,000 employees and 35 percent at companies with a workforce larger than 5,000 individuals.

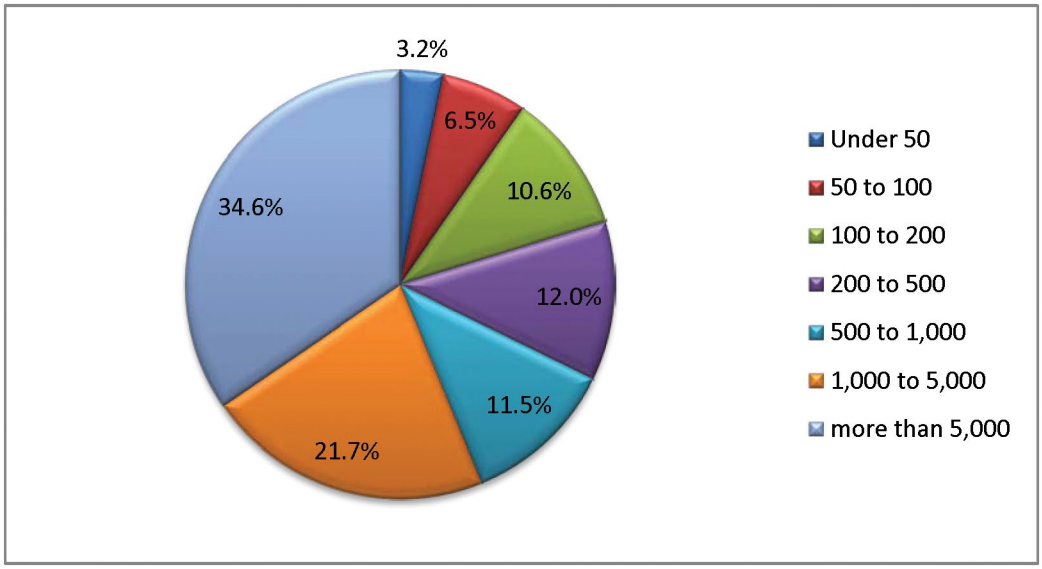

Figure 1: How many people are employed at your company?

Survey respondents were employed across a wide range of industries and geographies. The largest segment was 16 percent in manufacturing, followed by 12 percent in technology, and 11 percent in financial services. By far the majority of survey respondents were from North America (80 percent), followed by Europe, Asia Pacific, and the Middle East.

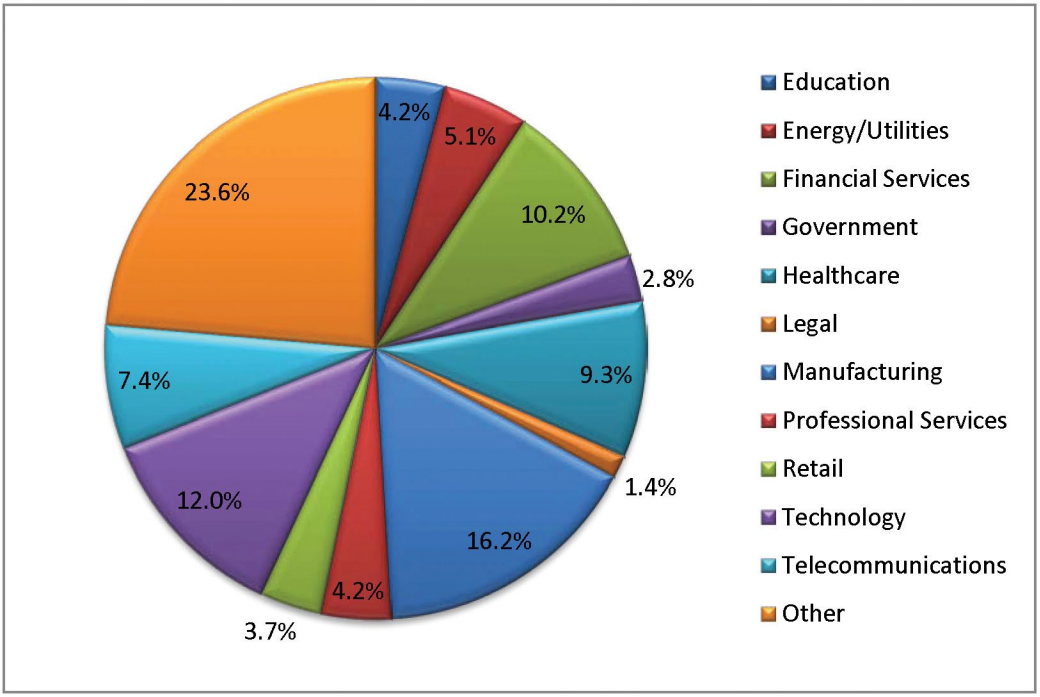

Figure 2: What industry is your company in?

Examining the Mobile Stack

What Smartphones or Tablets Are Allowed in Today's Enterprises?

Before we reveal the results from this year's enterprise survey, let's take a quick glance back at the results from this year's iPass Quarterly Mobile Workforce Reports that focused on surveyed information from mobile employees. It is interesting to note the differences between which devices the enterprise believes its employees want, and those that mobile employees say they actually are adopting.

In the Q1 2011 iPass Mobile Workforce Report, we found that the smartphone had firmly established its position as 'King of the Mobile Stack' – passing the PC in terms of preference. But it wasn't just the smartphone grabbing marketshare from the PCs. Tablets were also experiencing phenomenal growth with mobile employees. As of August of this year, 41 percent of mobile employees reported that they owned a tablet.

Cloud Computing Will Aid the Mobile Stack

At iPass, we believe the mobile stack is the new unit of computing; the trinity of laptop, smartphone, and tablet. The economics and reality of why the mobile stack will dominate can be largely attributed to the rise in cloud computing. Use of this mobile stack shows every sign of expanding, especially as cloud computing finds a greater foothold with users, both on a professional and personal level. According to the Q1 iPass Mobile Workforce Report, 49 percent of tablet users ranked accessing corporate applications – increasingly in the cloud – in their top-three most useful applications when they traveled.

The average enterprise mobile employee will be armed with all three devices in 2012. In addition to this, corporate and personal data will be stored both in private and public clouds. This is now a very challenging area that needs to evolve, along with managing authentication and authorization. This new framework of computing is being established as the standard by the increasing availability of affordably priced devices.

Looking at the Mobile Stack from the Enterprise Perspective

Having reviewed the mobile stack, let's look at the situation from the perspective of enterprise IT. This year's Mobile Enterprise Survey asked IT managers which devices their companies provisioned.

The majority (77 percent) of enterprises provisioned BlackBerry smartphones, followed by 52 percent iPhones, 48 percent Android smartphones, and 46 percent Apple iPads. While we are seeing high BlackBerry numbers now, this is deceptive. Increasingly enterprises are supporting and provisioning multiple devices. The Q4 iPass Mobile Workforce Report revealed that once their current smartphone contracts expired, nearly half of all mobile employees planned to get an iPhone (42 percent), 24 percent an Android, and only 19 percent wanted a BlackBerry. So even though BlackBerrys will be supported and provisioned by 80 percent of enterprises, fewer mobile employees plan to use that device going forward. It appears as though ease of use, a plethora of applications, and the interchangeability between the iPad and iPhone is the winning decision factor for both mobile users and IT departments.

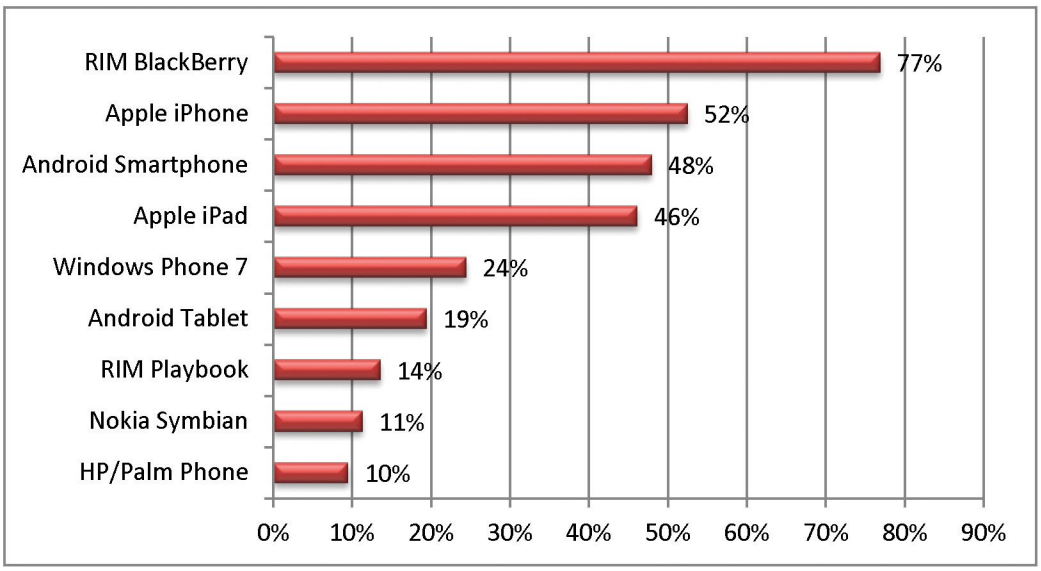

Figure 3: Does your company provision (provide and support) any of the following mobile devices? (Yes.)

Within the next 12 months, 67 percent of enterprises plan to provision iPhones, 66 percent will provision iPads (essentially just as many iPads as iPhones), 64 percent will provision Android smartphones, and 44 percent will provision Android tablets. So while 80 percent of enterprises will support BlackBerrys in the next 12 months (up from 77 percent today), that growth appears modest compared to the growth of other mobile devices. iPhones are growing by 29 percent in the enterprise, Android smartphones by 33 percent, iPads by 43 percent, and Android tablets by 132 percent. Mobile employee choice is the new mantra of IT departments, and it looks like the big loser will be the BlackBerry.

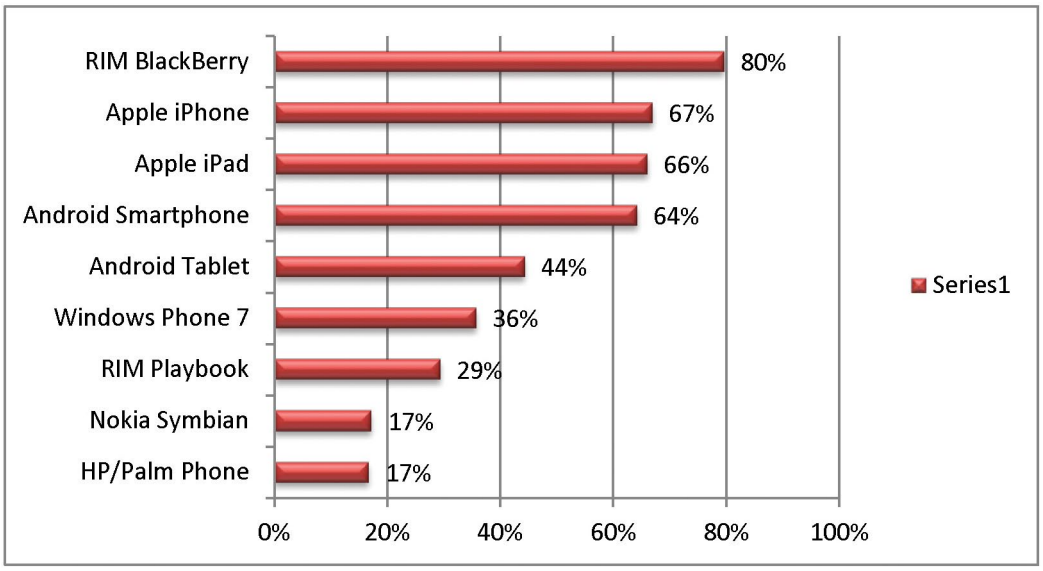

Figure 4: Does your company provision (provide and support) any of the following mobile devices? (Yes, and plan to in next 3 to 12 months.)

The current iPass Mobile Enterprise study also revealed that enterprises have no plans to provision Palm/HP phones going forward (57 percent), Nokia Symbian smartphones (54 percent), or RIM BlackBerry PlayBooks (43 percent).

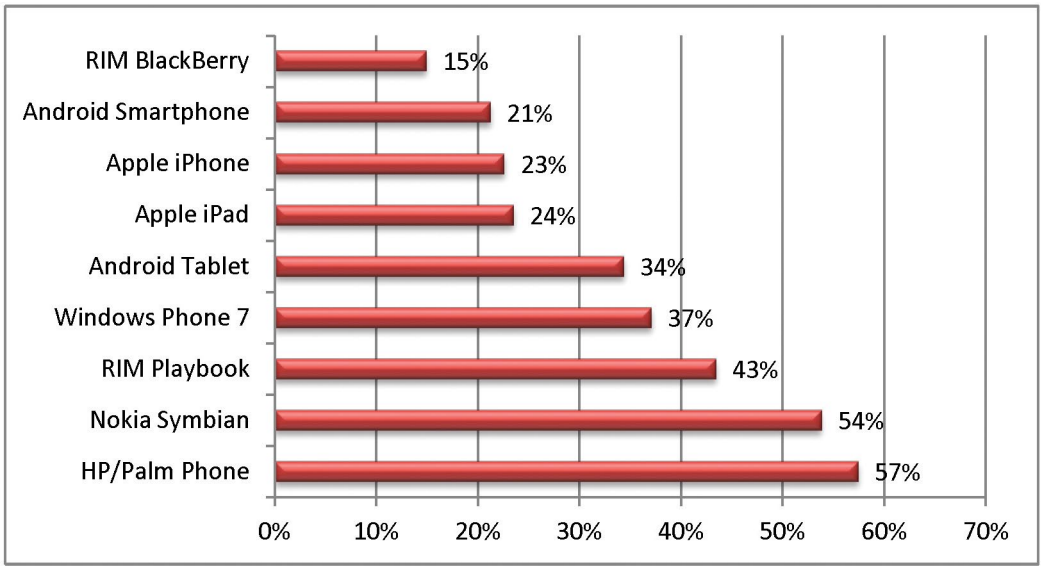

Figure 5: Does your company provision (provide and support) any of the following mobile devices? (No, no plans at this time.)

As expected, tablets are still gaining traction across the enterprise. Among tablets, more than a third of all enterprises currently allow the use of iPads (35 percent iPad, and 37 percent iPad 2). An additional 21 percent of enterprises are currently piloting iPad 2s and Android tablets. RIM BlackBerry PlayBooks are most likely to be banned from access by a company (26 percent), followed by Android-based tablets at 17 percent.

Tablet	Allowed	Provisioned	Piloted	Banned
Apple iPad	35.3%	26.0%	16.7%	9.8%
Apple iPad 2	36.7%	24.7%	20.9%	5.6%
Android-based tablets	31.6%	9.3%	20.5%	16.7%
RIM BlackBerry PlayBook	29.8%	7.4%	13.5%	26.0%

Figure 6: What tablets are currently allowed, provisioned, piloted, or banned within your company?

Looking Back at Q3 Tablet Trends from the Mobile Workforce Report

To put these numbers into perspective, let's take a quick look back at the Q3 iPass Mobile Workforce Report results. The study examined the demand for tablets among employees, and how IT was meeting that demand with a move to not only allow, but to also provision tablets (particularly iPads).

The Q3 iPass study also revealed that tablets were being used for a combination of work and personal reasons. 83 percent used their tablets for work at least some of the time, and over half (53 percent) used them for work at least half of the time. But only 4 percent used their tablets exclusively for work.

The Enterprise View of Tablet Usage

This year's Mobile Enterprise Survey asked respondents to identify which departments were being supported with tablets, either as a replacement for a laptop or as an additional mobile device. 81 percent of enterprises supported the use of tablets by executives, followed by 57 percent for sales representatives, and 54 percent for their marketing teams.

In the next three to five years we predict that almost every worker who carries a notebook will carry a tablet. Engineers will email notes to themselves as they have their "aha!" moments, financial employees will update policy manuals and create data input forms, and human resources will deal with personnel issues and recruitment outside of secure offices. Mobile employees will also continue to use remote desktop solutions that connect their smartphones and tablets to the laptop that they will increasingly leave behind at the office.

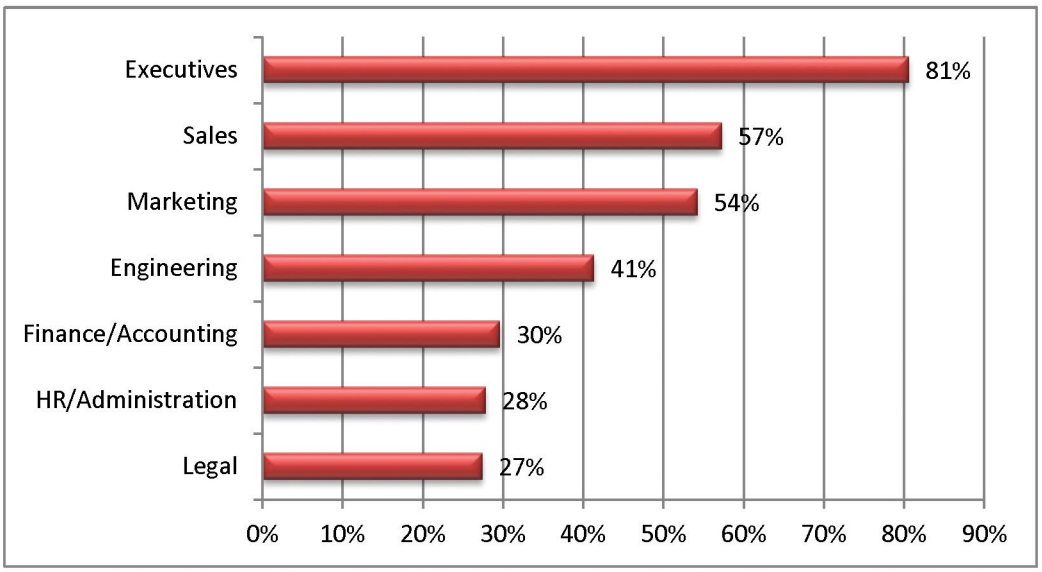

Figure 7: Which departments within your company are you supporting with tablets, either as a replacement for a laptop or as an additional mobile device?

IT Challenges

Who Is in Charge of Enterprise Mobility?

So who is actually choosing the mobility devices across the enterprise – IT or the mobile employees? The majority of IT professionals felt they were losing control of the mobile landscape. Our survey found that 41 percent of IT managers believed they had less control over their employees' choice of devices than a year ago, and 37 percent felt it was about the same. Just one in five (21 percent) stated that they had increased control over their employees' mobile choices.

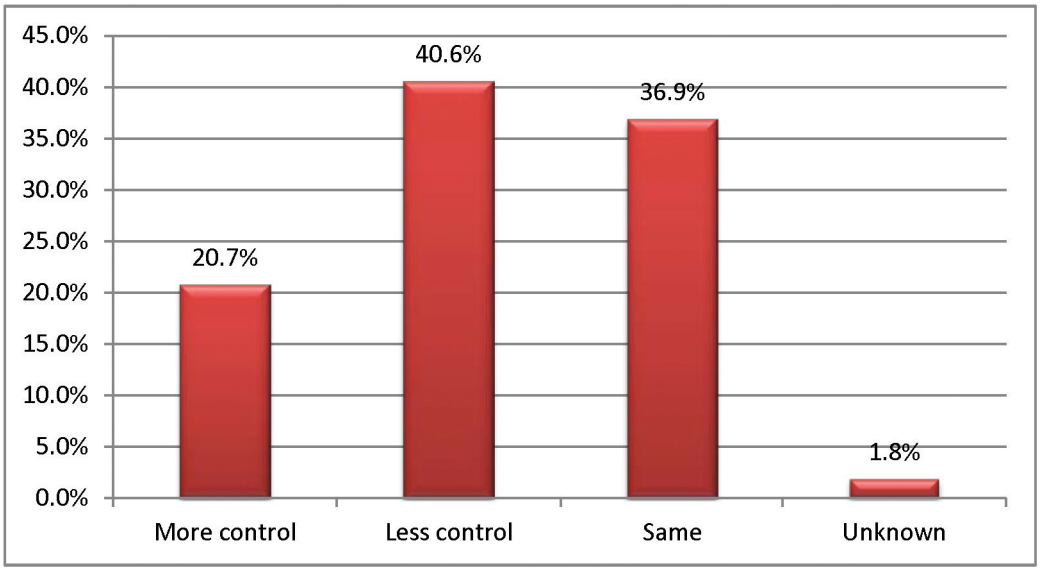

Figure 8: Do you have more or less control over your employees' choice of devices than you did 12 months ago?

IT departments are becoming more responsive to mobile employee demands, with 47 percent of enterprises recently changing corporate guidelines regarding non-IT managed devices. This has helped accommodate the introduction of the iPad, Android tablets, and smartphones. By company size, 42 percent of small to medium-sized enterprises and 51 percent of large enterprises had changed their policies regarding non-IT managed devices. Overall, 73 percent of enterprises were allowing non-IT managed devices to access corporate resources, while 26 percent did not allow non-IT managed devices. Based on company size, 82 percent of small to medium enterprises and 66 percent of large enterprises allowed non-IT managed devices to access corporate resources.

Corporate Guidelines Changes	
Yes. We have changed our guidelines recently to be more accommodating to personal devices because of the iPad/Android devices.	47.2%
No. We have historically allowed access from non-IT managed devices (like a user's personal laptop/PC) and fit personal iPads/Android tablets and smartphones into that category.	26.1%
No. We don't allow access from non-IT managed devices.	25.7%
Unknown	0.9%

Figure 9: Have your corporate guidelines changed regarding non-IT managed devices with the introduction of the iPad or Android tablets and smartphones?

IT departments are becoming more flexible in adjusting policies. 61 percent of IT departments had made a provisioning exception for a "specialized member" (often an executive). 57 percent had done this more than once. It is important to note that it is very difficult to allow one "class" of employees to have a device, and not another.

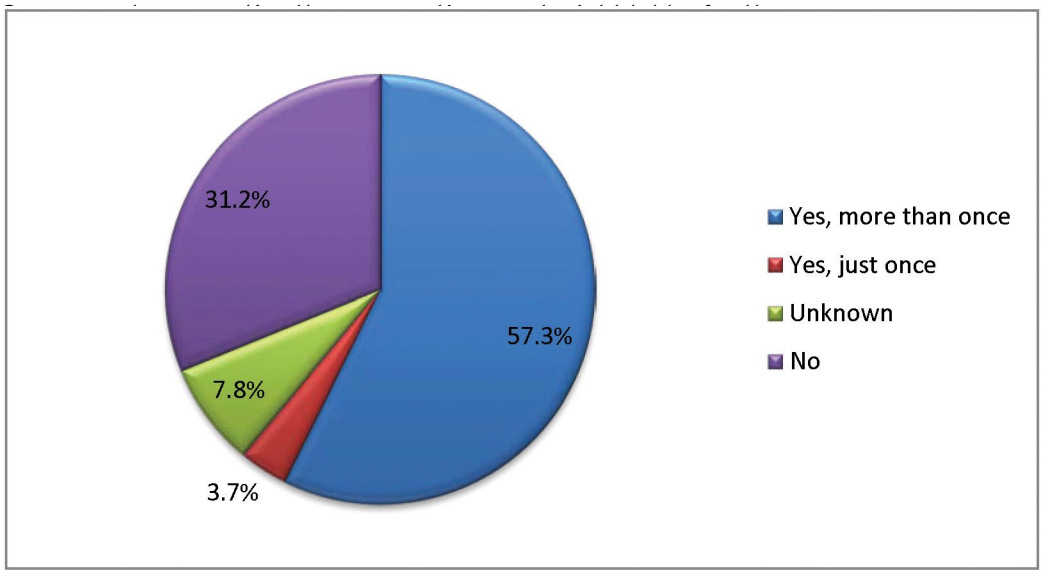

Figure 10: Have you made provisioning exceptions for "specialized members" (i.e., executives) to set up non-corporate standard mobile devices?

The Top IT Frustrations with Managing Mobility

There are many significant challenges for today's IT departments in managing mobility. In this year's survey, IT managers were asked to rank their most frustrating IT issues. "Support" in general was the hot button. This is likely the result of the difficulty in "hitting a moving target", as lifecycles of each model of a mobile device are measured in months, not years. The highest level of frustration was in providing support for non-provisioned devices, followed by onboarding and ongoing support for these devices.

Respondents indentified their top-two biggest frustrations as:

1. Providing support for specialized members' non-provisioned devices (24 percent)
2. Onboarding and ongoing support for personal mobile devices (18 percent)
3. Data encryption, data loss, data back-up, and recovery (15 percent)
4. Ensuring network security (e.g., anti-virus, firewall, VPN, etc.) (12 percent)
5. Onboarding and ongoing support for corporate mobile devices (10 percent)

Who Is Paying the Mobility Bill?

When asked who had the majority of the mobile budget within the company, the study revealed that 65 percent of IT departments owned the corporate-wide mobility spend, up from 48 percent in 2010. This increase may reflect the rising proportion of the total IT budget that comes from mobility.

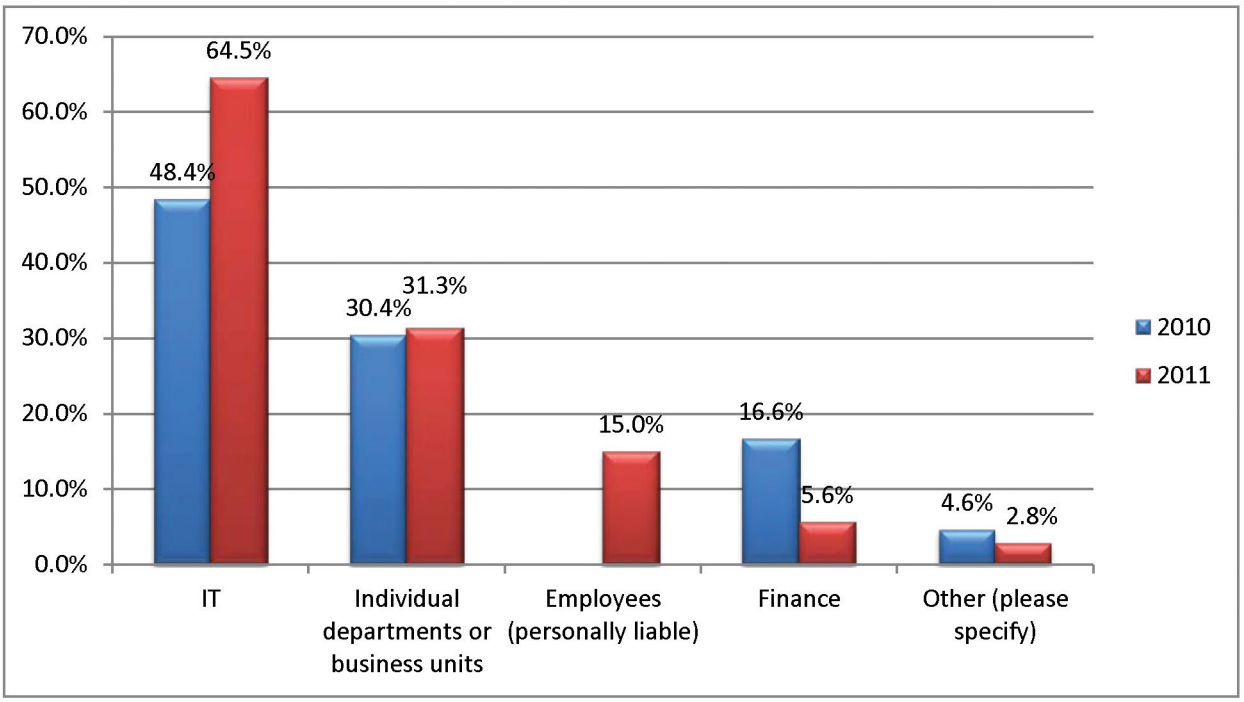

Figure 11: Who has the majority of the mobility budget at your company? (Note: "employees, personally liable" was not measured in 2010.)

The average spend for data connectivity charges across laptops, smartphones, and tablets varied by employee classification:

- **$124 a month for executives**
- **$111 a month for sales**
- **$98 a month for field services**
- **$89 a month for corporate employees**

The highest spend for executives is understandable – they often want to have all the latest gadgets and their jobs often require frequent travel. And sales personnel constantly use their smartphones to conduct business outside the office. But the numbers can add up quickly. A 1,000 person company[1] with 50 percent of its employees "connected," could be spending $563,100 each year on connectivity, which represents a significant share of the IT budget.

[1] *This calculation uses Figure 12 estimates of spending per employee, and assumes a proportion of 5 percent executive, 10 percent sales, 10 percent field services, and 75 percent corporate employees."*

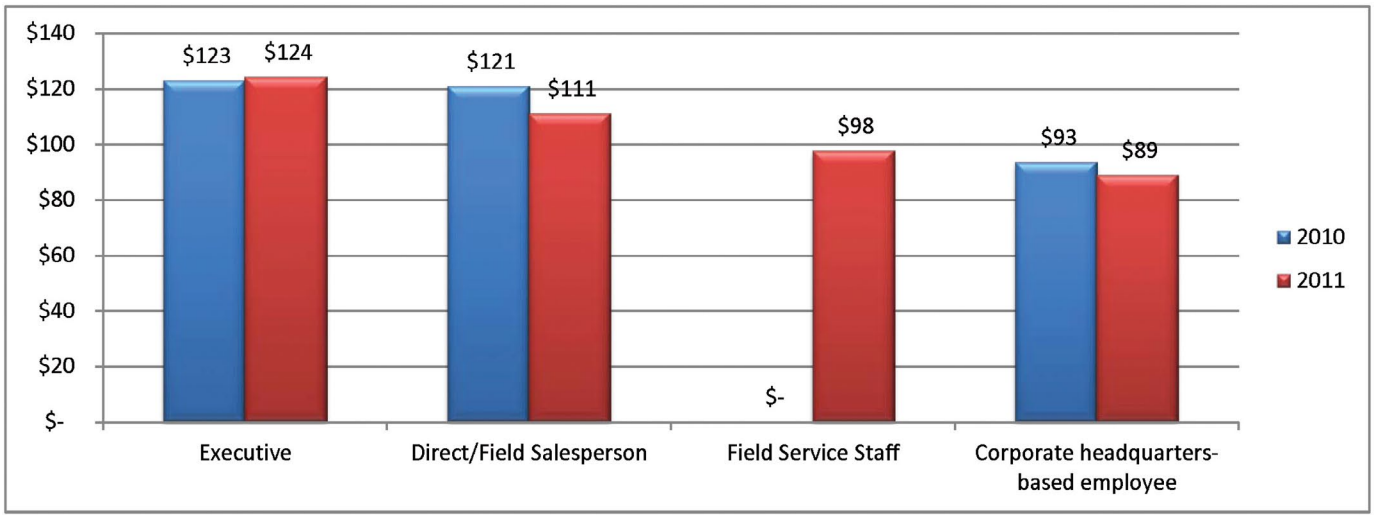

Figure 12: Estimates for monthly mobility spend for enterprise employees. (Note: "field service staff" data was not measured in 2010.)

In this year's Mobile Enterprise Survey, 68 percent of IT managers believed their mobility costs would go up over the next 12 months, and 24 percent believed expenditures would rise by over 10 percent.

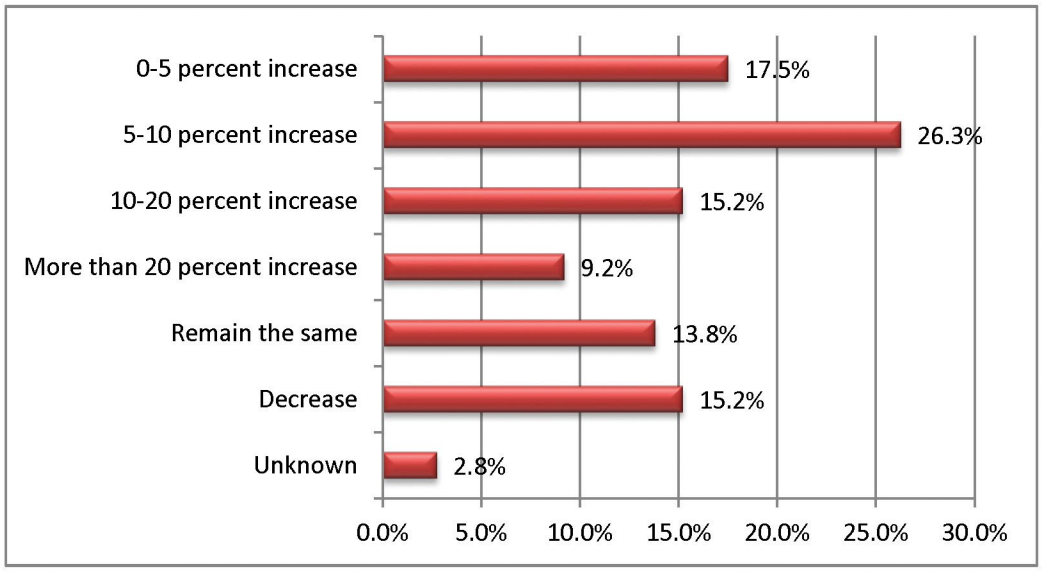

Figure 13: How do you believe mobile data costs will change in the next 12 months versus the last 12 months?

The bulk of the increase was attributed to rise in the number of mobile users and employees' expanding use of multiple devices:

- 51 percent believed costs would increase due to more 3G data users on smartphones and tablets
- 49 percent due to more smartphones used for work purposes
- 31 percent of IT directors believed mobile data costs would increase due to more devices being used per individual
- 26 percent due to more liberal mobile policies
- 24 percent due to the increase in the number of mobile employees employed at their companies, and
- 23 percent due to more 3G data users on laptops

There are a variety of factors pushing up costs. The increase can also be attributed to the types of devices, with the rise of iOS and Android having an impact. Interestingly, carriers are more likely to provide unlimited data plans on BlackBerry devices because their data usage is low. Carriers have learned to not offer unlimited data plans on iOS and Android devices because their data usage is high. Because of this, we believe that as IT supports more iOS and Android devices, data costs will only go up.

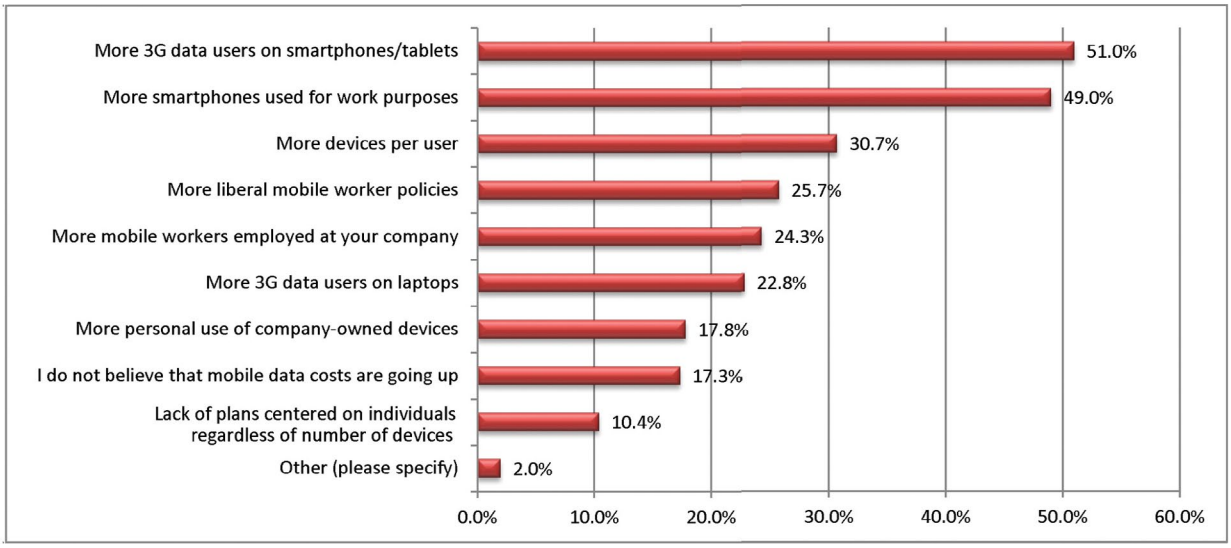

Figure 14: If you believe mobile data costs are going up, why do you think this is happening?

Is Anyone Watching Mobility Spend?

Have you ever had an unexpected bill arrive by mail at your home? Remember how it disrupted your home budget and caused you to postpone other, more important purchases? The same thing can be happening in your enterprise mobility budget. One way to minimize these disruptions is to frequently audit and thoroughly understand where the money is being spent.

Surprisingly, in this survey there was only a slight increase in the number of enterprises watching their mobility spend on a regular basis. In 2011, 68 percent of enterprises audited their mobility spend annually, quarterly, or monthly, compared to 65 percent in 2010. But there are still many enterprises (21 percent) that rarely or never audit their mobility spend. They may have other means of controlling these costs, but the mobility spend represents a significant amount of budget that IT should be auditing. Interestingly, IT is taking more of an ownership role with mobility, but this is not translating into equivalent increases in oversight.

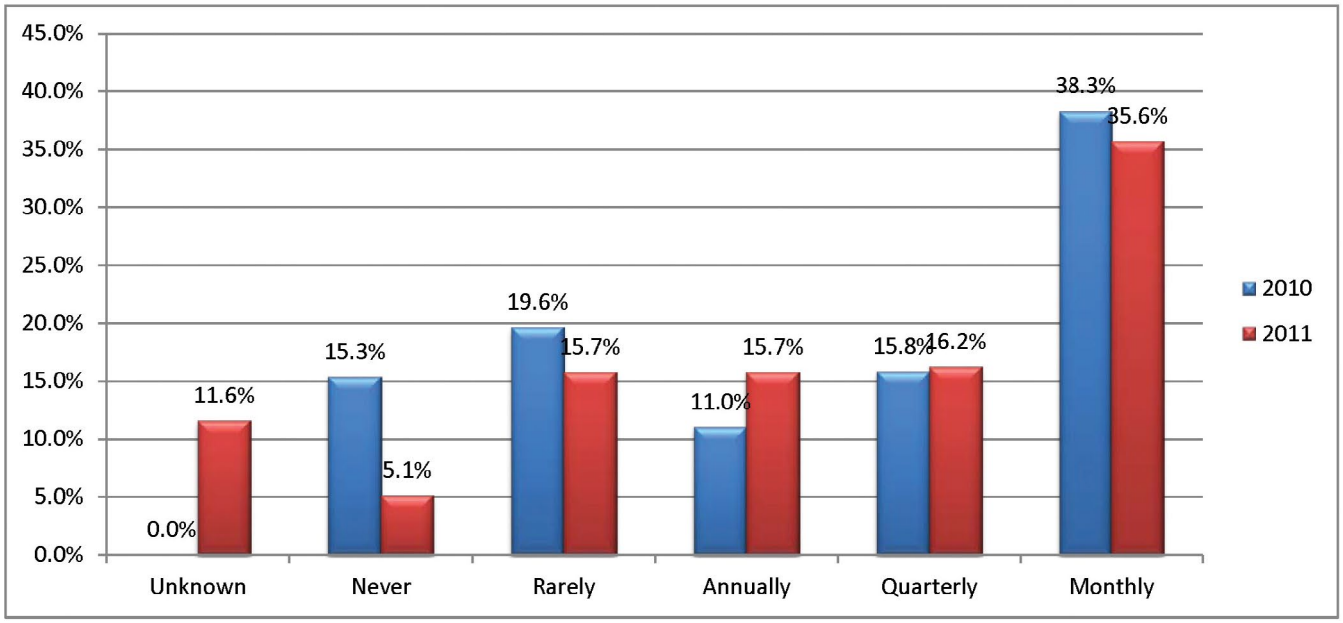

Figure 15: How often do you audit your mobility spend? (Note: "unknown" was not an option in the 2010 survey.)

Supporting Mobility Becomes More Complex

48 percent of IT departments stated that their employees contacted IT more with technical support issues than they did two years ago. 34 percent believed it was the same, and just 12 percent believed the number had dropped from two years ago.

Not only were employees contacting IT for technical support with mobile-application issues more frequently, the issues were more demanding. 45 percent of IT departments stated that the IT problems were more complex than two years ago, while 27 percent found them the same, and only seven percent believed the issues were less complex than two years ago.

We can infer that this is related to the "bring your own device" phenomenon, as IT cannot easily train all users on a standard platform and IT cannot be experts on everything. We are also seeing a lack of device convergence as IT is expected to support more devices per person (laptop, tablet, and smartphone), compounded by multiple applications on all of these devices — leading to a higher potential number of calls per person with complex device issues.

IT Support from the Employee Perspective

The iPass Q1 2011 Mobile Workforce Report data revealed that mobile employees contacted IT only as a last resort. The report noted that mobile employees were increasingly more sophisticated in troubleshooting technical issues than a generation ago, and were expected to play a larger role in technology decisions within their companies. 94 percent of mobile employees surveyed in Q1 2011 indicated they would troubleshoot a problem themselves, while 13 percent would not contact the IT help desk at any point in the process when they had a technical problem.

Process	Step 1	Step 2	Step 3	Step 4	Step 5
Troubleshoot it themselves (94%)	4%	4%	4%	4%	4%
Search using a search engine (88%)	4%	4%	4%	4%	4%
Search an internal corporate online resource (88%)	4%	15%	22%	21%	16%
Contact the IT help desk (87%)	7%	12%	19%	20%	30%
Consult a user manual (78%)	3%	11%	21%	24%	21%

Figure 16: What is your process for resolving a technical problem at work? What do you do first, what do you do last? (Source: iPass Q1 2011 Mobile Workforce Report)

The Q1 iPass findings may explain the data obtained in the current Mobile Enterprise Survey. Perhaps IT helpdesk requests are getting more complex because mobile employees are now taking care of the easier issues themselves, and only contacting IT when the problem complexity becomes too great. Also more mobile employees mean more calls, and the addition of calls for those using personal devices not properly provisioned.

Dealing with Security

In this year's Enterprise survey, 46 percent of IT respondents admitted to experiencing a security problem related to an employee with an unprovisioned device. Typical security problems included: 38 percent with a lost, stolen, or misplaced phone; 26 percent had an unsecured phone; 5 percent had data stolen (an external attack) and made public from access to a mobile device (with no data loss prevention capabilities); and 4 percent where data was leaked (via an internal breach) from non-secure access to a mobile device (with no data loss prevention mechanisms in place).

It's important to note that only 29 percent of those reporting had no security issues with un-provisioned devices because they had methods in place to ensure security. Even if you throw in the 6.5 percent who reported "unknown" (which includes security problems that they were unaware of), 65 percent of companies had some form of security issue. As enterprises move to allowing unprovisioned devices to access corporate data, security issues need to be addressed head on.

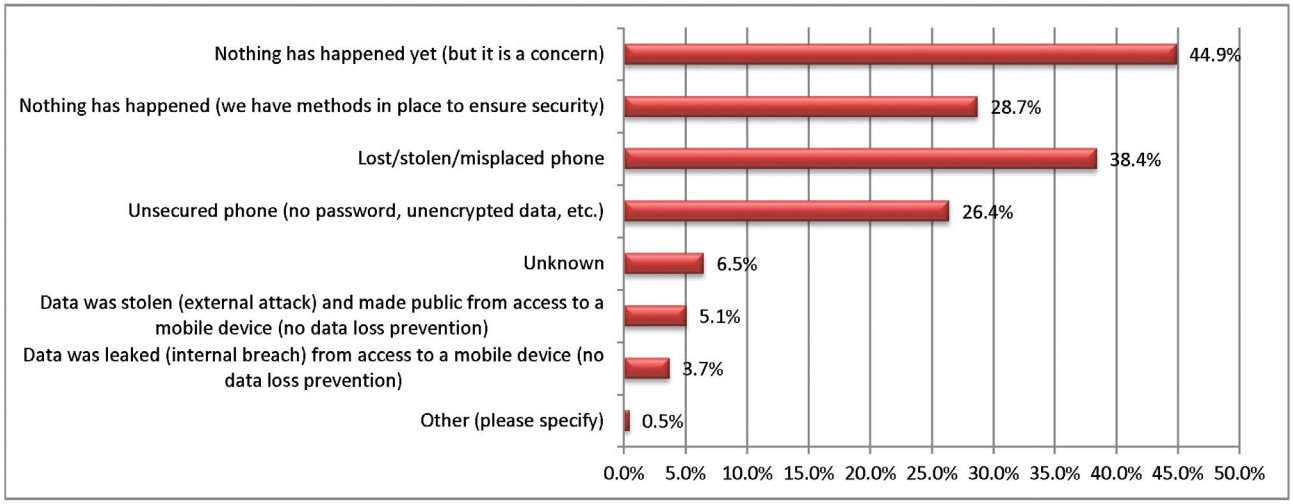

Figure 17: Have you experienced any of the following security problems due to an un-provisioned device?

It all comes down to policies that are not only enforced, but instilled in every employee. Enterprise polices should address what happens if a phone is lost, how are passwords enforced, and what data is encrypted, among other things.

Enterprise Mobility Strategies

A third of IT directors felt their existing enterprise mobility strategy policies were insufficient. The majority of IT directors believed their companies needed to update IT polices in regards to employee connectivity and mobile device use. Nearly two-thirds indicated a need to update policies for data security, device usage, data access, and data retention.

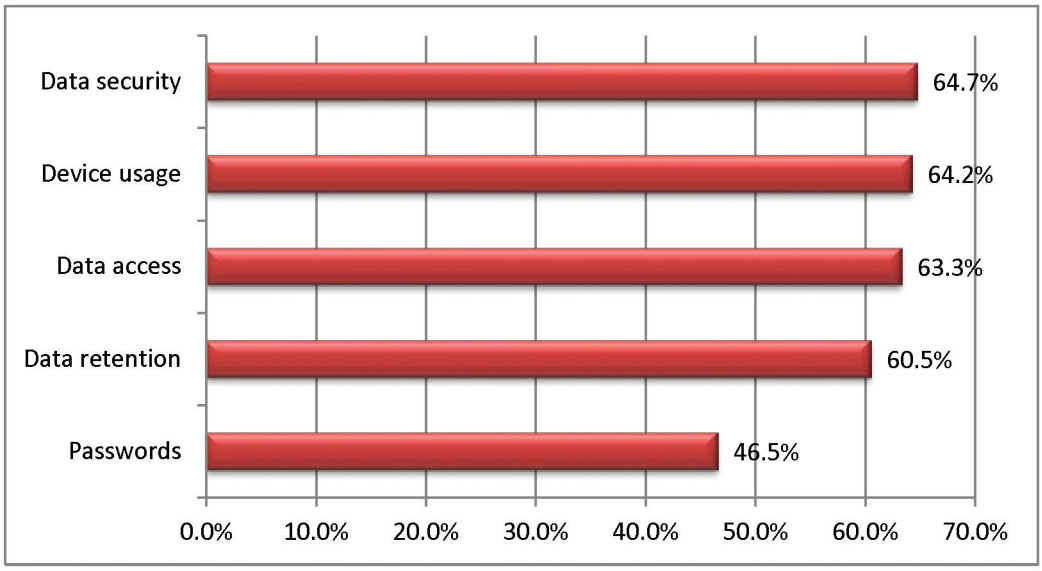

Figure 18: Do you believe that your company needs to update its IT policies in regards to employee connectivity and mobile device use on any of the following?

A Bloated Playing Field, Starting to Slim Down

More than half of enterprises surveyed still maintained between two and five service provider relationships, and 16 percent had more than five. This is down from last year, where 25 percent of enterprises had more than 10 carrier relationships. Larger companies with widely diverse geographic areas and international employees must manage several carrier relationships as a necessity, but for the rest, the complexity of managing multiple carriers increases the workload geometrically as each additional carrier is added. Lower volume discounts, the complexity of auditing bills, and the plethora of devices sold by each carrier are just some of the issues caused by relying upon multiple carriers.

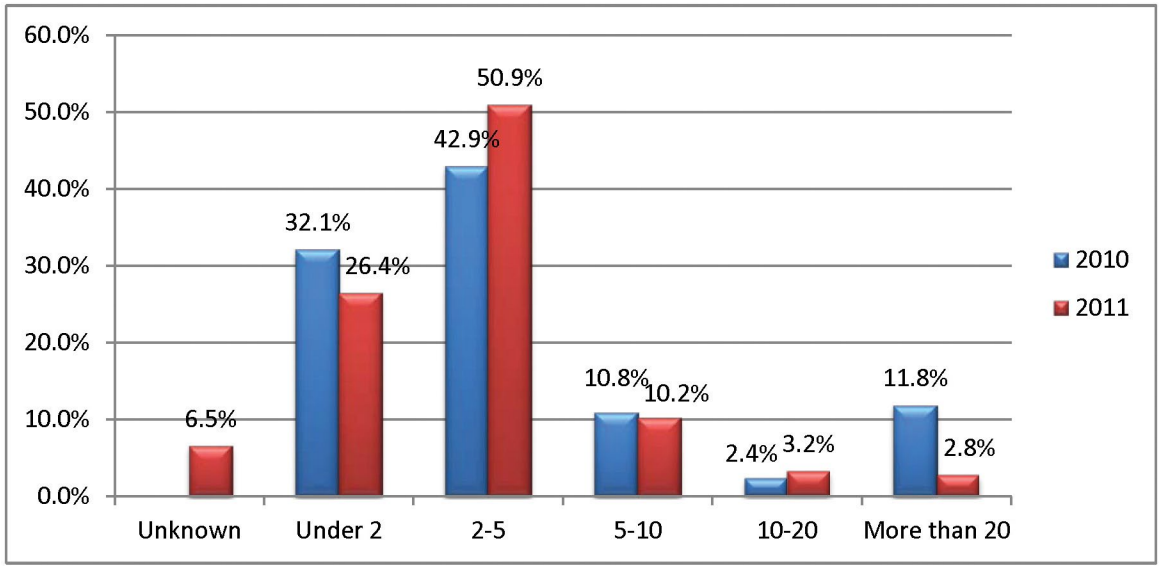

Figure 19: How many mobile service provider relationships for data do you have globally (3G operators, Wi-Fi providers)? Note: "unknown" was not an option in the 2010 survey.

What Is Included in Your Mobility Strategy?

IT mobility strategies varied widely from enterprise to enterprise. However, most IT mobility strategies addressed policies for remote connectivity (77 percent), mobile security (71 percent), policy enforcement (69 percent), mobile device management (65 percent), and employee education on policies (61 percent). The biggest responses for "should NOT be included in the mobility strategy" were: machine-to-machine (48 percent); telecom expense management (45 percent); and cloud applications (40 percent).

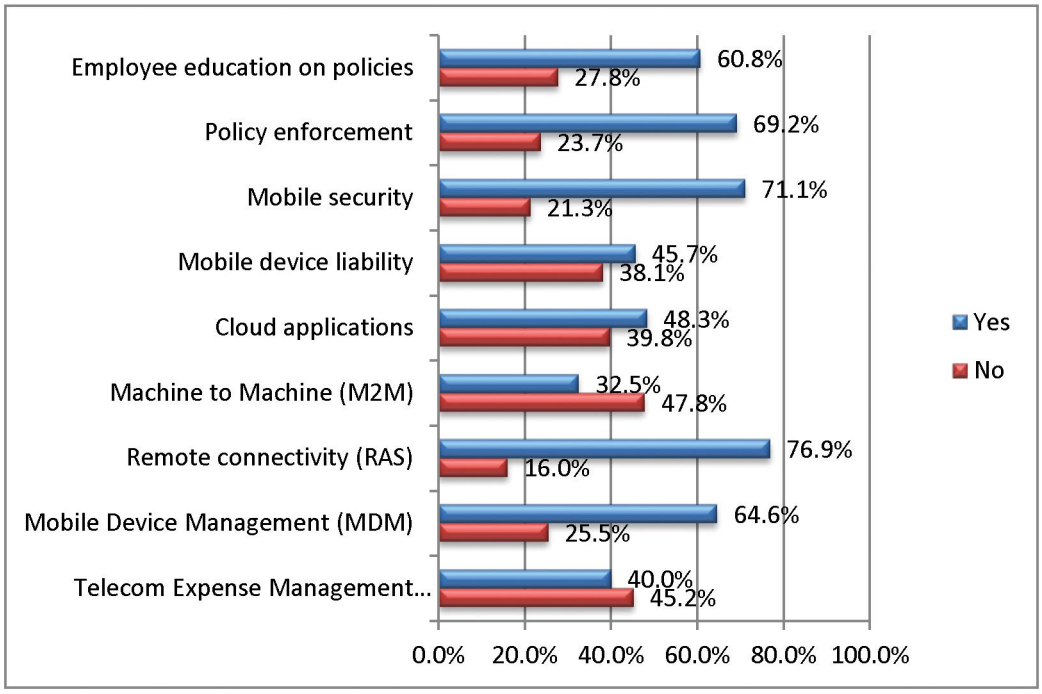

Figure 20: Does your company's mobility strategy include any of the following? (Answer for each item listed)

Mobile Applications: Where Is IT Investing?

IT is continually investing in a wide range of mobile applications. The top-five applications indicated in the survey were Wi-Fi connectivity, secure corporate email, note-taking applications, office suites, and Web conferencing. The bottom-five included human resources, project management, field services, and groupware. These applications are all addressing the prime reason for the existence of mobile devices – namely employee productivity.

Mobile Application Adoption Rates	
Wi-Fi connectivity	78%
Secure corporate email	77%
Note-taking applications	58%
Office suites, such as Microsoft Office or OpenOffice.org	58%
Web conferencing	51%
VOIP/Video conference	49%
Customer Relationship Management (CRM)	49%
Social media for work	48%
Personal Information Management (PIM)	46%
Digital dashboards (for data visualization)	44%
Information management	44%
RSS Reader	34%
Expense management	33%
Field service	31%
Project management	31%
Groupware	23%
Accounting	17%
Human resources	17%
Other	14%

Figure 21: Which business applications is your company investing in for use on smartphones or tablets?

And how do enterprises get these applications onto their employees' mobile devices? 38 percent are making mobile applications available from a network resource, 37 percent have pre-installed mobile applications on their employees' smartphones or tablets, 30 percent provide browser access to cloud-based applications, and 29 percent have their employees go through an app store to download the applications themselves.

Conclusion

IT departments are gaining more control over mobility spending, but losing control over device choices. They recognize the importance of updated policies and strategies, yet many do not have the resources or priorities in place to address them.

Security and device support (including for executives) are the hot buttons for IT. Rising costs and the requirement to manage multiple carriers and many device choices keep getting in the way. Can IT ever just take a breath and get its arms around it all?

Recommendations for IT

The Mobile Stack

- The mobile stack (smartphone, tablet, and laptop) is the new unit of computing. Provision every laptop with a monitor, wireless mouse, and keyboard so that the laptop can be easily used as a desktop computer when the worker is in the office.
- Tablet usage will continue to expand to the point that nearly every mobile worker will ask for one. If your company doesn't support or provision tablets, you need to spend time understanding how they are used and how they are evolving to meet the evolving needs of your employees.
- For IT departments, there is a big difference between "supporting a device" and "provisioning a device". Devices that are rapidly losing market share (including the RIM BlackBerry) should be expeditiously moved from "provision" to "support already existing." The mobile device market is reasonably efficient. When sales of a device are falling, there is quite likely a newer device that is more useful and less costly.
- Recognizing that tablet and smartphone usage will always include some personal use is good. Keeping employees in touch with their families with a quick email from the tablet is healthy, and will encourage those employees to always carry it—making them available for quick response to corporate needs as well. Social media and informal networking are becoming valuable business tools that give employees easy access to more sources of information and resources.

Education

- For large volume, heavily supported devices, consider sending IT employees to "school" at the device manufacturers' training sessions. Knowledge and relationships with service personnel at the manufacturers will reap continuing rewards. The training can also be replicated internally, as IT increasingly enters the education business.
- Educate employees about mobile security vulnerabilities, while expeditiously moving to correct issues. A good eye-opener for the careless will minimize recurring problems. This gives IT more visibility within a company and helps them become the champion!

Recommendations for IT

Policies

- When you have the right security and management policies in place, it becomes okay to give employees multiple choices of mobility devices.
- Proactively show sales and field personnel, who have all the hassles of business travel, how to save time (e.g., new forms, tools, automatic downloads, integrated applications, etc.) and they will be your friends forever. These employees may have the reputation of being "difficult", but a responsive IT team can change this relationship.
- Producing "troubleshooting" FAQs, fact sheets, manuals and other tools for typical mobility problems will make employees even more self-reliant, while avoiding the typical trapdoors that pull the IT department in on easily solvable problems.
- Update mobility manuals and policies routinely. Assign the IT employees to the update project, as a good way to get them quickly up to date on company issues and policies. Also, get users on the committee to update the manual as a way of promoting inclusion.
- Even in organizations that support corporate-liable and employee-liable devices, there should be consistency in the policies. Employees should easily understand the expectations for data security, regardless of the device type and who owns it. It is perfectly acceptable to allow less access on an employee-liable device than a corporate-liable one – just be aware of the productivity loss if access from employee-liable devices is eliminated altogether.

Costs

- Consider allowing "employee-pay" and "company-reimburse" policies for employees who can obtain large discounts for their combination-carrier plans. These savings can be passed along to the company. However, IT departments should be warned if the cost savings is solely passed to the employee. If the cost of mobility increases, there is a chance that they will use the device less for work, limiting productivity gains. It might be worth looking into some sort of reimbursement policies for employee-liable devices for that reason alone.
- Reduce the number of carriers if possible. You have a better chance to cut a good deal if you tout "consolidation for cost reduction." Consolidating cuts costs, delivers less overhead, reduces the number of bills to manage, and makes employee education easier. Look for carriers that have Wi-Fi offload capabilities and solutions for roaming data users.
- The tablet could enable you to offset the cost of more frequent laptop-update purchases. Possibilities here are that some roles may not even need a laptop. And laptops that are left at the office may not need replacing as often as the "mobile" laptop that gets dropped into the airport security scanner bin on a regular basis.

About iPass

Founded in 1996, iPass (NASDAQ: IPAS) manages mobile connectivity for large enterprises and global carriers through mobility and cloud services. With thousands of enterprise customers, iPass is a leading provider of enterprise mobility services which simply, smartly and openly facilitate access from any device on any network, while providing IT with the visibility and control necessary to support the demands of the enterprise workforce. iPass also provides in-country and international Wi-Fi off-load and roaming services robust enough to support both the business and mass market requirements of telecom carriers.

Additional information is available at www.iPass.com or on Smarter Connections, the iPass blog.

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