

FINAL CASE STUDY

To: Professor Julian Costa
From: Rishwitha Gantla
Date: December 11th, 2023
Re: IS 617 Final Case Study

Case Study Overview

This case study is about a rule called Bring Your Own Device (BYOD) at work, where employees can use their own smartphones for work. It talks about the good things and the problems that can happen with BYOD. People like using their own smartphones at work because it gives them more freedom and saves money for the company. But there are also problems with BYOD if it's not managed well. Personal phones are more expensive and require more maintenance than business phones, which makes it more challenging to protect corporate data. Also, Businesses find it hard to handle different types of phones and systems. Specifically, Android phones are more complex due to their several versions and open-source features. This makes them harder to use than Apple's iPhones.

1. What are the advantages and disadvantages of allowing employees to use their personal smartphones for work?

Answer. Advantages of allowing employees to use their personal smartphones for work:

1. **Happy employees:** Using their own smartphones makes employees happy because they are familiar with their devices.
2. **Money savings:** The company doesn't need to buy smartphones since employees use their own.
3. **Convenience:** Employees can work from anywhere and at any time using their personal smartphones.
4. **Productivity:** Employees are already comfortable with their own smartphones, so they can work more efficiently.

Disadvantages of allowing employees to use their personal smartphones for work:

1. **Data security risks:** Personal smartphones may not have strong security, which can put company data at risk.
2. **Management challenges:** Supporting different smartphones with various systems can be complicated for the IT department.
3. **Privacy concerns:** Personal and work information may be mixed on personal smartphones, which can be a privacy issue.
4. **Compatibility problems:** Not all personal smartphones may work well with the software needed for work.

2. What management, organization, and technology factors should be addressed when deciding whether to allow employees to use their personal smartphones for work?

Answer. There are several factors to consider before allowing staff members to use their own smartphones for work.

- **Management:** Create straightforward rules for how employees can use their personal smartphones at work, making sure they

prioritize data security and privacy. Also, ensure fair payment for work-related smartphone usage and provide training and support to help employees understand the rules and get assistance when needed.

□ **Organization:** To safeguard company data, implement measures like encryption and remote wiping for personal smartphones. Respect employee privacy by ensuring separation between personal and work-related information. Additionally, assess collaboration and compatibility among employees using personal smartphones for efficient workflow and access to necessary tools.

□ **Technology:** For effective device management, establish protocols for updates, troubleshooting, and connecting personal smartphones to company systems. Ensure compatibility and security by supporting work-related apps on various personal smartphones, while also exploring integration possibilities with existing company technology, such as email and file sharing.

3. Compare the BYOD experiences of Michelin North America and Rosendin Electric. Why did BYOD at Michelin work so well?

Answer. Michelin North America succeeded with BYOD because they planned carefully, gave employees the choice to use their own devices, and used a service provider to handle reimbursements. They made the process cost-neutral by getting discounts and reducing deployment costs. On the other hand, Rosendin Electric chose to provide company-owned devices due to security concerns. They used software to manage these devices and ensure data security. Although both companies had different approaches, Michelin's success came from careful planning, employee flexibility, and cost-effective strategies.

Michelin's successful BYOD experience can be attributed to strong device management, prioritizing security measures like encryption and remote wiping, along with providing comprehensive employee support, training, and clear policies for a consistent and secure BYOD environment.

4. Allowing employees to use their own smartphones for work will save the company money. Do you agree? Why or why not?

Answer. Yes, allowing employees to use their own smartphones for work can potentially save the company money. Here's why:

1. **Saving on device purchase:** If employees use their personal smartphones, the company doesn't have to buy new devices for everyone, which can be expensive.
2. **Avoiding maintenance costs:** Employees are responsible for maintaining and upgrading their own smartphones, so the company doesn't have to spend money on device maintenance.
3. **Service plan savings:** Employees typically pay for their own data and service plans, so the company doesn't have to provide separate plans or pay for employee phone bills.

However, there are also potential costs and challenges to consider Data security, Device management, Policy and compliance.