BYOD, CYOD, and COPE Mobility Strategies

Name

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BYOD, CYOD, and COPE

An efficient mobility strategy requires an effective integration of mobile technology. Many businesses acknowledge the importance of using personalized mobile technology for improved communication. Efficient communication remains central to effective mobility strategy. BYOD, CYOD, and the COPE are critical mobility strategy techniques, which though compare and contrast significantly, influence organizational efficiency and development greatly. Standing for Bring Your Own Device (BYOD), Choose Your Own Device (CYOD), and Company-Issued, Personally Enabled (COPE), these strategies are different in various ways.

BYOD allows employees to choose and use their personal mobile devices for individual and business operations (Sutton, 2014). The application of the BYOD is more effective with small enterprises with few employees that focuses on cutting operational costs. The application of the strategy allows the company to effectively implement a mobility strategy without incurring major implementation costs. By allowing staff to use personal mobile devices for business and personal pleasure, small companies cut down otherwise unnecessary costs of purchasing mobile devices for the employees (Scardilli, 2014). Further from the aforementioned, small businesses with many casual staff or businesses comprising majorly of casual staff apply this strategy. The application of the strategy, however, comes with various concerns security, compatibility, and reliability concerns (Bender, 2013; McCafferty, 2014).

The COPE model offers an alternative for companies that use the BYOD strategy. The model offers a user-friendly mobile device experience that is more manageable for information technology as compared to the BYOD model. The main difference between the COPE model and the BYOD strategy is the aspect of ownership (Scardilli, 2014). While the latter depends on the staff to purchase and use their personal mobile devices, the COPE strategy depends on the company to purchase and issue the mobile devices to the employees for work-elated and personal use. Additionally, another difference between the BYOD and COPE models is that the management allows the staff to use their devices freely in case of the BYOD but decides how much freedom the employees have in using the mobile devices with the COPE strategy. As such, BYOD offers the staff more freedom and privacy of using the devices for their personal activities thus making them happier. The COPE model enhances cost effectiveness, improves reliability and security, and improved productivity (Sutton, 2014).

The CYOD strategy allows the staff to choose company-approved and configured mobile devices for communication. Like the BYOD and the COPE models, CYOD allows the employees to use the devices for personal business. However, unlike COPE and BYOD, the integration of the CYOD strategy of mobility gives the company or enterprise the control over the devices and their hardware. According to Bender (2013), CYOD guarantees security by safeguarding company information through the built-in activity-monitoring and security safeguards. The implementation of the strategy, further, ensures durability, reliability and compatibility. However, just like the COPE model, the CYOD strategy is faced with various privacy concerns since it restricts the use of the devices for any activity that may be termed a distraction. The CYOD and COPE methods are more effective when applied to big companies with multiple employees (Vermaat, Sebok, Freund, Frydenberg, & Campbell, 2016). However, the companies need to have sufficient capital for maintaining the efficiency of the systems.

**System Development Issues in Regards to Mobility Strategy**

* **Planning**

In regards to mobility strategy, systems development should start with effective and sufficient planning. The planning process should include a review of all the strategies and the prioritization of all the possible concerns. The process should involve the allocation of resources for the implementation of the plan. Moreover, the formation of a project development team is of critical importance. The effectiveness of the planning determines the efficiency of the IT strategy (Patel, 2014).

* **Analysis**

The process of analysis in the development of a mobility strategy system should include the investigation and examination of the various strategies. This process should result to the determination of the most effective strategy. Further, it should involve the consideration of user requirements and the recommendation of a solution. The analysis process allows the choice and implementation of the most effective IT strategy (Guerin & DelPo, 2015).

* **Design**

The acquisition of the necessary equipment and the development of the details of the mobility strategy is another critical issue in the development of a system. The efficient choice of the essential materials influences the IT strategy positively (Patel, 2014; Guerin & DelPo, 2015).

* **Implementation**

The IT team chosen for the development of the mobility strategy should consider the integration of systems to ensure security, reliability, and compatibility. The installation and testing of new systems and conversion from old to new strategies should form a critical part of the system development. This guarantees the efficiency and effectiveness of the IT strategy (Patel, 2014).

* **Security**

The consideration of the aspect of security is essential in the development of a system in regards to the mobility strategy. Assessing and monitoring system security is critical for the development of an excellent IT strategy. In the development of a mobility strategy system, a company must protect its data, information, and intellectual property. As such, security plays a significant role in promoting the effectiveness of an efficient IT strategy (Guerin & DelPo, 2015).

**Recommendations**

Any organization with a considerably large number of travelling sales force requires an effective mobility strategy. After the evaluation of the various strategies, the COPE model is most suited for the company with 150 sales persons working under three different time zones. The implementation of the COPE strategy solves the issue of device duplication and gives the company greater control over its data and intellectual property (Steele, 2016; Patel, 2014). The application of the strategy will give the company the power to decide how the employees use the devices, ensures security, and guarantees efficiency in compatibility (Gordon, 2015; Guerin & DelPo, 2015). The choice of the strategy will ensure the prioritization of security, compatibility, reliability, and durability. This will overcome the cost of buying and maintaining the devices through the application of cost effective strategies.

**Issues that an Organization Should Address When Developing an *Acceptable Use* Policy**

The major issues that the company must consider before the implementation of the COPE strategy include:

* **Privacy concerns**

The application of the COPE model will allow the company to decide the freedom the employees enjoy while using the mobile devices. The issue of placing restrictions on the personal usage of the devices impacts on the employees’ privacy significantly. As such, the Company should ensure that it minimizes its restrictions as much as possible to offer the employees more freedom and privacy (Steele, 2016).

* **Cost effectiveness**

The company will have to incur the costs of purchasing the mobile devices for use by the employees. In doing so, the consideration of cost effectiveness is critical. The company must ensure that it uses less capital in the process but maintain high levels of durability and reliability (Patel, 2014).

* **Security issues**

The issue of security is critical for any organization. In the implantation of the COPE strategy which allows the personal use of the devices, the integration of efficient systems that guarantee security and minimize risks is important. The company must allocate sufficient resources for the improvement and assurance of security (Aljawarneh, 2015).

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