Bring Your Own Device (BYOD) Policy For Business

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**BYOD Policy for Business**

More and more companies have adopted a Bring Your Own Device (BYOD) policy, in which employees use their personal smartphone, tablet, or laptop computer on the company’s network, which has helped contribute to their growing importance in B2B. Cisco estimates that by 2016, mobile traffic will represent over 25% of all business Internet traffic, up from less than 5% in 2011 (Forrester, 2013) (Laudon & Traver, 2015).

There is no stopping the bring-your-own-device (BYOD) movement. Enterprises increasingly embrace this strategy, which allows employees to use their personal mobile devices for work-related communications. While BYOD has a place in some organizations' mobility plans, however, those in regulated industries have strict requirements that may prevent BYOD use, including information tracking and storage responsibilities. With so much on the line, CIOs at regulated businesses cannot rely on a risky BYOD strategy. They must choose an alternative solution that can provide workers with the sense of personal freedom associated with BYOD without exposing the organization to the risks of compliance rule violations. The best way to maintain this delicate balance is to deploy a corporate owned, personally enabled (COPE) enterprise mobility model. COPE and BYOD share a central objective: to fortify workers with a mobile device that can be used securely and simultaneously for both work and personal communications. The difference between the two models is how they approach this goal (Holleran, 2014).

The healthcare industry finds itself at a bit of a crossroads when it comes to weighing policies around BYOD, or bring-your-own-device, trends. The benefits of BYOD are significant. But permitting BYOD isn't so simple. It might seem counterintuitive, but the real way to control BYOD threats is to embrace the trend. Developing and implementing a BYOD policy is hard work. But having a policy in place doesn't mean that your work is done. When employees agree to BYOD policies, everyone gets on the same page about threats -- and expectations. Even if your BYOD policy says that employees are able to use any device they want to access information, you should remind them that you plan to track each access -- and follow through on it. The best care is attentive and comprehensive -- and, in an ideal world, collaborative and efficient too. Technology should support healthcare professionals and medical staffs focus on providing quality care (Cidon, 2015).

The adage, "If you can't beat them, join them." fairly summarizes the results of a recent Forrester study of the legal implications related to a ‘bring your own device’ (BYOD) policy, "Navigating the Legal and Compliance Applications of BYOD." According to a Forrester blog by David Johnson, technology attorneys participating in the study agreed that once you learn that BYOD is happening in your organization, you have a legal obligation to do something about it, whether you have established industry guidance. You must take action to minimize the risk. Effective BYOD governance starts with a clear policy and education (Anonymous, 2014).

**Thesis Peer Review**

This thesis paper was reviewed by a peer. The review was acknowledged with the following comments: Ms. Wenona Fetick says, “It’s interesting how much businesses allow customers to do online, but also what employees can do with company resources in the workplace environment, with their own devices.” She recommends to be safe and cautious online and that goes for companies too.

# References

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