



# Unisys Consumerization of IT Benchmark Study

Summary Survey Results

## The Movement

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### Consumer-Powered IT: Capitalizing on the Fourth Wave of Productivity

*There's a revolution taking place in IT.*

The revolution is spearheaded by workers who are investing their own resources to buy, learn, and use a broad range of popular consumer technologies and application tools to get things done in the workplace.

These consumer technologies and tools are bringing down the old artificial barriers around the workplace. At work and at home and everywhere in between, tech-savvy workers and consumers are using the same powerful, widely available tools and applications – from smartphones and iPads to social networks and instant messaging – to stay informed, connected and productive in their professional as well as their personal lives. Add to that the changing usage demands of an always-on environment with anytime/anywhere access fundamentally changing support and service requirements.

This “Consumer-Powered IT” trend is already turning traditional IT models on their head. It's a powerful new way to work that, in our view at Unisys, will transform organizations over the next three to five years and usher in the fourth way of business productivity. And yet most organizations are woefully unprepared to capitalize on this powerful movement.

The first wave of productivity began with Henry Ford's invention of the assembly line, where technology was dictated by the corporation, and employees complied.

That top-down paradigm reigned for decades. It was followed in the 1970s and 1980s by the Japanese collaborative model of Kaizen, which focused on making continuous, incremental improvements in processes to improve quality and enhance productivity.

Fast forward to the Chinese model of productivity, where the consistent application of economic and monetary policies by a central government creates the necessary environment for mass production, low prices, and global domination.

And now we're beginning to ride the fourth wave of corporate productivity. Unlike the top-down and process-driven trends of the past, this wave is bubbling up from the bottom. It's being driven by the power of millions – even billions – of networked people around the world who are using technology to bring new ideas and unleash powerful innovation to those organizations that are ready and willing to take advantage.

Yet despite these unstoppable trends, a recent Unisys study, conducted by IDC, exposes a troubling gap between the activities and expectations of new generations of “iWorkers” ... and their employers' readiness to manage, secure, and support this movement—and capitalize on it. Capitalizing on it means; boosting productivity with news ways of connecting and sharing, staying competitive as an innovative company and workplace, and delivering IT flexibly while managing security.

Younger iWorkers are not demanding change—they are driving it through consensus usage motivated by mobility and interconnectedness. While iWorkers are intimately familiar and facile with technology, they have little understanding of the security risks, management issues, and policy and governance implications that arise from mass introduction of consumer devices and applications into the workplace.

Organizations, meanwhile, are still largely operating in the standardized, command-and-control IT models of the past. Those models are very good at managing risks and costs, but they prevent the typical organization from navigating the swift waters of breakthrough thinking and innovation being unleashed by the fourth wave of productivity.

To harness the full power of this new wave of productivity, organizations need to modernize their IT environments in order to:

- Manage and support these popular consumer technologies;
- Secure critical data and assets against hackers, viruses, identity thieves, and other widespread consumer IT threats;
- Offer the interactive “app” experiences that consumers are looking for when transacting with their suppliers;
- Handle the expected four-fold increase in transaction load that these new interactive experiences will impose on the IT infrastructure;
- Attract and retain the new generation of workers entering the workforce.

For organizations that embrace and capitalize on the wave of innovation being unleashed by this consumer-powered IT the leverage is enormous: in terms of organizational flexibility, a more engaged and productive workforce, the ability to leapfrog established competitors, and, yes, even achieve cost avoidance.

## The Benchmark Study

A wave of consumer technology in the enterprise - and the way it's being used - is turning existing business and IT models on their heads. New research from Unisys, conducted by IDC, shows a definite gap between the rapid adoption of consumer technologies in the workplace and organizations' readiness to handle this trend – and capitalize on it.

Capitalize on the trend means:

- Boosting productivity with new ways of connecting and sharing
- Staying competitive as an innovative company and workplace
- Delivering IT flexibility while managing security

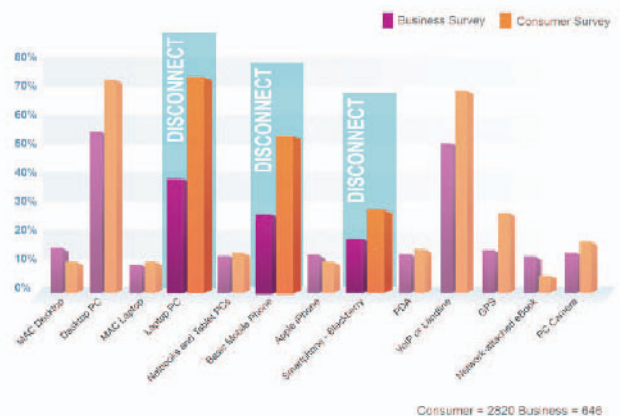
### Key Findings of Unisys-IDC Research

The Unisys-IDC research revealed a number of surprising disconnects between the consumer IT movement and readiness on the part of organizations.

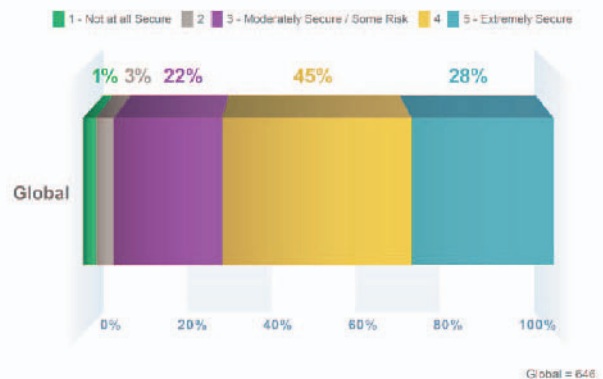
*Employers don't seem to have an accurate understanding of what and how many consumer technologies their employees are using in the workplace.*

1. iWorkers report using an average of four consumer devices and multiple third-party applications, such as social networking sites, in the course of their day.
2. iWorkers in the survey reported that they are using smartphones, laptops and mobile phones in the workplace at nearly twice the rate reported by employers.
3. Despite this apparent reality gap, 73 percent of IT executives surveyed describe their enterprise networks as very secure.
4. Despite this apparent reality gap, 73 percent of IT

#### Devices employees use for business applications



#### Rating of security of infrastructure across all devices, apps and information systems

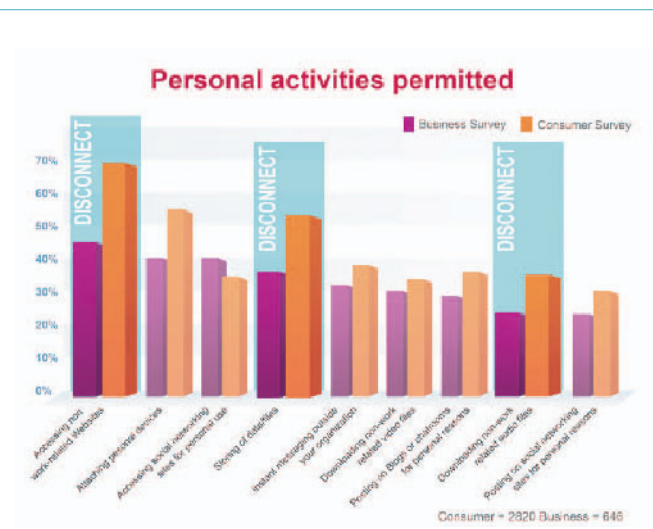
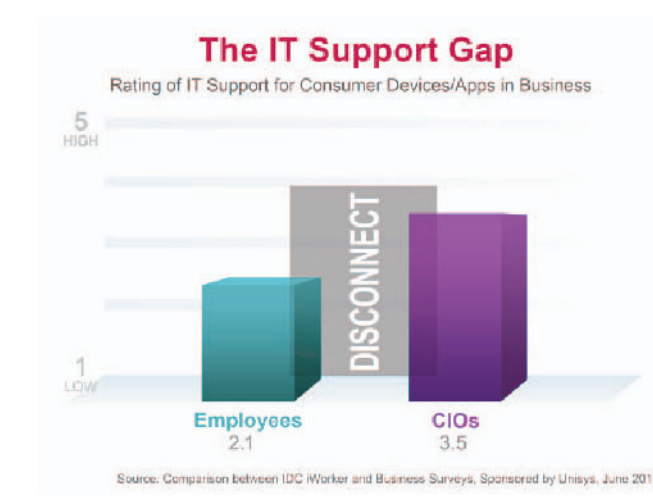
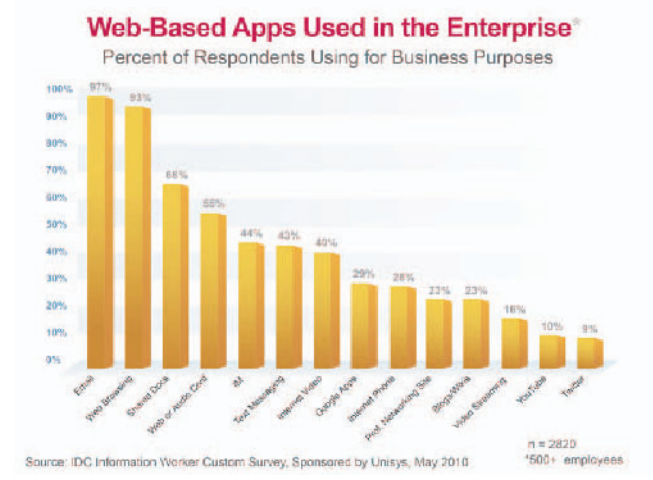


*iWorkers are routinely using consumer technologies and applications for business, but give their employers poor grades for the internal IT support they provide for these technologies.*

1. More than 40 percent of iWorkers surveyed use instant messaging and text messaging for business; a quarter use blogs and professional online communities for business purposes.
2. From 2009 to 2014, the number of iWorkers using smart phones for work is expected to nearly double, according to IDC.
3. Despite this widespread usage, fewer than half of employers allow iWorkers to access enterprise applications via smartphones.
4. And iWorkers give their employers below-average ratings for the IT support that their organizations provide for such consumer technologies.

*Employees say their employers are more permissive about use of consumer technologies than is reported to be case by organizations.*

1. 69 percent of iWorkers say they can access non-work-related websites, while only 44 percent of their employers report this to be the case.
2. 52% of iWorkers say they can store personal data and files on company resources, while only 37% of employers say this is the case.

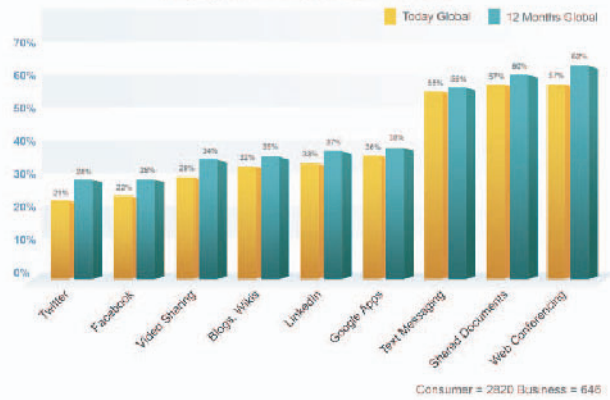


*Employers expect to increase business use of social networking applications significantly in the next year, yet they are not integrating those applications with their enterprise apps and often lack basic guidelines and policies governing the use of social media in the workplace.*

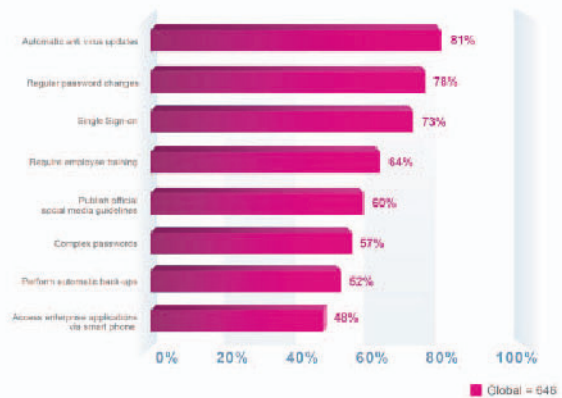
1. Across the board, enterprises report that they expect to increase their use of social networking tools like blogs, Twitter, Facebook, and LinkedIn for business purposes over the next 12 months. Business usage of these applications is expected to grow from 10-30 percent in the next year.
2. Despite this trend, nearly half of all iWorkers surveyed (46 percent) give their employers extremely low marks for the integration of consumer devices and social networks with enterprise applications.
3. 40 percent or organizations surveyed say that don't have guidelines for social media use in the workplace.

**Apps organization uses to conduct business activities**

Today vs 12 months from now

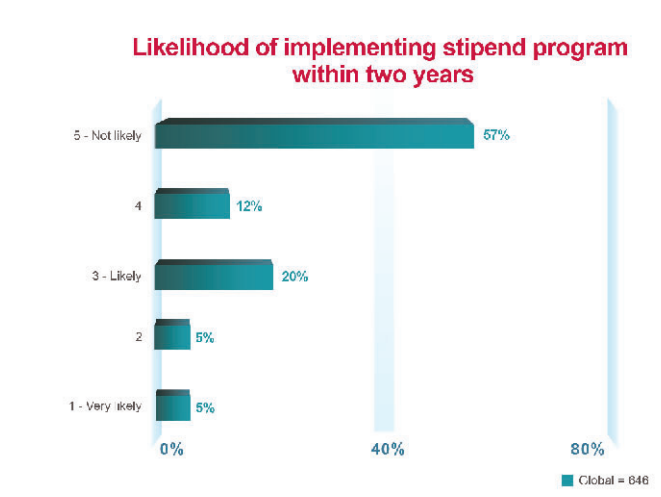
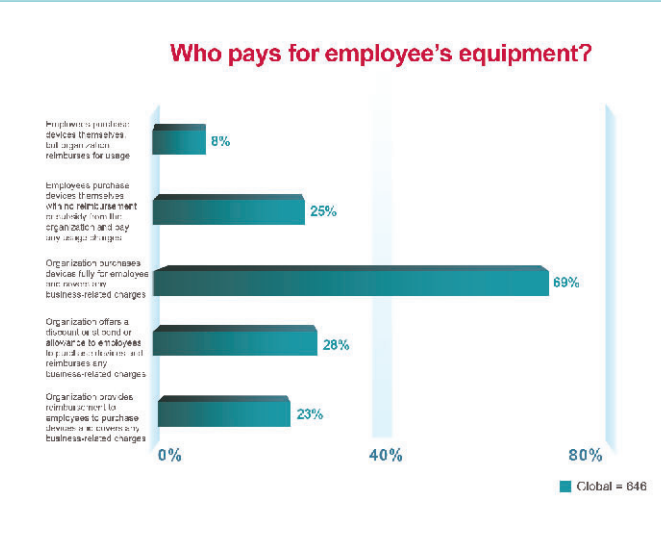
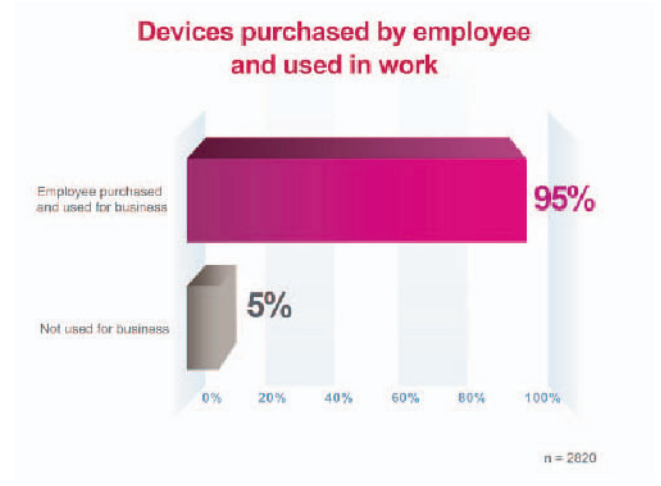


**How security conscious is your organization?**



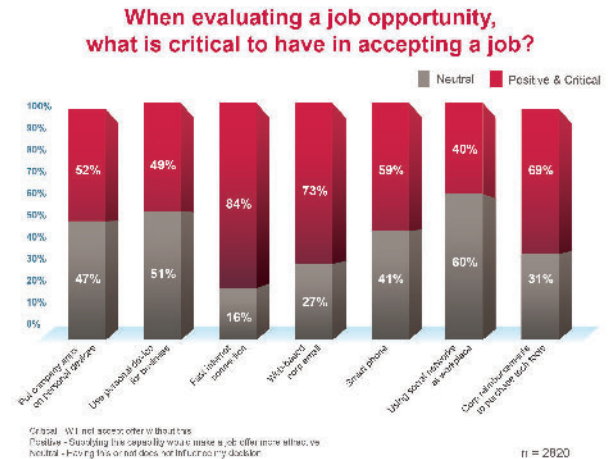
*Employees are overwhelmingly willing to buy their own consumer technologies for use at work, yet employers still want to purchase standardized technologies for them.*

1. 95 percent of iWorkers report that they use at least one self-purchased device for work.
2. Despite employee willingness to buy and train themselves on their own consumer technologies, nearly 70 percent of IT decision-makers report that they continue traditional models to purchase employees' devices and cover business-related charges.
3. Only about 30 percent of businesses surveyed say they are likely to implement a digital allowance or stipend program within two years to fund employees' purchases.



*Tech-savvy iWorkers want to work for tech-savvy employers, yet most enterprises seem not to recognize the importance of this qualitative factor in being an employer of choice.*

1. A majority of employees indicate that the technology tools provided to them and supported by their organizations would be a critical or positive factor in taking a job with a new employer.
2. Despite this, only about a third of organizations surveyed say that usage of consumer technologies in the workplace are key to employee retention and productivity.



The Unisys-IDC research study shows that businesses are not adequately prepared for this consumer-powered revolution in IT. The enterprise network is no longer point to point – its not a connection from a datacenter to a specific desktop – but ends with the user, wherever they are. This is a fundamental change in mindset yet many companies lack the policies, infrastructure or security to address this change.

By modernizing their policies, procedures, and IT systems to harness this trend, organizations have a rare chance over the next 3 to 5 years to leapfrog competitors and overturn existing business models—much as Apple and Google did with their own consumer-led IT business revolutions. Conversely, organizations that fail to prepare for and adapt to this consumer-driven movement will find themselves at a competitive disadvantage and will miss out on rare opportunities to avoid costs, increase their organizational productivity and flexibility, and appeal to a new generation of consumers and employees.

The complete results of the two Unisys-sponsored IDC studies, along with additional resources and commentary from Unisys employees and independent experts, are available on the Unisys “Consumerization of IT” blog. Business leaders can also conduct a readiness self-assessment that will help them determine their organization's ability to harness and capitalize on this massive consumer trend.

*“The research shows a profound disconnect between what iWorkers are doing with consumer technologies in the enterprise and what IT leaders believe is happening in their organizations,” says John Gantz, chief research officer and senior vice president, IDC. “As the old adage goes, you cannot manage what you don’t measure. IT leaders cannot effectively secure, manage, or plan for the future without an accurate understanding of the trend and its implications. The consumerization of IT trend will turn existing IT and business models on their heads, and the time to get ready is now.”*

## Making Consumer-Powered IT Work for You

The Consumerization of IT trend – workers investing their own money and time to use a number of popular, yet diverse, products to get their jobs done – is surprising and challenging IT organizations.

“Security and governance has to work in two directions simultaneously: first, developing capabilities that allow employees to get their work done from their consumer devices; and second, developing security policies in the broadest sense – including credentialing, authentication, access control, data security, compliance, and archiving – that match the capabilities (or lack thereof) of consumer devices and social networking according to Bob Supnik, VP of Engineering, Unisys. “But there is a silver lining. Every problem is an opportunity. Harnessing all these new media and devices to facilitate collaboration, in a framework that mirrors (rather than attempts to control) the way people use them, will increase productivity and speed decision-making.”

Consumer-Powered IT is full of challenges, but those who embrace the challenge by seizing increased productivity in an innovative workplace will reap a more loyal and satisfied employee base and customers.

Unisys’ team of innovative forward thinkers help you consider the challenges, and the opportunities, through their insightful and compelling Consumer-Powered IT blogs.

*Join the conversation today at <http://blog.unisys.com>*

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