

Device Disconnect

Companies Not Meeting the Mobile Workforce's Needs

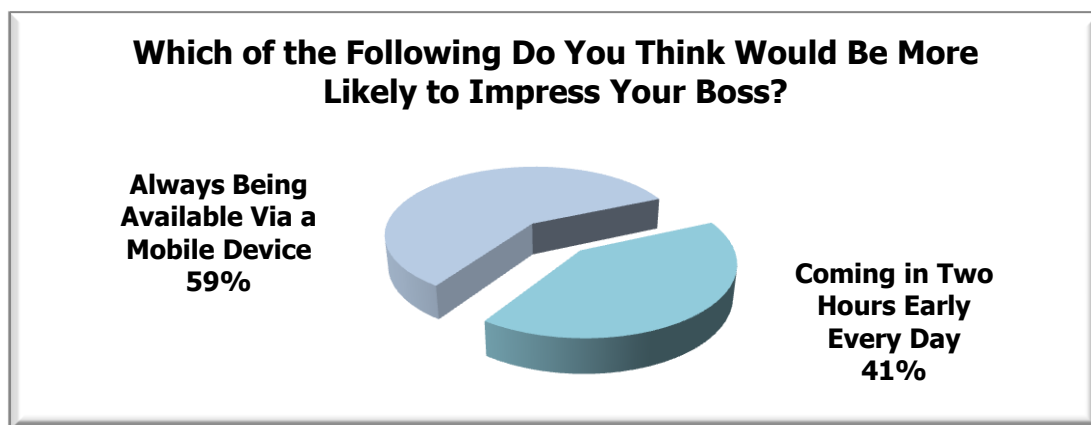
There's been a lot of buzz in recent years about the benefits of using mobile devices – and applications on these devices – in the workplace. Simulating access to company email, files, databases and other programs carries a great deal of promise for a more nimble and efficient workforce.

However, a new survey by Sybase shows that although employees¹ value the ability to do their jobs from their smartphones or tablets, their companies have yet to meet their mobile needs. This makes many workers take matters into their own hands, first by fighting for the use of their own devices. They also unknowingly multiply the chances for data security risks and inefficiency at work.

These days, the power to do work from anywhere is so closely tied to how satisfied employees are with their companies – so employers should take note of that fact and better facilitate the mobile workforce.

1) **MOVING AHEAD WITH MOBILE**

- **Adding Value.** The line "sent from my mobile device" means more now for employee advancement than it ever did before. Almost six in ten (59%) workers believe that always being available on a mobile device is more likely to help them get ahead at work than coming in two hours earlier than they need to every day.



- Over six in ten (62%) 18-35-year-olds feel this way, compared to 57 percent of their 36+ counterparts.

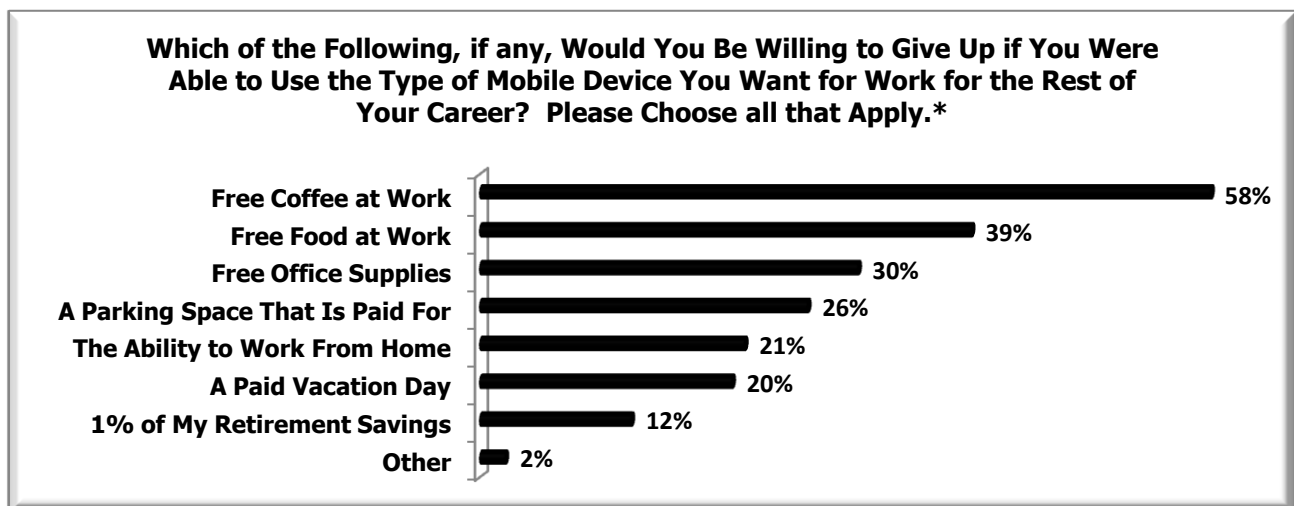
¹ This survey was conducted among 576 workers at companies with 100 employees or more in the US and the UK.

- **Inefficient Options.** But unfortunately, those who do go mobile for work gripe that they're able to do less than a third (30%) of their jobs from these devices as well as they could from their actual offices.
- **No Support from Upstairs.** And fewer than one in five (19%) can strongly agree that their employers make it easy for their daily tasks to get completed from a mobile device as well as they can from a work computer.
- **Behind the Curve.** Complicating matters further is the fact that fewer than three in ten (29%) can claim their company's IT departments are generally very good at managing mobile devices.

2) DEARLY BELOVED DEVICES

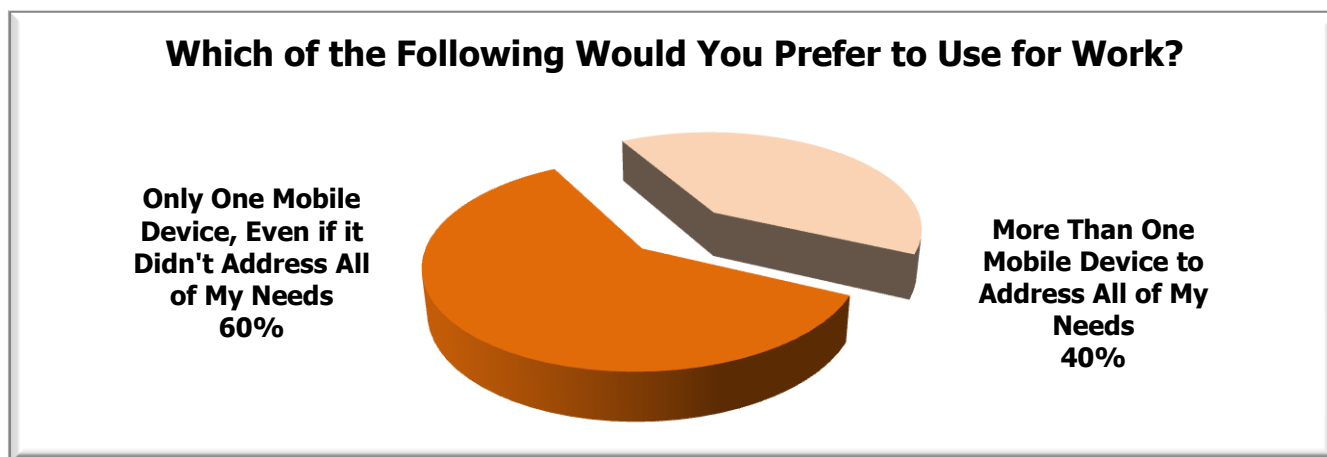
One solution employed by much of the mobile workforce is the use of their preferred devices – but is this approach causing more problems than it's solving?

- **Married to My Mobile Device.** Half (50%) would rather they made the choice of the mobile device they use at work, instead of the company being put in charge of this decision.
 - More men than women (54% vs. 45%) believe this system would be best; this sentiment is also more popular among 18-35-year-olds than those who are 36 and older (54% vs. 47%).
 - Close to three in five (59%) of those who chose their current mobile device themselves wouldn't want things to change and feel this way too, vs. 44 percent of those who are operating a company-supplied device right now.
- **The Best Benefit.** More than seven in ten (71%) feel so strongly about this that they're willing to give up at least one thing in the workplace to stick with their preferred device for the rest of their careers, with office perks like free coffee (58%) and food (39%) topping the list.



*Among Respondents Who Would Give Up Something to Use Their Preferred Mobile Devices for the Rest of Their Careers

- Three in four (75%) workers at companies with 100-1,000 employees would be quick to sacrifice some of these treats at work their preferred mobile device. Fewer (65%) of those who work at larger companies would do the same.
- **Drawn to Certain Devices.** There are at least two major reasons for this preference:
 - One in two (50%) believe that some mobile devices are far better suited for the office, and others would be more appropriate for use in their personal lives.
 - Additionally, close to three in five (57%) report more technical problems with company-issued devices than those that employees supply themselves.
- **Holes in the Plan.** Six in ten (60%) workers may also be so frustrated by these problems that they're willing to forfeit productivity for the phone they feel is best, admitting that they'd rather have just one device for work instead of multiple gadgets, even if the device wasn't meeting all of their professional needs.



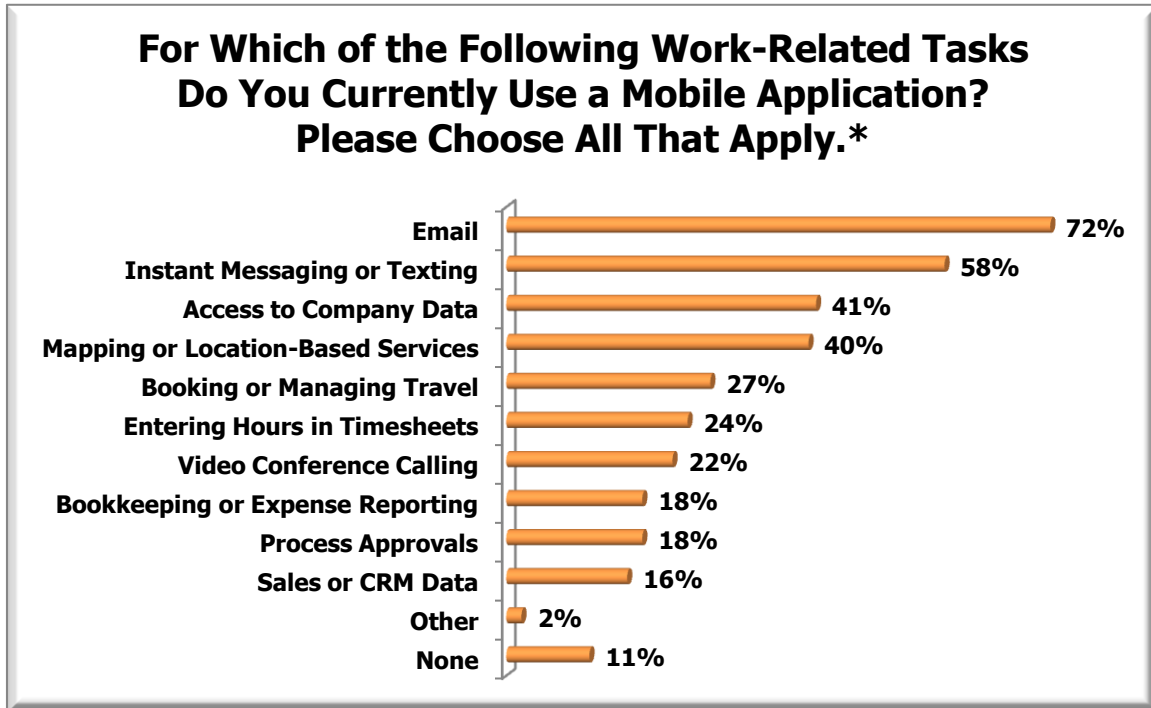
- Workers ages 36 and up feel more strongly than their younger counterparts (64% vs. 54%) about only using one mobile device for work, even if it falls short in some arenas.

3) APPLICATION ISSUES

Aside from devices that offer more comprehensive support, more employees might be able to take their jobs with them everywhere if their companies provided applications that streamlined the process. But many businesses are falling short in this respect too.

- **Key to the Future.** The demand for better work-related mobile applications is high. A majority (56%) say that using these programs on the job makes them more productive.
 - Over eight in ten (82%) of those who use more than three mobile applications for work feel this way, vs. 63 percent who make use of fewer apps right now at their jobs.

- **Falling Short.** However, almost half (44%) gripe that they don't have access to enough mobile applications to ensure they can do their jobs as well as they can from their work computers.
- **Not Doing Enough.** And less than three in ten (27%) are able to speak highly about their IT department's ability to set up or troubleshoot mobile applications or programs.
- **Skimming the Surface.** This is evident in the fact that, aside from apps allowing users to send emails or other basic messages, adoption of mobile programs for other key business functions is low:



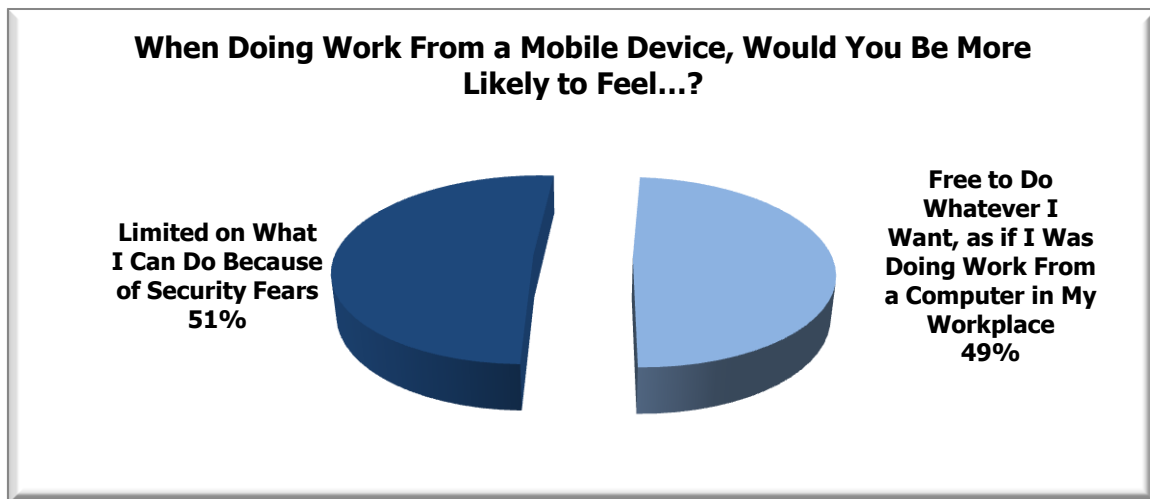
*Among Respondents Who Use a Mobile Device for Work-Related Purposes

- **Building a Better App Store.** Many workers would be quicker to adopt more apps if they were easier to get. Almost half (45%) imagine that they'd use an employer-provided online marketplace for downloading company-approved mobile applications – and another 40 percent believe their coworkers would do the same.

4) **SAFETY STRUGGLES**

When companies don't meet employee needs for the right devices or app access, security takes a hit.

- **Chained Down by Devices.** More than half (51%) of workers confess that doing work from a mobile device still would make them feel limited on what they can do because of security fears, not liberated to do anything they want. (see chart on next page)



- Nearly three in five (57%) employees of companies with more than 1,000 people on staff feel the strains of these limitations, vs. 45 percent of their counterparts at smaller businesses (100-1,000 employees).
- Interestingly, those who currently use company-provided mobile devices feel more restricted when doing work from these gadgets than workers who employ their own devices (54% vs. 42%).
- **Safety First.** Similarly, four in ten (40%) agree that concerns about data security get in the way of their colleagues doing their jobs effectively from mobile devices. This factor plays far more of a role than lack of access to mobile apps (31%) or a limited range of programs to choose from (28%).
- **Both Parties to Blame.** Unfortunately, both employees and their employers don't always do their part to ensure complete security of company information:
 - Less than half (47%) of workers feel that their IT department generally does a good job maintaining the safety of company information.
 - However, these workers are also putting quite a bit of company data at risk themselves through irresponsible activities like sending work-related emails (35%) or documents (32%) to their personal email accounts and using their company's intranets from remote locations (29%). One in four (25%) have also conducted work-related email exchanges on their personal mobile devices. Perhaps they're forced to find these workarounds because their current systems don't let them do everything they need to do seamlessly.