



TechReport

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Consumerisation of IT: an earthquake that yields opportunity

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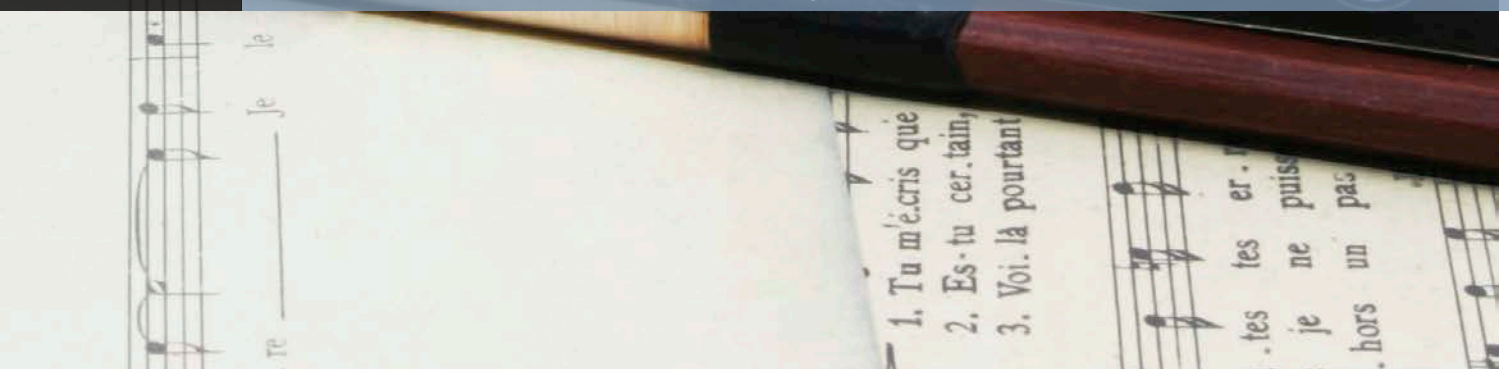


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The TechReport is published on a bi-monthly basis and wants to inform a broad audience about the latest trends and developments of the IT industry. The intention of the TechReport is to make trends transparent and understandable within their context and give the readers impulses for their business. The content has been created with the utmost diligence. Therefore, we are not liable for any possible mistakes.

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1 Consumerisation of IT: an earthquake that yields opportunity

They appeared in every industry. They appeared in different form factors. They often had an apple image pasted to them and found their way into the company in the hands of the CEO. We're talking about consumer devices. And things were never the same again. All of those wonderful safety measures and harmonization strategies crafted to save money in IT were brushed away in the blink

Consumerisation began with the PC and witnessed a breakthrough with mobile IT.

of an eye. But even as talk has focused on the consumerisation of IT as a result of Steve Jobs's somewhat inadvertent restructuring of corporate IT, the truth is this: the trend had already started to take root with the launch of the PC. Consumerisation gained ground with PCs that were cheaper and cheaper, and the real breakthrough came with the advent of mobile IT: first laptops, then smartphones and tablets. This last device in particular enjoys an especially personal relationship with users. It's a constant companion and is well-equipped to serve as 'an alter ego' – as Eric Schmidt, Google chairman, often points out.

But does consumerisation only mean that users are working with their own devices? No, certainly not. The entire landscape is changing. Users have come to appreciate applications that are better and more productive than the ones at their employers. This is very true for applications relating to getting organised or communicating. Users might also give high marks to Google Mail for its

The gate to consumerisation within companies is often opened by senior managers.

simplicity, search filters and alerts – plus the way this service uses one sleek app to install everything on all kinds of mobile devices. These iWorkers (as they're known) like how easy it is to synchronise their iPhone, iPad and laptop data with a simple dropbox. And they had to wait a while for a tool like Evernote – a little wonder that not only consolidates, tags and searches information across all devices and from all sources, but compares that data, too. Even today, corporate IT can't do this for users. Users like these have strong allies in senior management, and as a result, IT is faced with the challenge of delivering all these benefits while still carrying out the unenviable tasks of cost reduction and ensuring safety.

Add to this higher expectations regarding the user experience and possibilities in terms of

Free cloud services or immature operating systems often do not meet the standards of corporate IT.

functionalities. One such example is the ability to access data from anywhere. Put this against the backdrop of larger, multimedia files and a flow of information that continues to absorb many different streams. At the same time, cloud services (which are often offered free of charge) or mobile operating systems (which are often released too early due to lack of competition) fall far short of security and availability standards that companies have laid out.

CIOs also get headaches when confronted with the lack of ways to get into the IT system. What happened with Dropbox in June 2011 is an excellent example.

A policy of denial within corporate IT is the wrong way to go – and it's almost impossible to uphold.

Suddenly, everyone had access to everyone else's data – and no password in sight. The 'consumerisation earthquake' has shifted

IT's tectonic plates so drastically that it is almost impossible for corporate

IT to act as if nothing has changed.

IT to act as if nothing has changed.

What's more, providers are jumping onto the Apple train in droves. With its ULTRABOOK, Intel is playing its part to make laptops lighter – PCs too. (MacAir, anyone?) The Microsoft smartphone is

Corporate IT providers are also jumping on the consumerisation bandwagon.

attempting a comeback as a consumer device despite having larger

shares of the business segment in the past. The Redmond-based behemoth apparently sees the greatest competition for its code business

not so much at Big Blue and other established vendors of corporate IT,

but at Apple and Google. These are the companies that are constantly redefining the consumer market with innovations – and giving corporate IT a good shakeup in the process.

The biggest risk to companies is that the IT department might not join in on this journey. Then the gap between applied IT and the IT department would only widen. This would force the IT department

The biggest risk facing companies is a widening gap between corporate IT and those who use it.

to react to situations, spending most of its time putting out fires and quickly coming up with stopgap solutions to avert the next catastrophe.

If you're going to do Consumer IT, do it right. But how do you implement Consumer IT for use in a corporate environment?

That's the wrong question. This is the whole point of consumerisation; it can't be transferred. It creates a framework. Externally. A CIO's best strategy, then, is one of offering attractive alternatives and making sure that the Consumer IT that is actually used meets a number of requirements. It needs to be, for instance, simple, scalable, safe, secure, sustainable, productive, mature, maintainable, manageable and economical.

In solving a new problem ushered in by consumerisation, an opportunity to improve on an existing challenge presents itself. Consumerisation, for example, also means that more and more often, personal and company data are stored on the same device. A desktop virtualisation tool does a wonderful job of keeping these two data sets separate, with the added benefit of enhanced manageability where the client infrastructure is concerned. The costs of desktop virtualisation could be at least partially offset by fewer acquisition of end user devices.

Instead of acting as an obstacle, CIOs need to offer enticing alternatives.

If done properly, consumerisation has the potential to solve age-old problems where corporate IT has not been able to offer a solution, or only a partly satisfactory one. Some of these opportunities are: boosting productivity; the best possible use of IT resources; increasing the agility and value-added of IT; high user acceptance and further integrating IT into value chains.

Long-standing problems, too, can find fresh answers within new trends.

CTO Comment Box



Somewhat unintentionally, Steve Jobs helped consumerisation achieve a breakthrough. And with his iDevices, he left his mark on corporate IT like no other. There are plenty of followers, and established vendors of corporate IT are among them. Microsoft, for example, regards Google and Apple as more dangerous competitors than IBM and Oracle. It's rebooting all of its products by way of the

consumer market. Even SAP, an out-and-out vendor of corporate IT, announced its app store at Sapphire.

Some CIOs will take a step back and ask whether the pendulum's going to swing back, whether we're going to see a return of good old, centralised corporate IT.

This won't happen. The consumerisation earthquake has shifted IT's tectonic plates too much. Is this a bad thing? Not at all. It isn't going to be cheaper, to be sure, but we'll simply allocate budgets differently, perhaps more for desktop virtualisation and less for new laptop purchases. But aside from the fact that IT will always need to keep pace with business and life in general, the consumerisation of IT boasts significant potential to solve ongoing challenges within corporate IT – such as productivity, agility, acceptance and value-added – much more elegantly than conventional approaches have done so far.

3 NewsWatch

The GFT NewsWatch is following the professional article on a bi-monthly basis, covering major events, vendor announcements, service and products launches, important mergers and acquisitions, etc. related to the IT industry. Thereby, the NewsWatch is based on international releases of the past month.

Intel Ultrabook Will Power Bring-Your-Own-Computer Trend

Source: http://www.pcworld.com/businesscenter/article/229027/intel_ultrabook_will_power_bringyourowncomputer_trend.html

Launched at the Computex trade show in Taiwan Monday, Ultrabook is Intel's new name for a class of full-performance laptops in ultra-slim cases. The chipmaker says the devices will be less than an inch thin, will offer long battery life, will cost less than \$1000, and will offer tablet-like "instant-on" capabilities. In short, it will look a lot like the current Apple MacBook Air.

The Tablet Revolution and What it Means for the Future of News

Source: <http://pewresearch.org/pubs/2119/tablet-news>

Eleven percent of adults now own a tablet computer. About half get news on it everyday, and three in ten spend more time consuming news than they did before. But contrary to what some in the news industry hoped, a majority say they are not willing to pay for news content on the devices, according to the most detailed study to date of tablet users and their news consumption habits.

13 best Android tablets in the world

Source: <http://www.techradar.com/news/mobile-computing/tablets/13-best-android-tablets-in-the-world-905504>

If you're looking for a tablet and don't fancy an iPad, then Android is currently the way to go.

Amazon Kindle Fire review

Can Amazon's astonishingly-priced tablet live up the hype?

Source: <http://www.techradar.com/reviews/pc-mac/tablets/amazon-kindle-fire-1041946/review>

The Amazon Kindle Fire is what the tech world likes to coin a game-changer. A gadget with the potential to irrevocably alter a sector of the market to the point of no return.

5 Things Amazon's New Tablet is Missing

Source: <http://www.dailyfinance.com/2011/11/22/kindle-fire-review-5-things-amazons-new-tablet-is-missing/>

As early adopters crack open their Kindle Fires this month, the rest of the country is watching. Is Amazon new \$199 gadget as good as the \$499 iPad 2 or the \$249 Nook Tablet?

Facebook testing Messenger for Windows desktop client

Source: <http://www.eweek.com/c/a/Security/11-Internet-Security-Myths-That-Delude-Computer-Users-114208/>

Facebook has started testing a Facebook Messenger for Windows desktop client with a limited group of users, currently in beta. The application, which requires Windows 7, provides access to three main Facebook features: Facebook Chat, the new Ticker feed, and notifications.

HP enhances Mobile Application Services for Enterprises

Source: <http://enterpriseapplications.cbronline.com/news/hp-introduces-new-enhanced-mobile-application-services-for-enterprises-261011>

HP Enterprise Services has introduced new and enhanced mobile application services that help clients extend key enterprise information and business processes - anywhere, any time and through any mobile device.

Google future-proofs your e-mail, documents from spies

Source: http://news.cnet.com/8301-1009_3-57330602-83/google-future-proofs-your-e-mail-documents-from-spies/?tag=txt:title

Google is strengthening the encryption on Gmail and other services so that messages stored today can't easily be decrypted later by faster computers using brute force methods.

Clouds of anxiety: Companies worry about security

Source: http://www.computerworld.com/s/article/9221496/Clouds_of_anxiety_Companies_worry_about_security_of_cloud_computing?taxonomyId=203

It's no secret that organizations are concerned about their ability to secure and to maintain an adequate regulatory compliance posture in their cloud deployments.

Mobile security threats heat up

Source: http://www.computerworld.com/s/article/9220558/Mobile_security_threats_heat_up?taxonomyId=203

According to industry analysts, mobile device shipments will exceed a billion devices in 2015 and will rapidly outrun PC shipments. That's great news for end user convenience, mobility, and work-anywhere productivity. But it also means that enterprises must brace for the fact that the bad guys will target these devices with attack exploits, spyware, and rogue applications.



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