The Role of Video in the BYOD Revolution
The Role of Video in the BYOD Revolution

BYOD and Video

The Stone Age of enterprise computing calls to mind mainframes that occupied several rooms, and in some cases, floors. In addition to lots of space, these cumbersome and costly monoliths required an aptitude for advanced computer science to operate, rendering their utilization virtually exclusive to IT departments. Like the dinosaurs before them, the mainframe’s extinction was the result of distinct causes and culprits, chief among them the development of faster, cheaper, more compact servers and user-friendly computers, and the advent of the cell phone.

Which came first, the organic desire of individuals to utilize the same computing functionality they enjoyed at the office away from it, or the natural inclination of IT innovators to make personal computers more sophisticated and consistent with enterprise-grade capabilities? Whichever the case, the relationship between enterprise and consumer technology has been interdependent and intertwined for the past twenty or more years, and has become even more so in the last few.

A Different Kind of Revolution

Working offsite is not new, what is new are the tools that people are using to do so. In its infancy, personal computing had a sort of Mason-Dixon Line imposed by IT, in that many of the more advanced presentational, analytical, and relational functionalities (not to mention company data) could not be accessed outside of a company’s network. But in the same way that cell phones allowed people to communicate and do business anywhere and anytime, it was only natural that people would begin to look to mobile technology to allow them to work (or compute) anywhere and anytime.

Applications of a highly visual, social and interactive nature, such as FaceTime and Skype, have created a trickle-up effect in the enterprise, by effectively creating a demand (worker)-supply (enterprise technology) dynamic that is unprecedented. Not only have mobile apps kept pace with the basic functionality of PC software, they have become antecedents of the PC’s user-interface. The disruptive trends of workers using their own technology (also known as Bring-Your-Own-Device or BYOD) to access and contribute to enterprise and the utilization of consumer-oriented applications within the enterprise, commonly referred to as the Consumerization of IT, are shaping how people work now and how they will in the future, as well as the technologies they will work with.
As the utilization patterns of mobile technology, enterprise video, and personal computing have paralleled one another, they have also fused (as expressed by the widespread adoption of mobile video) in their implementation within enterprise. How companies are capitalizing on the opportunities and managing the growing pains of implementing BYOD and mobile video in the enterprise will be the thrust of this paper.

**BYOD: a Primer**

According to the Wall Street Journal, 87 percent of companies report that their employees use personal devices for work. In a recent survey, mobile management software vendor Good Technology revealed that the number of BYOD-supporting enterprises (within its membership) grew from 72 to 76 percent (2011 – 2012). Studies show that improved flexibility and productivity are the drivers behind BYOD program development.

In one large-scale study, 70 percent of survey respondents stated increasing worker productivity was a key driver for implementing BYOD programs, nearly 70 percent achieved increased bottom line revenues, and over 50 percent indicated the flexibility of BYOD adoption was an inducement. Other firms see BYOD as a way to reduce costs related to corporate-provided devices.

Who’s on board? IT representatives, senior management, networking, engineering, and sourcing teams, as well as third-party vendors and consultants participate in BYOD program development.

**Video: the Basics**

The face of enterprise is global. And as firms expand, mobilizing and optimizing distributed workers, teleworkers, and remote workers requires technologies that let employees connect across spatial divides in value additive and economical ways. Moreover, enterprises recognize that visual interaction is central to effective collaboration, which in turn leads to improved productivity and ROI. The basis for this assertion rests in video’s capacity for compounding the ability of workers to learn and retain what they see. Studies show that information relayed via video results in a 200 percent improvement of what is learned, a 40 percent increase in what is absorbed, and a 38 percent improvement in retention.

The number of mobile video users is under half a million at present, but that number is expected to grow twenty times that to more than 10 million by 2019, spurred by the adaption of broadband networks, ubiquitous Wi-Fi and mobile devices, and the greater acceptance of BYOD across the enterprise. In fact, the enterprise video market is expected to grow at a CAGR of 25.9 percent between 2013 and 2018.
The immediacy, portability, and more fluid dissemination of information and communication, are ways in which video boosts productivity and efficiency in the workplace, all of which are amplified when it is integrated with BYOD. vii

Mobile Video Collaboration

Piggybacking on the BYOD trend, mobile video collaboration platforms have permeated enterprise video solutions largely due to the tangible benefits they consistently demonstrate, according to a new report, Enterprise Mobile Video Collaboration, by Strategy Analytics. "Although the mobile video collaboration market is still relatively small, support for mobile devices is becoming a core component of nearly every enterprise video collaboration solution on the market and enterprises are clear on how improvements in communication are wins for worker productivity and work flow efficiency," said Kevin Burden, director of mobility at the firm.

Challenges and Solutions

As the enterprise races to keep pace with trends in BYOD and video collaboration, and harvest the benefits of a more fluid and border-less workspace, they must also grapple with the risks associated with opening the gate to corporate-controlled applications, devices, and networks. Regardless of whether or not an enterprise has a BYOD program or video policy in place, professionals are utilizing BYOD to work, with or without their employer’s consent.

Consistently, enterprises identify security challenges as top-of-mind in their consideration of BYOD programs. Not only securing the device, but also protecting mobile data and mobile applications, is a chief concern. Recent high-profile data breaches have underscored the importance of securing the user, as well as the device. Technologies that can protect data, from inside corporate networks, as well as via public networks, and policies that standardize the entity’s security breach response, are some of the ways companies can address these concerns.viii

Other concerns for mobile video and BYOD deployment include managing the strain on network bandwidth that these applications can create, and planning for ample Wi-Fi coverage, and monitoring, managing and securing BYOD and mobile video, are now part of every IT agenda. And, to manage the network grab, companies are implementing WAN video optimization solutions that can prioritize certain applications and create alternative routes for others, to mitigate network tug-of-wars. ix
The Role of Video in the BYOD Revolution

Conclusion

Empowered and engaged employees are statistically speaking the most innovative, collaborative, productive and satisfied. Enterprises recognize that these qualities make their companies more successful, profitable, competitive – and enjoyable to work at. Towards these ends, the Consumerization of IT is a natural outgrowth of the awareness within enterprise that in giving workers the tools (applications developed for, and used by, consumers) to be as innovative, collaborative, effective as possible, they simultaneously enhance worker experience and performance and boost the company’s ROI.

Risks are involved and companies need to thoroughly assess those and plan for contingencies before, during and after BYOD and mobile video deployment, rather than hoping for the best. Proactively assessing the costs of implementation, such as data, application and device security, compliance outlays, and back-end infrastructure, can help ensure a net gain for an organization. Fortunately, BYOD and mobile video has also fostered a competitive market for solutions designed to enable enterprises to do just that.

About MediaPlatform

MediaPlatform is the best-in-class enterprise YouTube for global enterprises and digital media producers. MediaPlatform’s video portal and rich media webcasting software enables high-impact interactive presentations and on-demand video for lead generation, corporate communications and training. The company offers organizations the ability to take advantage of scalable cloud-based computing, as well as on-premises deployment, to present and manage rich media. MediaPlatform customers include Adobe, Ericsson, Facebook and General Motors.

[webpage content]