

KITABOO

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BYOD AND ITS IMPACT

ON ENTERPRISE
CONTENT DELIVERY





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Over the last two decades, the way enterprises consume content has changed drastically. The changing business scenario and emergence of new technologies have compelled organizations to adopt new methods to equip their staff with the needed knowledge and skills, efficiently. Enterprises training is slowly coming out of the traditional classroom model into being a web-based and a mobile driven training model, where trainees can now be trained on any device at any time. Enterprise content consumption has also evolved from purely print and distribute model to send through email to access based model today. This has largely been made possible by the ease of access to mobile devices across the organizations globally and the adaptation of personal devices as suitable for work (Bring Your Own Devices).

In order to assess how the enterprise world is adopting BYOD, let's look at a few statistics.

PERSONAL DEVICE USAGE IS INCREASING IN ORGANIZATIONS

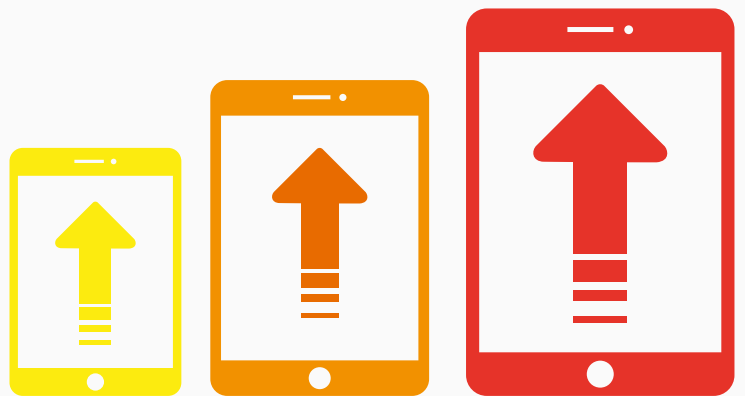
- **Smartphone usage is increasing rapidly:** According to Gartner, there is a 42% increase in global smartphone usage year over year. With such a large number of users increasingly starting to use smartphones, these devices become a default choice to consume content whether it is personal or workplace related.

- **BYOD is an increasingly growing trend:** By 2017, 50% of employers would require employees to supply their own devices for work purposes (Gartner). Around 80% of employers allow employees to use their own devices for official purposes in some capacity. With such trend predictions, mobile devices becoming an integral part of enterprise communication and training programs is inevitable. And this is set to increase and grow in years to come.

- **A lot of employees are going to use their own devices for work:** Gartner estimates that by 2020 around 10 billion employees are going to use their own devices for work. These employees who would be mostly from the generation Y or Gen Y, would be highly mobile, creating and consuming a lot of content on their own devices.

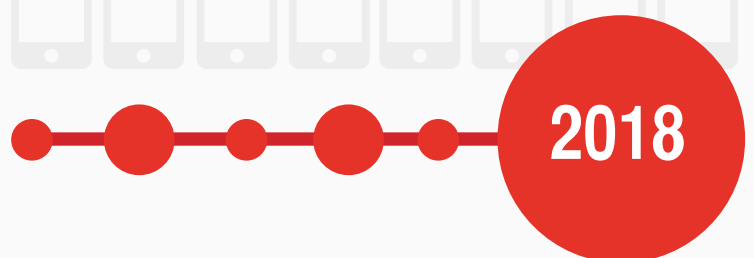
Employee tablet
use will see a
year-to-year
increase of

50%



1.2 billion
smartphones

will enter
by 2018 the market



CONTENT CONSUMPTION TRENDS COMPLEMENT THE BYOD TRENDS

While there has been an increase in mobile and self-owned devices, content consumption trends also project towards a more mobile focused future, not only in an employee's personal capacity but also in workplace related tasks.



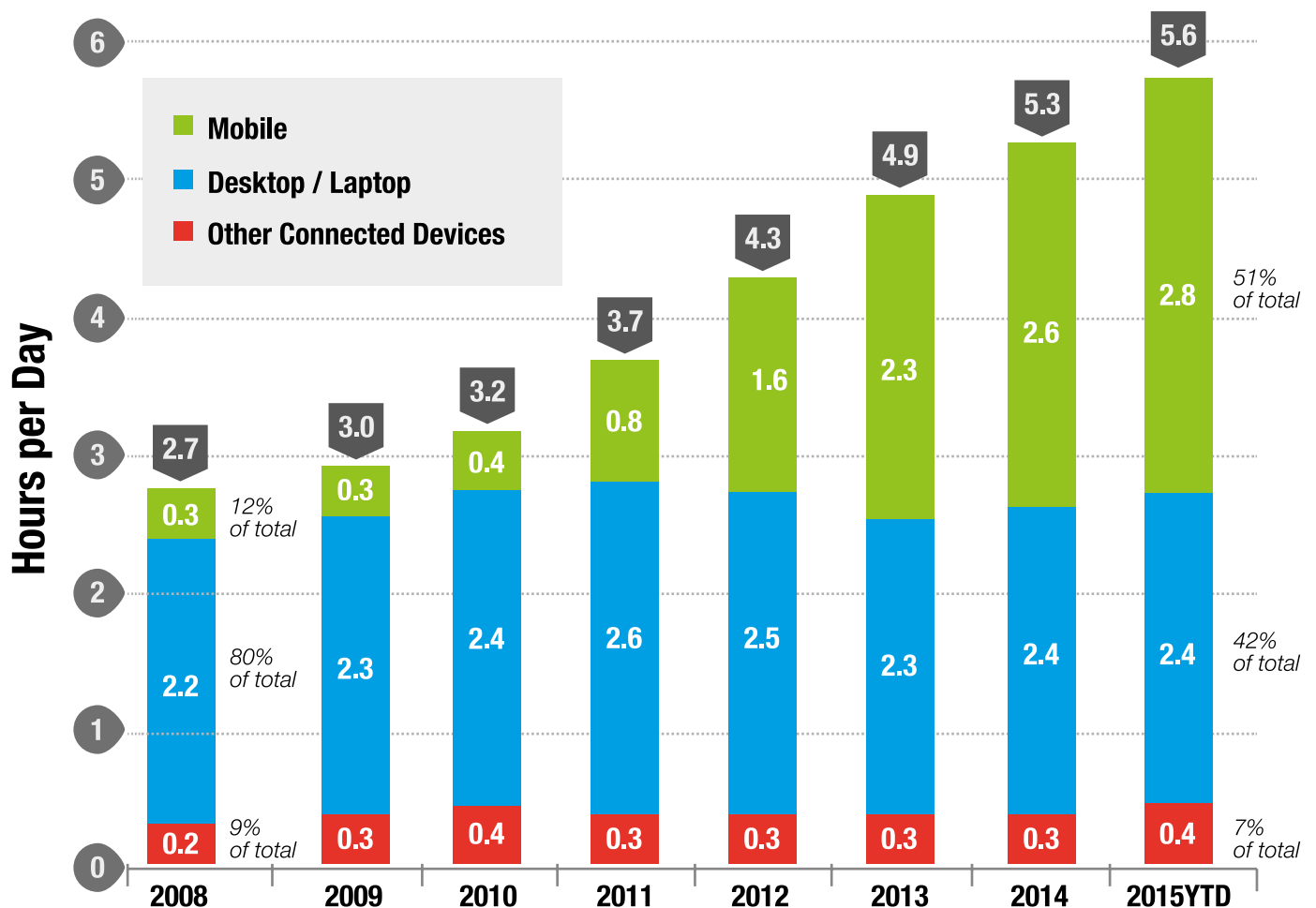
MOBILE DATA CONSUMPTION IS INCREASING

There has been a 59% increase in mobile data consumption in 2015 as against 2014. This reinstates the fact that, end users are spending more and more time on their mobile devices. According to a Nielsen report, 1.2 million terabytes of data is generated in US annually just by smartphone users alone.

EMPLOYEES SPEND MORE TIME ON MOBILE DEVICES

Mobile digital media time in the US is now significantly higher at 51% compared to desktop (42%) according to latest data from eMarketer and KPCB. For the Gen Y employees, mobiles and tablets are the preferred devices for media consumption.

TIME SPENT PER ADULT USER PER DAY WITH DIGITAL MEDIA, USA, 2008 - 2015 YTD



Source: Kleiner Perkins Caufield Byers/eMarketer

The above stats provide a compelling case for organizations to deliver their own content on an employee's own mobile devices, but does BYOD programs actually benefit employees and the organization as a whole?

Apart from the increasing usage of mobile devices in organizational landscape, the second biggest driver of changing content delivery methodologies are the employees themselves. It's them who demand the training content, sales and marketing collateral, organizational communication and other content be delivered on their mobile devices. Today's enterprise employee is driven by three demands:

ENTERPRISE EMPLOYEE'S THREE DEMANDS:



Device of their choice:

The Gen Y employees want to consume the content on a device that they are comfortable with. This is why they even want the corporate content on their personal devices.



Time of their choice:

Employees want to access the content whenever they want. They want to do trainings on the go, at a pace that suits them. They need access to updated marketing collateral anytime they require, not when they are sent to them. Time is of paramount importance to them.



A Great Experience:

The content sent to them needs to have a great experiential value. They consume multimedia content on a day to day basis and so the content that an organization sends to them has to match their expectations – interactive and media rich.

HOW THESE FACTORS CHANGE THE WAY CONTENT IS BEING DELIVERED

These changes in technological landscape in the organizations and the demands of the modern employee has changed the way content is delivered and consumed. The platforms to monitor the usage of devices in organizations are no longer plaintiff 'Mobile Device Management' platforms they are 'Enterprise Mobility' platforms, with the focus not only on devices but also on the way content is delivered and consumed – Apps. It has changed the way the three major content intensive functions of an organization work, namely:

ENTERPRISE TRAINING

Enterprise training has changed rapidly from a classroom based environment to web based to current scenario, where employees demand 'Self-Paced Learning' allowing them to learn and train whenever they want, wherever they want. Not only the content has to be available on the go, it has to be interactive, modularized and also provide feedback to the organizations, something what KITABOO can do seamlessly for your organization.

SALES AND MARKETING FUNCTIONS

With 71% of sales representatives feel that knowledge gap is the reason why they are unable to close the deals, it becomes apparent for enterprises to provide them with the content that they require, when and where they want it. With most marketing teams based centrally at one location and dispersed sales teams, not only providing content is painfully slow, it is even more difficult to keep the content with sales team updated all the time. This is where platforms like KITABOO pitch in, and allow seamless delivery of content to the employees.

ENTERPRISE COMMUNICATION

A document is printed and copied 9-11 times on an average, resulting in wastage of previously printing content along with time and money. 30-40% of an employee's time is utilized in searching for documents that are locked in emails and cabinets. Today's employees want access based document sharing, take notes on them and collaborate with others. Enterprises are today looking away from sending printed content, towards a solution that can deliver it to an employee's own device instantaneously.

The days of long textual content are passed now, the employees now want content at their favorite devices. Content today is more modularized and way more than text – it contains audios, videos, assessments, interactive elements and much more. As an enterprise you wouldn't be tempted to invest in BYOD content delivery unless it provides you with substantial benefits.

BENEFITS OF BYOD CONTENT DELIVERY



The benefits are not only monetary, in fact they should come last in order of preference. BYOD content's impact lies on the employee's side.

EMPLOYEE SATISFACTION

According to a research by Deloitte - 83% of skilled workers with "access to flexible IT policies said they were satisfied with their work, compared with 62% of their counterparts who didn't get to enjoy flexible IT conditions." Not only working on their own devices helps employees work better, ease of access to content enables them to structure their work schedule in a better fashion.

EMPLOYEE PRODUCTIVITY

57 minutes: is the time reclaimed per worker per day in an Intel BYOD program. Another report says 45% increase in employee productivity when using mobile apps. Employees can now access updated sales collateral, meeting specific documents & inputs just before a prospective client meeting irrespective of wherever they are. They do training on the go, while going back from office, just after a meeting that they could not have missed or anywhere. Increase satisfaction leads to better productivity.

COST SAVINGS

Last but not the least, enterprises save on the printing and distribution costs that they incur with paper based communication methods. 76% of employers surveyed by Deloitte who deployed BYOD in their enterprises experienced no change or reduced expenditure post implementation of BYOD programs.

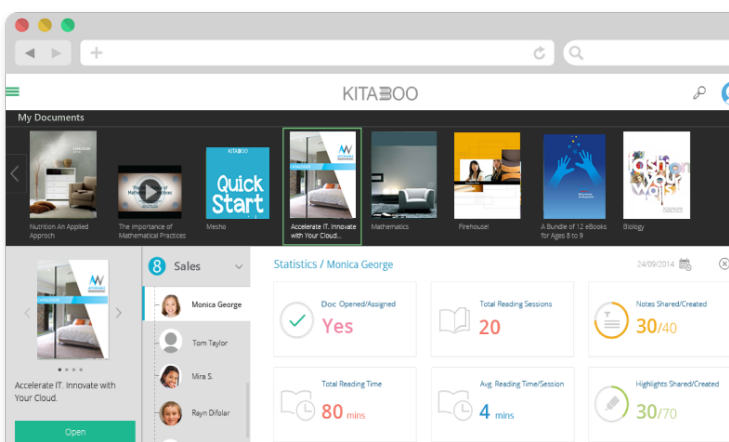
HOW KITABOO CAN HELP YOU DELIVER CONTENT TO YOUR EMPLOYEE'S OWN DEVICES

KITABOO is an end to end Digital Content Platform, which allows organizations to quickly take their content digital and distribute it securely over multiple devices. Whether it is a small, medium or a large enterprise, KITABOO offers a robust and scalable solution that allows them to quickly convert and enrich their content, protect it and get it into the hands of their employees on a device of their choice.

KITABOO's analytics and social collaboration features further enhance the value of the user communities, and provide enterprises with valuable real-time insight into how their content is used and consumed by their employees.

KITABOO consists of three basic components / modules, namely **KITABOO Create**, **KITABOO Reader Apps** and **KITABOO Collab**.

KITABOO Create allows the organizations to create digital training material, sales and marketing collateral and enterprise communication documents. It also allows creation and addition of assessments using KITABOO widgets, which can be very well used in training materials. It allows organizations to quickly create multiple versions of existing content, saving valuable time.



The rich and interactive content can be read by the employees on KITABOO Reader Apps. These apps are white label and can be customized according to the logo and brand colors of the organization. Currently these apps are available for iOS, Android, Windows and Online (browser based). The apps can work with enterprise mobility solutions and enable DRM protection of the content. Content created by KITABOO can only be accessed using KITABOO Apps.

KITABOO Collab enables the organization to distribute their content to their employees. It allows a set of content to be assigned to an employee, which can be revoked as and when required. Employees can collaborate between themselves by creating and sharing notes amongst their groups. Enterprises on the other hand can view the detailed analysis on how their content is being used and use the feedback to create more refined content.



CONCLUSION

While Bring your Own Device is an ever growing trend, it also comes with its own challenges. Delivering content on employee's own devices comes with great benefits including productivity and satisfaction amongst employees. Most of the challenges including content security can be taken care of by the content platform that an enterprise intends to invest in. Before investing in any enterprise mobility and content platform, the enterprise must weigh in all the pros and cons including the sustainability of the technological platform(s) before taking a deep dive into the world of content on your own device.