



A holistic solution to addressing Bring Your Own Device (BYOD)

At its core, BYOD stems from an explosion of employees with personal smart devices seeking to connect to their organization's infrastructure. Originating as an off shoot of a larger consumerization trend, many organizations now leverage BYOD as a mobility strategy. Varying in form and scope depending on an entity's needs a BYOD strategy can range from a basic reimbursement program to as broad as management of an organization's entire mobile inventory. By adopting a BYOD approach there are vital components that must be addressed – and security is priority number one.

Mobile Enterprise Management from AT&T helps organizations address mobility challenges with carrier agnostic end-to-end solutions for multiple device operating systems that span network security, device control, application development, content distribution, and workspace management. Offering best-in-breed, on premise, hosted, or cloud-based management solutions AT&T can help organizations minimize risk while increasing control of their mobile inventory.

Able to provide flexibility to your organization, no matter your specific requirements – AT&T can manage the full lifecycle of your BYOD strategy. Our solutions include, but are not limited to, the following:

Mobile Workspace Management from AT&T

Carrier agnostic software that works on devices using most popular operating systems and provides organizations two personas on the same device safeguarded with a password-protected work mode.

Mobile Application and Content Management from AT&T

Software that helps organizations distribute, manage, and wrap enterprise mobile applications across employee-owned and organization-responsible devices.

Mobile Device Management from AT&T

Software that helps to manage and control devices, including over-the-air data and configuration settings for both organization-responsible and employee-responsible devices.

BYOD as an Opportunity

Rather than viewing BYOD as a challenge, AT&T views it as an opportunity. BYOD can help to attract talent, empower workers, streamline processes, improve productivity, and boost morale. BYOD can help organizations uncover unrealized benefits.

There are many considerations when developing a BYOD strategy. Before trying to plug a hole with a single product, it's important to understand the bigger picture. The keys to managing BYOD solutions are to ask questions about the long term goals, identify key resources inside your organization, and build a holistic mobility strategy to address BYOD needs. With organizations stretched for resources and focused on their core competencies, the mobility ecosystem is too vast to address on a part-time basis.

AT&T offers a team of industry experts that can help organizations address the full lifecycle of their BYOD strategy.

Mobility Solutions Services

Mobility expertise that provides full end-to-end solutions and services, from consultation, design, and custom development to the integration of back-end database, hosting, and lifecycle management of your mobility support system.

Mobility strategies are not isolated moments or disparate silos within a business strategy. BYOD is a living and breathing project, flexible enough to address a variety of organization needs, while meeting employee demands, and assisting your organization to meet its goals.

For more information, go to www.att.com/mobilemanagement.

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