Five Steps to Consumerization

Intel’s Guide to Embracing the Inevitable
Consumerization:

The technology we use in our personal lives—applications, hardware, and even Internet services—has a distinct impact on the technology experience we expect at work.

Extends beyond devices to include the entire computing experience—much broader than Bring Your Own (BYO)
Rethink Your Approach

By better aligning employees’ at-work technology experience and their at-home experience, you can:

- Increase productivity and improve employee morale
- Retain your organization’s reputation as a technology innovator—especially when it comes to Bring Your Own Device programs
- Gain greater IT security and control over employee-owned devices
Manage Consumerization in Five Steps

1. Understand the powerful forces driving consumerization.

2. Rethink user computing with a user-centered strategy.

3. Create an inclusive approach by creating a two-way communication channel with users.


5. Find the right employer-provided tool for the job to give employees what they need: One size does not fit all.
Step 1. **Understand the Forces at Work**

IT must balance traditional IT requirements with emerging end-user needs.

- **Traditional IT Requirements**
  - Standardization
  - Compliance
  - Manageability
  - Security

- **Emerging End-User Needs**
  - Freedom
  - Flexibility
  - Individuality
  - **DRIVERS**
    - Device Innovation
    - Increasing Mobility
    - Cloud Services
    - Increased Data Availability
    - Natural Interaction with Technology
    - Evolution of the User
Step 2. **Rethink User Computing**

Rethink the compute experience to give users the freedom and flexibility they want.

Maintain the comprehensive security, automated management, compatibility, and compliance that IT requires.

Use centralized management to securely deliver the right resources.
Step 3. Create an Inclusive Approach

Communication

Adopt a two-way communication channel vs. the traditional IT-to-user model.

Security

Improve job satisfaction while you gain stronger security and control.
Step 4. **Support Employee-Owned Devices**

Ensure Success with Best Practices:

1. **Engage stakeholders**
   - Engage key stakeholders.
   - Update your security model.
   - Choose which operating systems and devices you will support.

2. **Update your security model**

3. **Decide on OS and devices**

4. **Plan deployment**
   - Enable the technology and plan deployment.
   - Stay current with technologies and trends.
Step 5. **Find the Right Tool for the Job**

**Information at your fingertips.** Enables stand-up computing, data snacking, and usages that need lighter weight, long battery life, and an always connected experience.

**A versatile two-in-one device that seamlessly adapts to your needs.**

**An outstanding mobile computing experience in sleek and responsive designs, with great performance and battery life.**

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**TABLET**

**ULTRABOOK™ CONVERTIBLE**

**ULTRABOOK™**

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**HIGHLY MOBILE WORKER**

**TASK WORKER**

**KNOWLEDGE WORKER**

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Innovation for Business
Ultrabook™, Inspired by Intel

Available as a two-in-one device
with a detachable touch screen that converts to a tablet

Also available in convertible models that offer swivel capabilities
and slide and flip screens for standing use

Offers built-in security\(^2\) for greater protection
with the 3rd generation Intel® Core™ vPro™ processor\(^3\)

\(^1\) Ultrabook products are offered in multiple models. Some models may not be available in your market. Consult your Ultrabook manufacturer. For more information and details, visit [intel.com/ultrabookforbusiness](http://intel.com/ultrabookforbusiness).

\(^2\) No computer system can provide absolute security under all conditions. Built-in security features available on select Intel Core processors may require additional software, hardware, services, and/or an Internet connection. Results may vary depending upon configuration. Consult your PC manufacturer for more details. For more information, visit [intel.com/technology/security](http://intel.com/technology/security).

\(^3\) Intel vPro technology is sophisticated and requires setup and configuration. Availability of features and results will depend upon the setup and configuration of your hardware, software, and IT environment. To learn more about the breadth of security features, visit [intel.com/technology/vpro](http://intel.com/technology/vpro).
Learn More

- Read the full planning guide, *Five Steps to Consumerization: Intel’s Guide to Embracing the Inevitable*.

- Find out more about managing consumerization from Intel at intel.com/consumerization.

- For more information about Ultrabook™ products, visit intel.com/ultrabookforbusiness.
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