



Contact iGR

Iain Gillott

(512) 263-5682

iain@iGR-inc.com

FOR IMMEDIATE RELEASE

New iGR Study Shows the Rise of BYOD Policies Among Small- and Medium-Sized Businesses

New research from iGR shows that nearly 60 percent of SMB employees surveyed reported an official Bring-Your-Own-Device policy at their company.

AUSTIN, Texas, April 11th, 2012 – According to iGR’s recent U.S. small-medium business (SMB) survey, nearly 60 percent of employees reported an official BYOD device policy at their company. iGR believes that several trends have contributed to the rise of BYOD policies among U.S. companies. Perhaps first and foremost are the ongoing effects of an economic recession that has prompted many small and medium businesses to find new ways to cut costs. This helped reinforce the BYOD trend.

Another key driver has been the massive demand for smartphones led by Apple’s iPhone and those using Google’s Android operating system, used by many OEMs including Samsung, HTC, LG, Alcatel One, ZTE, Huawei and Motorola Mobility. Put simply, end users who bought personal smartphones also wanted to use them for work purposes.

“Our new study clearly shows that Bring-Your-Own-Device policies and practices have grown significantly in the small- and medium-business environment,” said [Iain Gillott](#), president and founder of iGR, a market research consultancy focused on the wireless & mobile industry. “For the device OEMs, distributors and mobile operators, the shift to employees sourcing their own devices has major implications in the way devices are sold, distributed and supported.”

The majority of companies with BYOD policies allow employees to use whatever smartphone OS they choose. Apple iOS and Android are obviously strong contenders in the SMB space and the majority of employees chose these options.

As well as enforcing BYOD policies, the study also showed trends among companies that provided IT support for their employees’ devices and how this support changes by company size.

iGR’s new market research report, [SMBs: They Also Bring Their Own Devices](#), looks at BYOD policies in small-to medium-sized businesses (SMB) in the U.S., and addresses the following questions:

- What are the characteristics of SMBs with (and without) official BYOD policies?
- What types of personal devices are officially permitted?
- What smartphone platforms are officially authorized?
- What percent of employees use their own smartphones?

- Does the company IT provide support to personal devices?

The new report can be purchased and downloaded directly from *iGR*'s [website](#), providing immediate access to a digital copy of the research. Alternatively, contact [Iain Gillott](#) at (512) 263-5682 or at iain@igr-inc.com for additional details on this report as well as information on the Wireless and Mobile Landscape advisory service.

SMBs: They Also Bring Their Own Devices: https://igr-inc.com/Advisory_And_Subscription_Services/Wireless_And_Mobile_Landscape/SMB_BYOD.asp

Wireless & Mobile Landscape Research Advisory and Subscription Service: https://igr-inc.com/Advisory_And_Subscription_Services/wireless_and_mobile_landscape/

About ***igr***

igr is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *igr* is now entering its twelfth year of operation. *igr* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

igr researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile applications; bandwidth demand and use; small cell architectures; DAS; LTE; WiMAX; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC

A more complete profile of the company can be found at www.igr-inc.com.