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New *iGR* study finds that 62 percent of SMBs have an official Bring Your Own Device Policy

BYOD, including both smartphones and tablets, continues to be a growing trend for SMBs

AUSTIN, Texas, March 12th, 2013 –The popularity of smartphones and tablets with consumers, in addition to the ongoing effects of an economic recession, have prompted many small- to medium-sized businesses (SMBs) to develop Bring Your Own Device policies, in which employees can use their personal device for work purposes.

According to *iGR*'s February 2013 survey of IT managers at U.S. SMBs, nearly 62 percent of employees reported an official "bring your own device" (BYOD) policy at their company. Additionally, 73 percent of employees reported that their company unofficially permits its employees to use personal devices for work purposes (i.e., the company is aware that employees bring devices, but has not officially allowed or banned the practice).

"Rather than reaching saturation, our survey results show that the number of employees who bring their own devices has grown significantly since 2012," said Iain Gillott, president and founder of *iGR*, a market research consultancy focused on the wireless and mobile industry. "There continue to be opportunities for BYOD solutions and strategies in this market. We found that the Bring Your Own Device trend is growing for tablets, as well as smartphones."

iGR's new market research report, *SMBs: The Ongoing BYOD Trend*, provides an overview of the adoption of Bring Your Own Device policies at SMBs in the U.S. It is an update to *iGR*'s 2012 report on the same topic.

The following key questions are addressed in the new research study:

- What are the characteristics of SMBs with (and without) official BYOD policies?
- What types of personal devices are officially permitted?
- What smartphone platforms and service providers are officially authorized?

- What percent of employees use their own smartphones and tablets?
- Does IT provide support to personal devices?

The information in this report will be valuable for:

- Mobile network operators
- Device OEMs
- Content providers and distributors, particularly those focused on SMBs
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR*'s website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at Iain@iGR-inc.com for additional details.

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 thirteenth 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; 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.