

# Managing collaboration apps in the age of BYOA:

## Bridging the gap between users and IT

*Part 2 of the IT Management Research Series*

# Managing collaboration apps in the age of BYOA: Bridging the gap between users and IT

The rise of devices, data and apps represent a fundamental shift in consumer behavior that is fueling a “Consumerization” of IT. Consumers are now independent, universally-connected users of technology who no longer feel the need to ask permission to introduce new technologies into business environments. We first saw evidence of this with the sweeping trend of BYOD or “Bring Your Own Device.” Employees brought their personal smartphones or tablets into work for business use and IT had to adapt their infrastructure to accommodate this trend.

We are also seeing another wave of challenges for IT professionals in the form of BYOA or “Bring Your Own Application.” **This trend is particularly pronounced when it comes to collaboration apps.** Non-IT employees are now driving the adoption and management of collaboration applications, often leaving IT out of the equation altogether. So while BYOD was the first sign that the lines between personal and business technology were beginning to blur, BYOA has made those lines almost indistinguishable.

IT is essential for IT professionals to reclaim their strategic relevance to understand the significance of these trends and collaboratively work with business partners to provide the capability to manage their devices, data and apps while maintaining the integrity and security of their IT environment. In this spirit, LogMeIn set out to understand these trends in a major multi-part IT Management Research Series. The studies provide guidance for IT professionals on how they can reclaim their seat at the strategy table in three key ways; by effectively managing applications, devices and data.

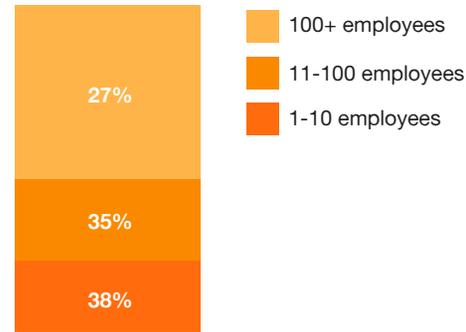
This report focuses specifically on collaboration applications, and how many employees are bringing in their own apps because of their dissatisfaction with legacy collaboration solutions. It specifically addresses whether BYOA in the collaboration space should be ignored as a passing, short-lived consumer trend, or accepted as a sign that employees are looking for more user-friendly collaboration solutions.

# Methodology

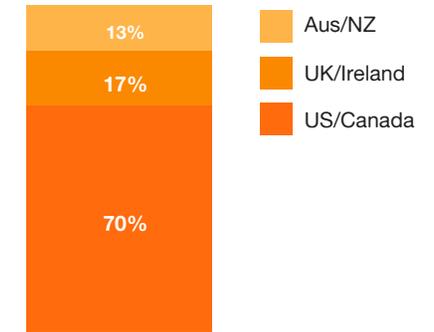
This survey is part of a series of major research studies conducted by LogMeIn that focus on the state of IT management in today's world of independent, "BYO" consumers. The series focus on three key areas: managing applications, managing devices and managing data. In this report, we explore the application side of BYOA, and dig into usage and adoption of employee-introduced collaboration apps within companies worldwide and how this has led to a loss of control for IT managers. We partnered with Edge Strategies to survey IT and non-IT professionals across the world in various-sized organizations.

Field Dates: November–December of 2013  
 Method: Online Survey  
 Survey Base: 405 respondents in six countries: US, Canada, UK, Ireland, Australia and New Zealand

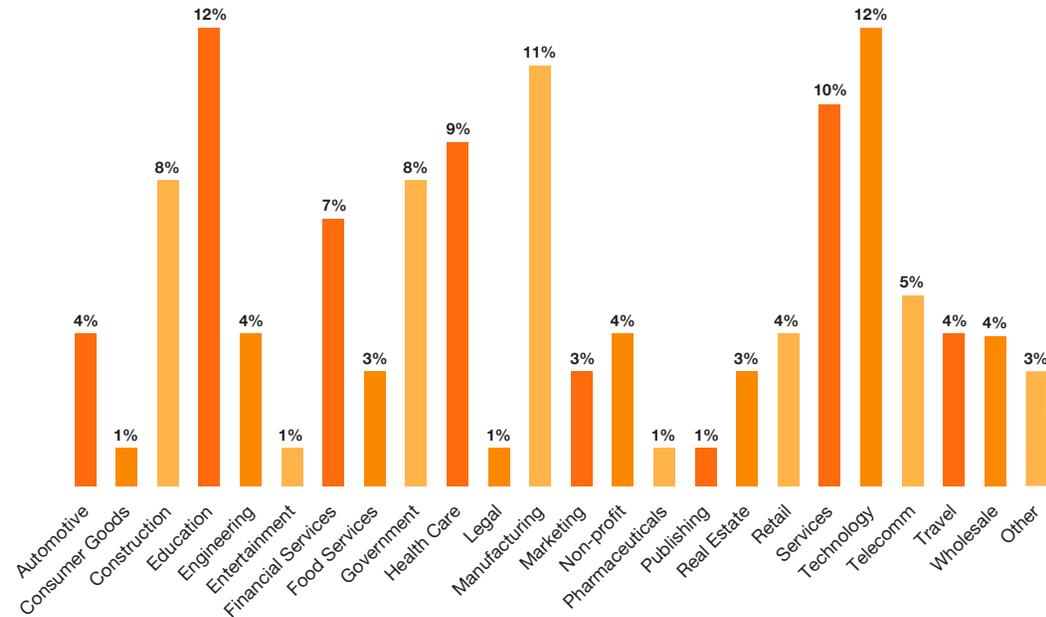
Company Size



Region



Industries



# Summary

## **BYOA is here to stay.**

70% of organizations have some presence of BYOA and it's a trend that is only going to increase.

## **Consumerization of apps has reached the tipping point.**

BYO has reached the tipping point with 64% of collaboration apps introduced by employees, duplicating existing IT-implemented solutions.

## **IT is in the dark.**

IT believes only 27% of employees did not consult them prior to using, compared to the 58% of non-IT respondents identified that they did not consult IT before using a non-IT sanctioned collaboration app.

## **Security risks are inconsistently managed—if at all.**

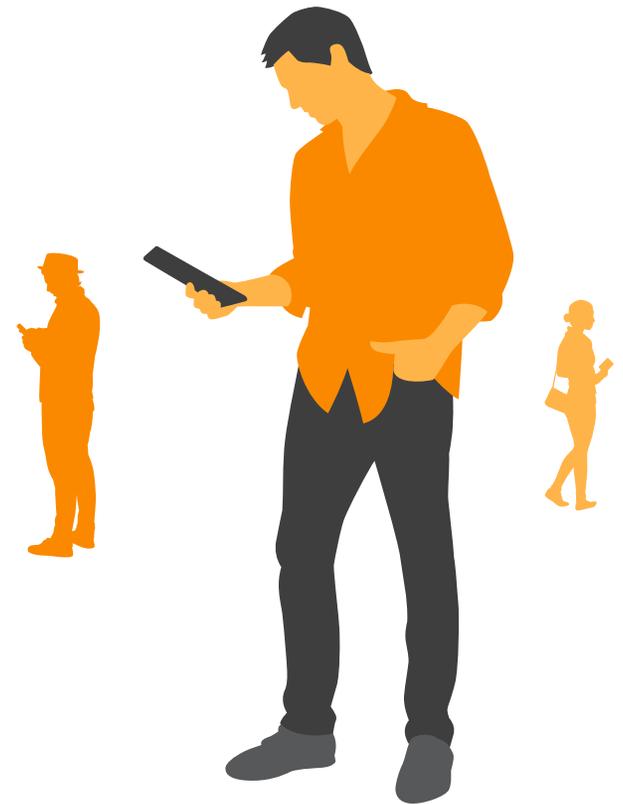
IT professionals acknowledge that BYOA poses huge security risks, and takes some of the control for technology out of their hands, but many are not actively working to address the problem; less than 1/3 of the apps adopted by IT are centrally managed by IT and only 38% currently have a policy in place.

## **Active employee engagement can help.**

Employees are looking for more user-friendly, mobile-friendly apps that make collaboration easy and can help IT identify the collaboration apps that fit this profile.

## **IT has the ability to choose its role.**

IT professionals can decide what role they want to play. They can act as gatekeepers and restrict app adoption, act as passive observers and let the adoption happen without their involvement—or IT can act as strategic facilitators, managing and shaping the adoption and direction of the growing BYOA trend.





***The realities  
of BYOA***

# IT severely underestimates the impact of BYOA.

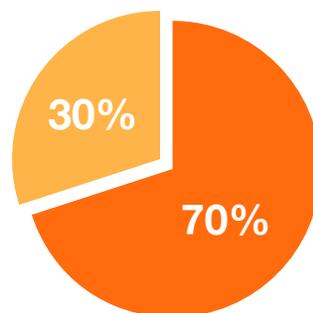
## 7X more apps coming into the workplace than IT estimates.

When asked about the presence of apps that were brought into their organization by users, 70% of IT professionals indicated there was a least one example of BYOA. But because IT is not always aware of BYOA, the number of organizations with some presence of employee-introduced apps is likely even higher—meaning it's basically everywhere now.

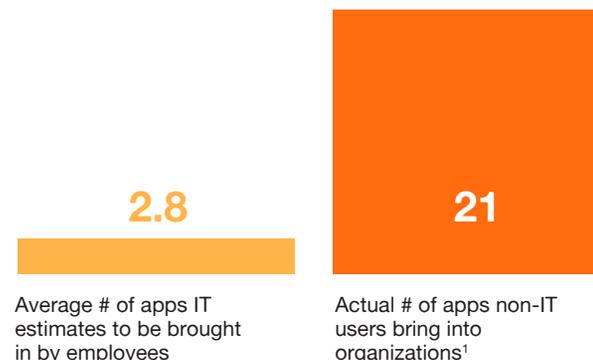
This trend is particularly pronounced in SMBs (11-100 employees)—81% said they have a BYOA presence. And it's not just an issue for the U.S. as organizations worldwide have indicated they're experiencing this trend too, with over 60% of organizations in UK/Ireland and over 70% in Australia/New Zealand having some presence of BYOA.

One area we're seeing a huge hole is IT's lack of awareness to the sheer volume of apps being brought in. IT professionals in this study indicated that on average they estimate 2.8 apps per organization are brought in by employees. However, based on data LogMeIn has collected through app discovery with customers, this number is far closer to 21 apps—a staggering 7X more.

There is an enormous IT disconnect around the scale of BYOA



- Percentage of organizations with presence of BYOA
- Percentage of organizations without presence of BYOA



### takeaway:

If you don't believe BYOA is happening at your organization, then you're either tragically unaware of what's really going on, or you're part of the very rare organization that's in the minority.

Base = IIT only, all applications  
LogMeIn App Discovery usage data<sup>1</sup>



People are not consulting IT anymore. They are just bringing in a device and expecting us to support it. This is something organizations do need to adapt to and be more agile.

— *IT manager, Services industry, 2,500+ employees*

# Things are only going to get worse.

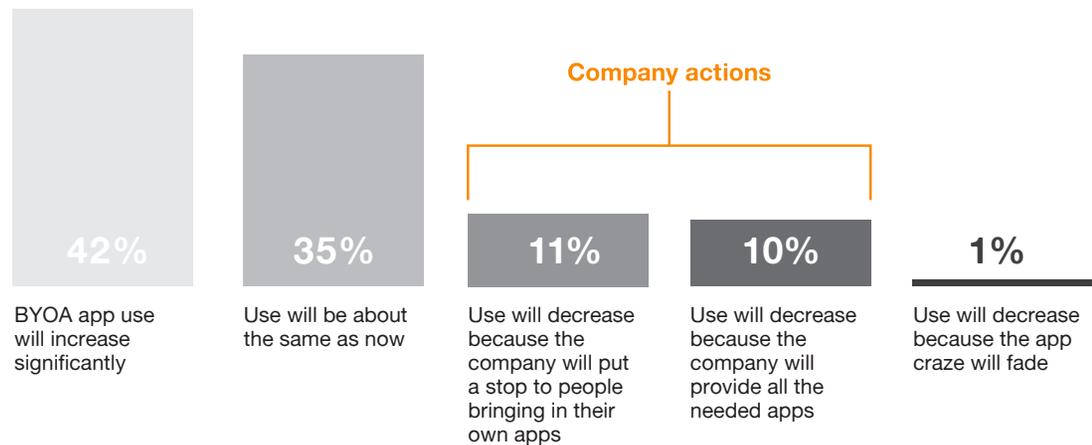
## Over 40% say BYOA will significantly increase.

If we knew for sure that BYOA was going to wind down a year from now, it wouldn't be much cause for concern. But the fact is, IT professionals see this as a trend that will, at the bare minimum, stay the same (35%), but more likely significantly increase (42%).

On the flip side, those who feel the trend will go away only think that will happen based on a company's actions. 21% see BYOA decreasing because a company puts a stop to outside apps or provides all the apps needed. Just a small fraction (1%) see a decrease coming because the app craze fades away.

In short, no one sees anything stopping users from bringing in the apps they want to use other than companies taking major actions.

Changes in BYOA trend over next 5 years



### takeaway:

Ignoring BYOA will not make it go away. IT pros need to make shift now to the tools and processes that help manage this new way of doing business.

How do you believe that employee use of BYO apps will change over the next five years?  
Base: IIT only



It's become a bit of the 'wild west' with regards to everyone using a different application, and application provider.

— *IT manager, Construction, 501-1000 employees*

# ***Understanding collaboration apps***



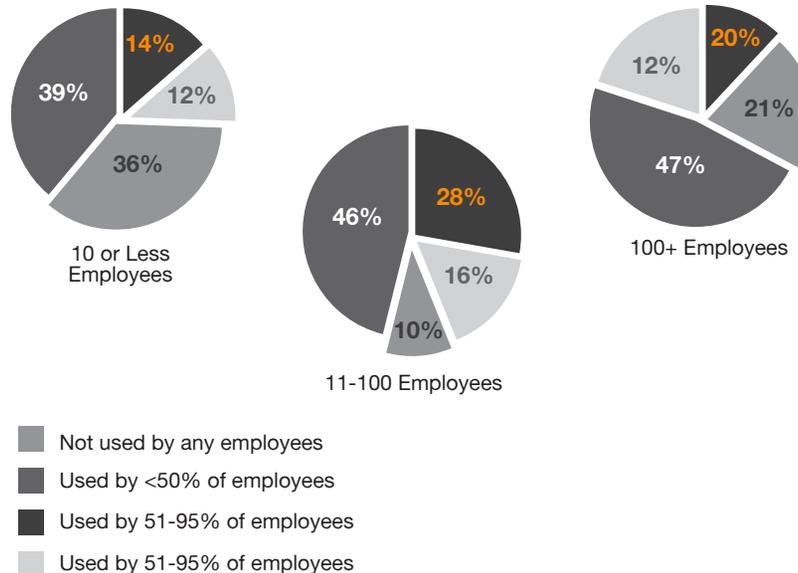
# IT is in the dark about collaboration apps.

**67% believe less than half of employees use collaboration apps.**

When asked about the presence of collaboration apps used within their organizations, 67% of IT professionals across all company sizes indicated they believe their company is either not using them, or that less than half of their employees are using them.

It's interesting to note that in larger (100+ employees) companies specifically, 68% fall within this bucket, with 21% of IT pros claiming no use of collaboration tools at all.

All of these numbers seem very high when you consider the prevalence of web conferencing and other collaboration solutions. The conclusion we can draw is that it's likely another case where IT is underestimating the presence of BYOA.



## takeaway:

The level that IT professionals feel their employees are using collaboration apps is likely far below the actual level employees use because of BYOA.

To the best of your knowledge, what is the percentage of Collaboration applications used by employees in your company?  
Base: = IIT only



The reliance on such BYO apps makes me a bit nervous as the office IT pro because important company information is held in such apps and IT has no control over the security of that information.

— IT manager, Non-Profit, 10-25 employees

# BYOA is particularly pronounced in collaboration.

## 48% of collaboration apps are employee-introduced.

According to IT professionals in this study, close to half (48%) of all collaboration apps used at their companies were originally initiated by employees.

When employees do bring collaboration apps in on their own, IT managers believe they are not being consulted 27% of the time. However, non-IT employees say that it's more like 58% of the time that they're not consulting IT on collaboration apps they bring into their organization.

IT Manager Respondents



No company solution in place

Used in addition to existing company solution

IT Managers

27%

of employees did **NOT** consult IT before implementing new collaboration apps

Non-IT

58%

responded they do **NOT** consult IT before implementing new apps

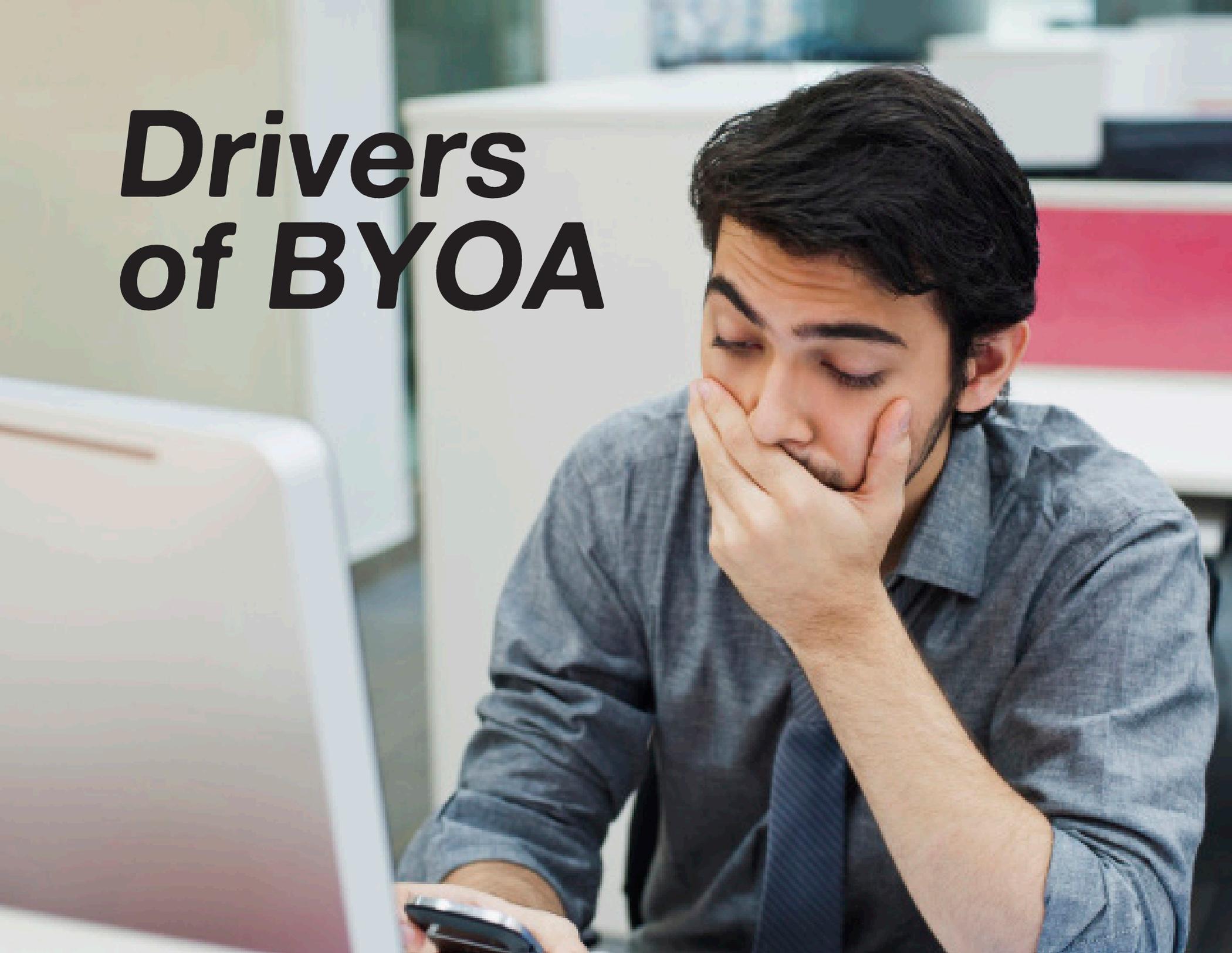


### takeaway:

Employees will always bring in collaboration solutions they prefer. IT needs to recognize what their employees need from a collaboration tool so they are not wasting money on a solution employees don't use.

How were each of these applications brought into your company  
Base = IIT only

# ***Drivers of BYOA***

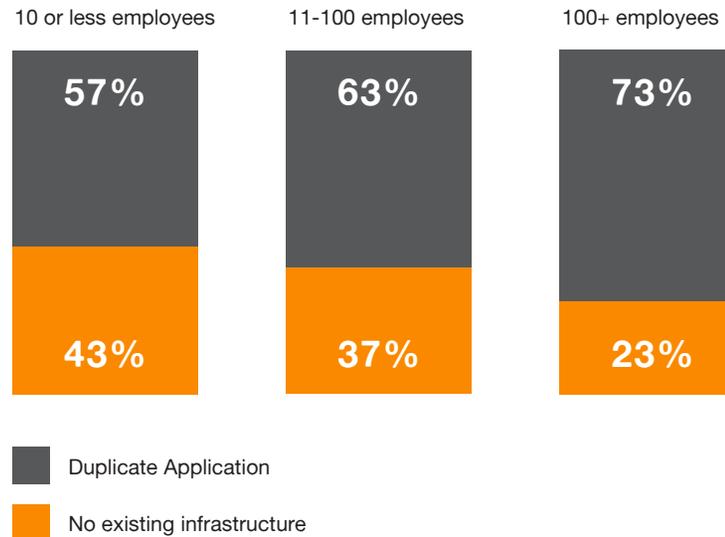


# Employees just aren't happy with what they're given.

## 64% of BYO collaboration apps duplicate existing solutions, without IT knowing.

A continuous reality that many are facing with BYOA is the fact that many of the employee-introduced apps have similar functionality to existing IT-implemented collaboration apps. This is a clear indication that employees don't like the tools IT has provided—only 36% of employees bring in collaboration apps because there is not an existing solution in place.

These numbers send a clear message to IT pros that they need to reevaluate what they have in place today by staying up-to-date on what functionality and features employees are looking for with a collaboration solution.



### takeaway:

IT pros need to understand that even if they believe the collaboration solution they provided is suitable, employees will bring in other solutions.

Are the BYO apps filling a gap or being used in addition to existing technology/apps?  
Base = IIT only



There is more need for solutions that can be used on an ad-hoc basis, quick to set up, low cost, etc., so that BYO solutions become more attractive especially where IT solutions become a roadblock.

– *IT manager, Internet/web business, 5 employees*

# Even after adoption, IT isn't fully in control.

## 71% of collaboration apps are individual accounts.

Even after IT endorses employee-introduced apps they're not always in complete control after they've been adopted—the majority cannot be centrally managed since they're individual (paid or free) accounts. Across all organizations, 71% of apps are individual accounts (paid & free) that only the employee has access to, making it impossible for IT to centrally manage.

As you can see results vary depending on the company size: Small companies see 77% of employees using free or paid individual accounts of collaboration apps versus 74% of SMBs (11-100 employees).



### takeaway:

Individually managed free and paid apps can be great for employees but a nightmare for IT.

Since it is now endorsed by the company, are your employees primarily using the free, paid, or business versions?  
Base = IIT only



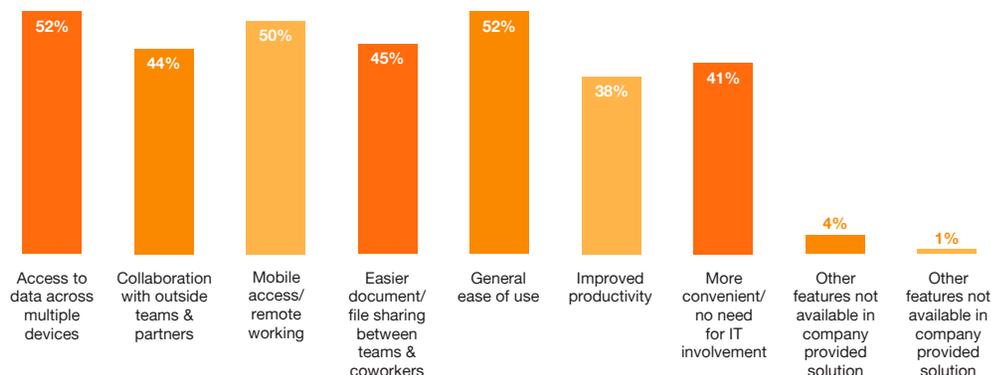
BYO is both an asset and a liability. The liability part comes from company IP being on systems that the company can't directly manage. The asset part comes from employees organically self-discovering and introducing apps and use cases that might not have otherwise come onto the radar of the IT team.

— *IT manager, Marketing/advertising, 51-100 employees*

# IT can see the positive side of BYOA.

## Helps employees find easy-to-use and mobile-friendly collaboration apps.

Employees want easy to implement, easy to scale solutions that return value quickly, and they don't have time to wait for IT. That's why they've started driving the BYOA charge. They're looking for easy to use solutions that allow them to connect through multiple devices, and enhance mobile access/remote working capabilities to improve their productivity away from the office. The fact that these are major drivers of BYOA tells us that IT departments aren't delivering proper collaboration solutions that are easy to use or are mobile friendly for today's on-the-go employees.



### takeaway:

Collaboration apps help connect people and increase productivity but employees will not use apps that don't work for them. IT needs to identify solutions that employees will adopt and love to use.

Which of the following describes why employees have introduced collaboration apps into the workplace?  
Base = IIT only



Generally, the more options that are available, the more the employees turn to the various options. The **PROBLEM** is the fragmentation. One employee will insist on trying something via 1 app, and another employee will use another app entirely. It's become a nightmare.

— *IT manager, Construction, 500-1,000 employees*

# ***The diminishing role of IT***



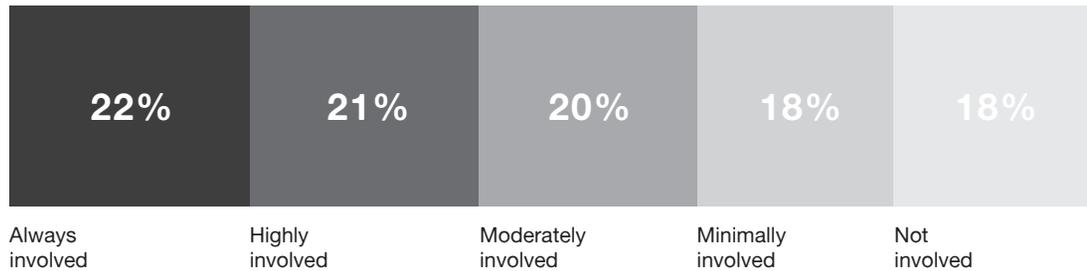
# IT admits they're not focused on apps.

## 56% of the time they're moderately, minimally or not involved.

No IT professional wants to admit they're not controlling the technology decisions within their organization. When asked how involved they are in certain IT activities, they often overstate their roles.

But what's more surprising is how openly IT pros admit their lack of involvement in selecting apps. They claim to be involved only 43% of the time, not involved at all 18% of the time and minimally or moderately involved 38% of the time.

How involved are you or the others in your IT department in the selection of new cloud or SaaS apps today?



### takeaway:

IT accepts the fact that employees are driving app decisions. But now they need to figure out how to manage those apps.

How involved are you or others in your IT department in the selection of new cloud or SaaS apps today?  
Base = IIT only, all applications

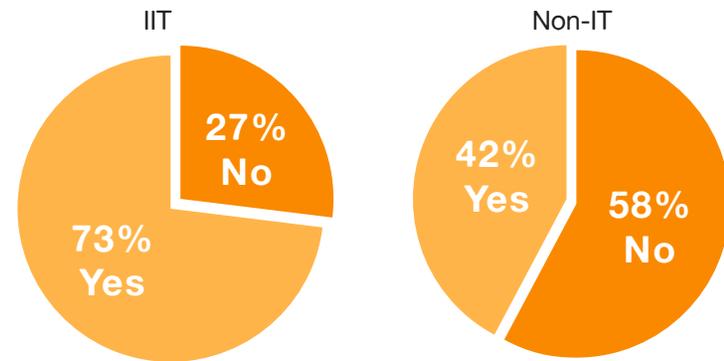
# Non-IT employees are going rogue.

## They only consult IT 45% of the time.

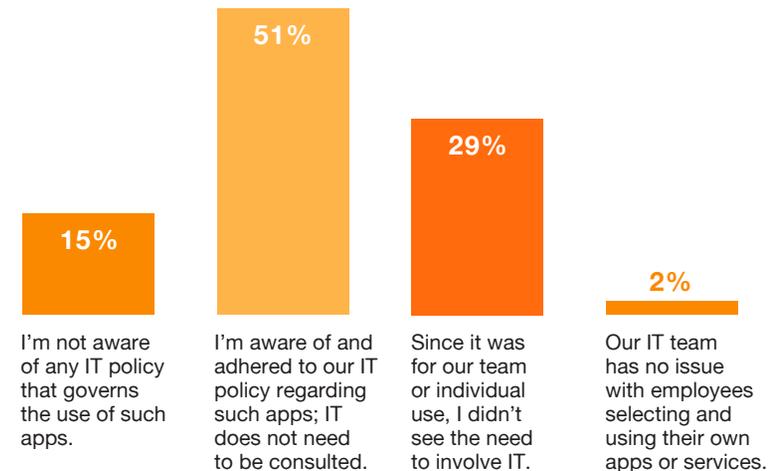
When asked if they're consulted on the decision to use collaboration apps, IT admits they're only consulted 58% of the time. When you ask the actual people who would do the "consulting" (i.e.: non-IT professionals), the real number shows to be even smaller—just 45%. This shows a disconnect between the two groups, but more importantly, points out that no matter who you ask, IT is involved only roughly half of the time.

The number 1 reason they don't involve IT? 39% don't see a reason to consult IT if they're using an app for individual or team use.

Was IT consulted on the decision to use BYOA collaboration apps?



Which statement best describes why you did not involve IT in your decision to use BYOA collaboration apps?



### takeaway:

It's impossible for IT to insert themselves into the entire process, but they can learn to manage the influx of apps brought in by non-IT employees.



Base = IIT and Non-IT users sync & share only



The main factor against BYOA is the fragmentation and loss of company records. Main attractors seem to be the cool factor and desire to do it differently for the sake of it.

– *IT manager, Government, 250-500 employees*

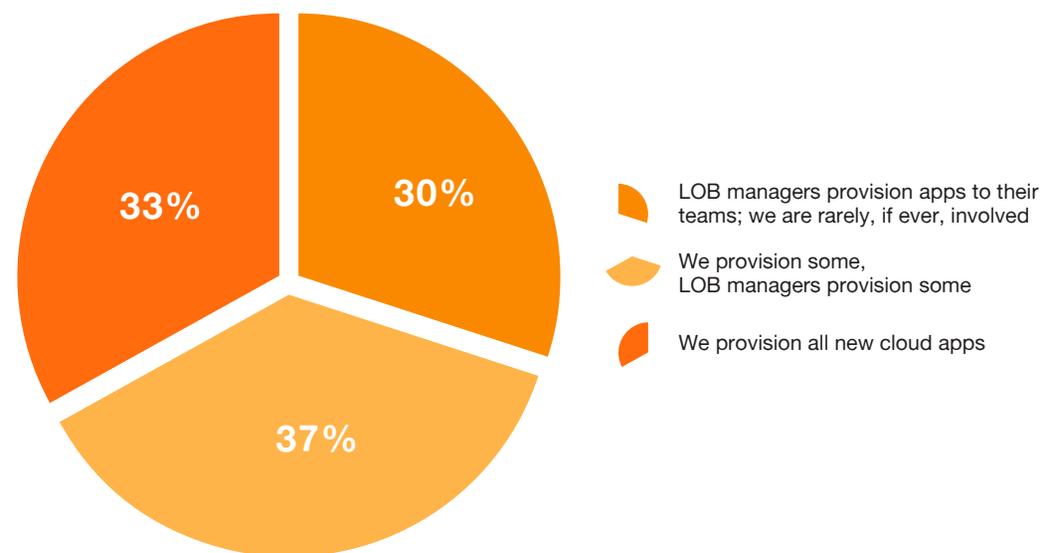
# IT isn't even always involved with provisioning.

## 30% of time LOB provisions on their own.

Even if IT was ok with employees bringing apps into an organization, you'd think they would want to be involved in provisioning the apps. That's not always the case. The bold truth is that line of business (LOB) managers are involved more often than IT managers in the process—67% of the time. What's more, 30% of the time LOB managers provision apps on their own, with zero involvement from IT.

The really scary part? While the IT department may know an app exists, they don't know who has the app and how they're using it. This makes training and supporting these apps a nightmare for IT.

What is IT's role in provisioning new cloud apps?



### takeaway:

IT pros need to seek out tools that aid in the management and provisioning of apps so they're always in control



Base = IIT pros only, DK excluded

# ***Reclaiming IT control***



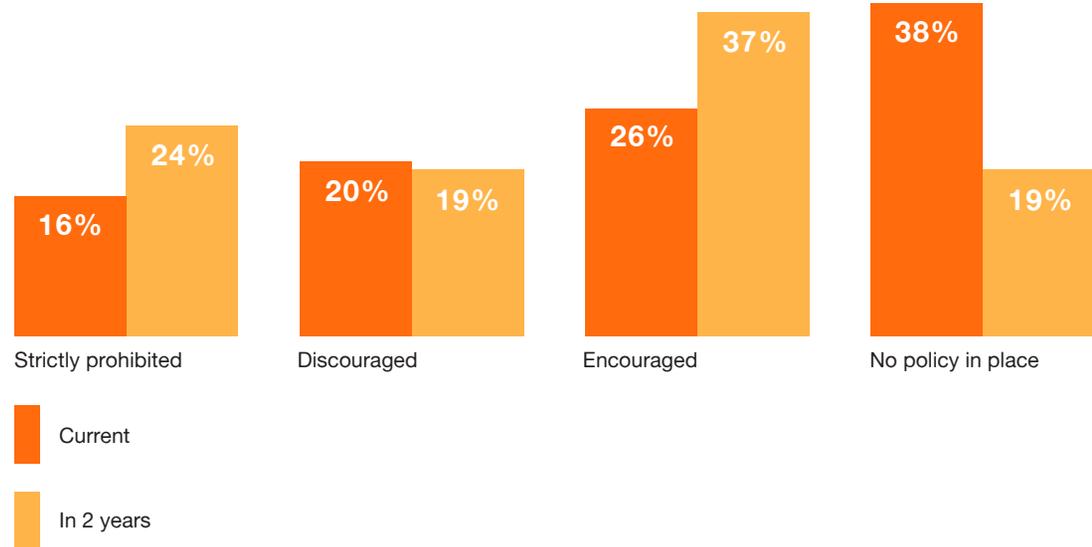
# IT needs to focus on BYOA.

**38% have policies now, 81% within 2 years.**

If you look at how IT professionals are dealing with the issue of BYOA, we see wildly disparate approaches, with less than half not even having a formal policy in place (38%).

More interesting is a closer look at the approach IT departments are making. Among those who have policies, we see a very even distribution of those who strictly prohibit (16%), those who discourage (24%), and those who encourage (26%). These are three very different approaches, and not one is the clear preferred choice.

What we do see is a general trend towards openness to BYOA coming in the future where the number who encourage it will grow from 26% to 37%.



## takeaway:

IT pros are all over the map in how they're approaching the BYOA issue, with no clear consensus on the best path.

What is your current policy on the use of BYO apps for work purposes?  
Base = IIT only, all applications



We don't currently have a policy. IT should make it a priority to sit down with company CEO, CFO and IT supervisors to create a policy.

— *IT manager, Non-profit, 11-25 employees*

# Strategic facilitators will be most successful.

## Gatekeepers face an uphill battle, and observers will fall victim to perils of BYOA.

When asked how they're currently monitoring BYOA at their organization, IT pros again came back with three vastly different approaches.

The first was to act as a gatekeeper and restrict apps (34%). This is the role IT has traditionally taken—one of continually saying “no” to users and policing what they do.

Another way is to act as a passive observer, and let the BYOA trend wash over them without monitoring app usage. About 40% of IT professionals are currently employing this sit-back-and-take-it approach.

The third is to be more of a strategic facilitator by allowing apps to be brought in by employees, but actively monitoring and managing them. This promises to be the best suited as it embraces the BYOA trend as a reality, but doesn't try to stop it in its path with strict, gatekeeping policies.



### Active gatekeeper:

Restrict BYOA by blocking apps



### Strategic facilitator:

Manage BYOA through analyzing web traffic logs, packet sniffing, and/or monitoring devices



### Passive observer:

Ignoring BYOA (not monitoring)



### takeaway:

IT pros who act as gatekeepers will prevent app adoption at the expense of continuous improvement.

How are you monitoring the use of BYO apps?



The technology is advancing so rapidly IT departments have two choices: (1) Lock down all apps and control everything, hamstringing the productivity of 100% of their employees, or (2) Do their best to educate employees on security and trust them. I believe #2 is the only option. I have seen IT departments cost their companies hundreds of thousands of dollars because they are so rigid about the network security that it is nearly impossible to get things done.

— *Non-IT executive, Engineering firm, 10 employees*

# Conclusion: Regaining control of collaboration

The BYOA trend is accelerating, as more users are ditching their current solution and introducing their own collaboration apps into the workplace, often without consulting IT. So, IT professionals have an important decision to make: are they going to sit back and let this trend wash over them, or take action and claim their rightful seat at the strategic table?

Here are four ways that IT pros can use the findings from this study to help guide them down the right path.

## **1: Understand the scale and reality of BYOA.**

70% of IT organizations recognize that the BYOA trend exists, but they underestimate the scale. 67% believe less than half of their employees use collaboration apps, as opposed to 73% of non-IT respondents claiming to use collaboration apps within their organizations.

## **2: Embrace the Consumerization of Collaboration Apps as a positive that will make workers more productive.**

IT recognizes the value of adopting employee-introduced applications so they shouldn't look at BYOA as a negative. Employees are choosing apps that foster better collaboration, improve mobile access/remote working, allow for easier document and file sharing, are user friendly and enhance access to data across devices.

## **3: Acknowledge that their peers are still figuring out the best route to take with BYOA.**

Across the board there are disparate approaches to BYOA. Some (38%) do not have policies in place, others (40%) are not monitoring it at all—but 81% say they will have a policy in place within 2 years.

## **4: Seize the opportunity to define their strategic role within their organization.**

Don't try to stop employees from bringing in collaboration apps. Instead, try to work with them to deploy enterprise-wide solutions that allow them to work the way they want.

# About LogMeIn

LogMeIn (Nasdaq:LOGM) transforms the way people work and live through secure connections to the computers, devices, data and people that make up their digital world. Serving over 90,000 customers, LogMeIn's solution portfolio of cloud services free millions of people to work from anywhere, empower IT professionals to securely embrace the modern cloud-centric workplace, give companies new ways to reach and support today's connected customer, and help businesses bring the next generation of connected products to market. Founded in 2003, LogMeIn is headquartered in Boston's Innovation District with offices in Australia, Hungary, India, Ireland and the UK.

## Collaboration solution:

Built for today's fast-paced, highly mobile workplace, **join.me** is the instant online meeting app that makes collaborating easier than ever. Powerful yet simple for anyone to use, **join.me** is great for ad-hoc meetings, formal presentations and anytime you need to share ideas and get work done fast.



## IT management solutions:

LogMeIn's portfolio of intuitive IT management solutions enable organizations to effectively manage applications, data and devices in the cloud. Our solutions are purpose-built to help IT address the changing needs brought about by the Consumerization of IT, and the accelerating trends of BYOA and BYOD.

### Manage applications:



### Manage data:



### Manage devices:



### Manage remote access:

