



## **Bring Your Own Device (BYOD) Policies are a Bad Idea**

**Affordable High Performance Mobile Devices**

We sell direct to enterprises deploying mobile in volume

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The boundary between office and private life is being steadily eroded and mobile technology continues to blur that boundary.

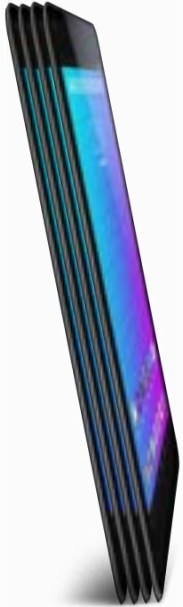
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“

77% of employees  
expect to use mobile  
devices as part of their  
work.

”

# Companies should be cautious about BYOD



- 01** Employees often resent BYOD
- 02** Costly for IT departments to manage
- 03** Data Security
- 04** Conflict between company control & personal privacy
- 05** It can be a legal minefield

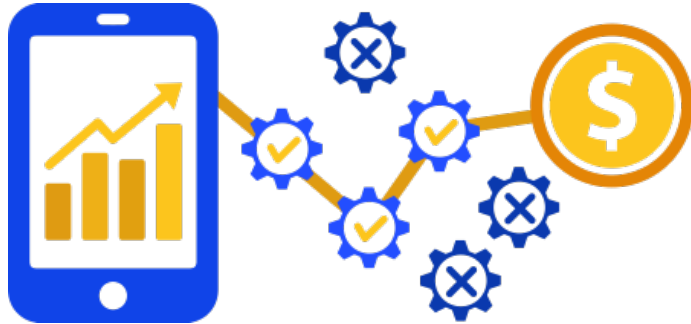
01

# Employees often resent BYOD policies

- ✓ Employees may resent personal investment
- ✓ Creates an un-level playing field
- ✓ Personal intrusion of device management

02

## Expensive for IT departments



IT support is  
expensive across  
multiple devices and  
operating systems

03

## Data and IP Security

- ✓ Using apps from unreliable and high risk sources
- ✓ Risky connections to Wi-Fi
- ✓ Desire to *recover* personal data results in delay in wiping or reporting lost devices

**Corporate Devices Eliminate Risks and Increase Control**

## 04

# Conflict between data security & privacy

- Need to manage devices and data
- Need to limit access to risks
- Desire for privacy of location and activity
- Desire to freely engage with the digital world

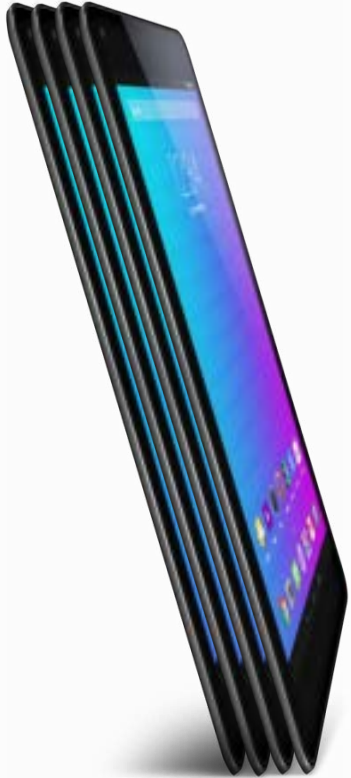


05

## A legal minefield

- ✓ Personal devices are loaded with private and legally protected information
- ✓ Applications store additional activity for years
- ✓ Employees must be informed of all “passive” or “background” security operating on their devices

# Summary



- 01** The device savings of BYOD are typically outweighed by IT management costs
- 02** BYOD creates an inherent conflict between company and employee privacy
- 03** There is potentially considerable legal exposure

# Supporting the Fortune 500 and SMB





minno

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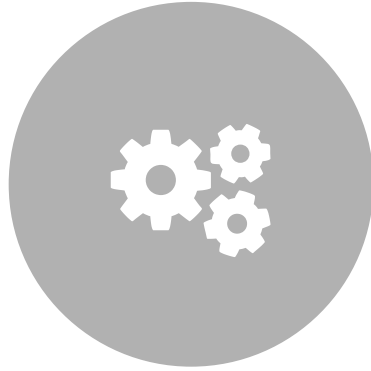


# Background Information



## Mobilization

Mobilization of the Enterprise processes and applications



## Optimization

Optimization of the Enterprise functions on MINNO devices



## Customization

Delivery of ideal tablets suited to the user environment





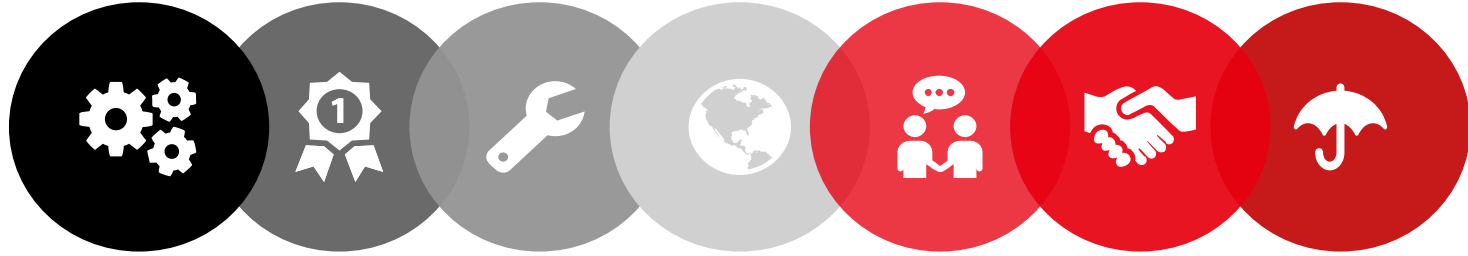
# Global Supply Chain and Local Support

# Supplier Direct Substantially Lowers Costs



**We only provide the tools you need for specific processes to  
lower costs even more**





**01** Maintenance

**02** Extensive Experience

**03** Flexibility

**04** World-Class  
Account  
Management

**05** World-Class  
Customer  
Support

**06** More secure

**07** Complete Support

# Supporting the Fortune 500 and SMB

