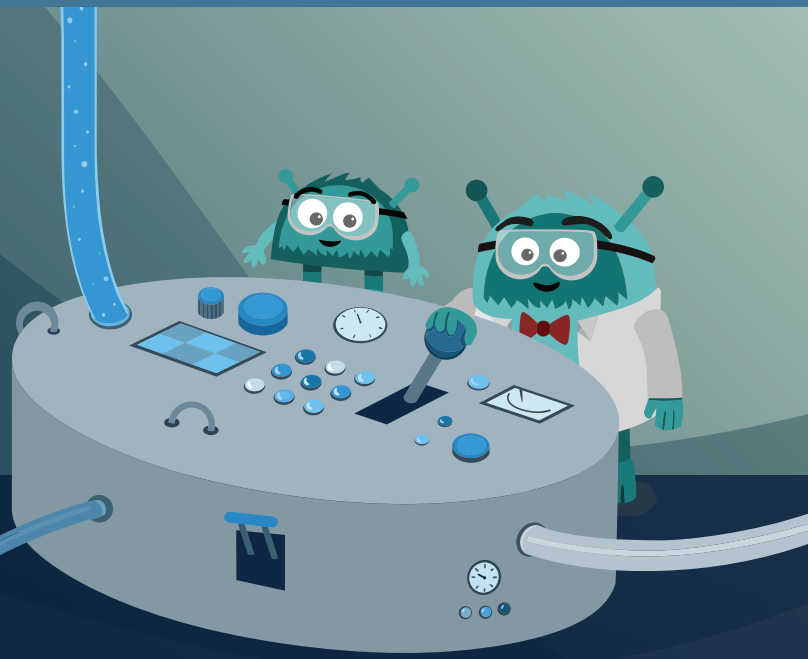


# Embracing BYOA in the Modern Enterprise



Mobile platforms are at the center of our daily lives. The average person has over 100 mobile apps on their personal mobile device. It should come as no surprise then, that mobile apps are proliferating in the workplace.

Think about it. Employees find apps they like, show them to their colleagues and viola, a new corporate standard is born. Makers of popular apps for the workplace have all learned to exploit this reality - establishing early adoption within a group or team and bypassing normal channels to approve and sanction apps for use in the workplace. Today, bringing your own app (BYOA) is a way of life inside the modern enterprise.

Back in 2015, [Gartner](#) understood that as employees are given more autonomy to choose the devices, apps, and even the processes to complete tasks, the pressure on businesses and/or IT to increase agility and develop a larger variety of apps in shorter time frames will increase. So, what can enterprises do to embrace BYOA in their workplace today?

- **Leverage BYOA to source great apps**

Enterprises acknowledge that BYOA is here to stay. Instead of trying to dissuade or prevent employees from bringing and using apps for work, enterprises should assess the apps employees bring to the workplace and if viable, introduce them to rest of the organization. Apps transform the way a company does business. Increasing productivity and employee collaboration can be achieved by increasing the company's approved apps portfolio.

- **Gain organization-level efficiencies through BYOA**

BYOA apps sprout up in a range of diverse workplace settings including sales, marketing, field services and human resources, etc. When they emerge, they affect more than 1 department or group in an organization. Enterprises should take a close look at which apps will make the greatest impact on their organization. The apps that align with the broadest goals and objectives of the organization's mobility strategy should be embraced first.

- **Decentralize app sanctioning**

Today, “low-code” or “no code” mobile app development methods have found their way into enterprise use cases. This means that citizen developers are now a great resource to ease the burden on mobile developers. Using these tools, anyone can implement the external services that compliance and security teams need and build processes that allow individual groups to sanction the use of BYOD apps for larger parts of the organization.

- **Advocate shared responsibility with ISVs**

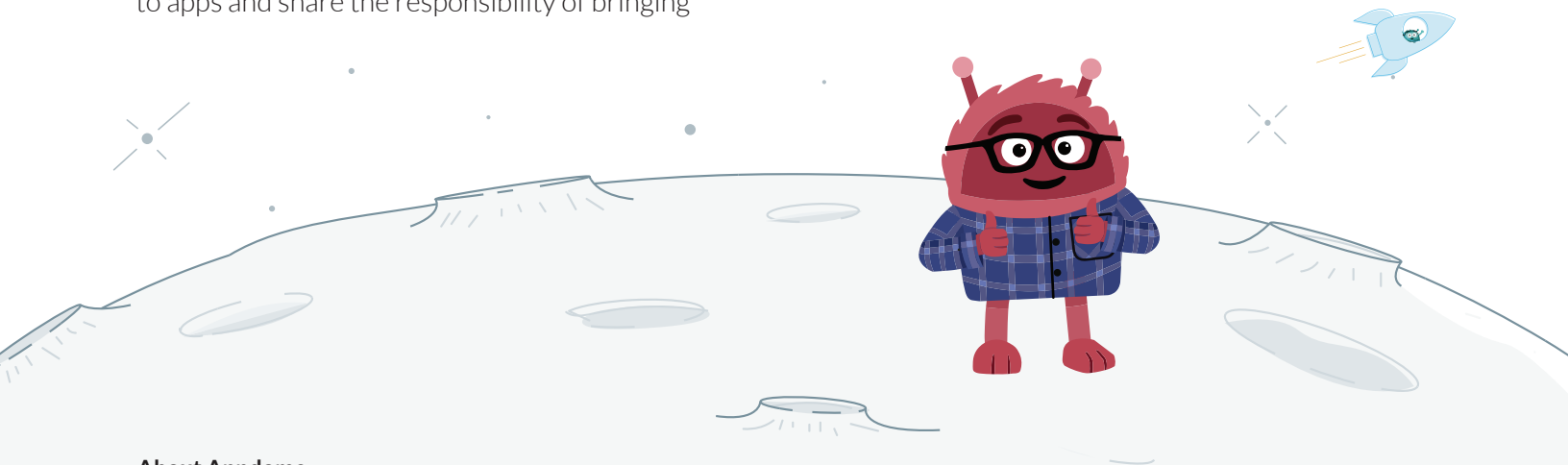
IT teams face several challenges with BYOA. Particularly at the rate in which apps should be introduced to the enterprise while ensuring compliance and security thresholds are met. In the past, the entire security and compliance burdens were on the ISV. Now, IT teams and ISVs can leverage new integration platforms that automate mobile service implementations to apps and share the responsibility of bringing

secured and managed apps to the enterprise.

These new technologies for BYOD (Bring your own device) can also be applied to the new standards for MDM (Mobile device management). Together, these new technologies allow mobility services to be added to apps quickly, with minimal effort.

The Appdome platform was built to automate mobile app integration by allowing anyone to implement 3rd party services, including complex mobility services and SDKs, to an app in minutes. Appdome democratizes the integration process, empowering mobility or security professionals to complete implementation projects, all the while ensuring IT gets apps that meet the organization’s approval and needs.

If you want to learn how you can seamlessly embrace BYOA in your organization by easily integrating or adding services to apps to make them more efficient and compliant (to your corporate policy), open an Appdome account today and start fusing!



#### About Appdome

Appdome is the industry’s first cloud hub for mobile integration. Appdome enables the rapid integration of multiple third-party functions to apps, shortening the deployment cycle and connecting mobile apps to other services on demand. The codeless service operates as a mobile integration workflow in the cloud and allows users to perform integration projects on the final application package. No source code or development expertise is required. Likewise, no modifications to an app or an SDK are required to complete integration projects on the Appdome platform. The solution is currently used by the world’s leading financial, healthcare and e-commerce companies to support productivity, compliance, and security for consumers and employees. Appdome was rated a Cool Vendor in Mobile Security by Gartner in 2015. For more information, visit [www.appdome.com](http://www.appdome.com).