

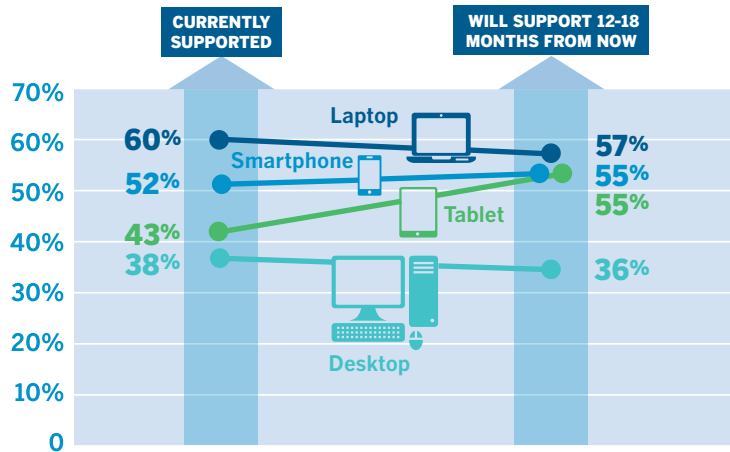
# Consumerization of IT in the Enterprise (CITE)

**83%**

of organizations plan to invest in mobile technology in the next 12 months



## Orgs Increasing Support for Employee-Owned Tablets



## Consumerization of IT: What is it?

The propensity for users' experiences with technology as consumers to impact their expectations regarding their technology experiences at work. Unlike in the past, new information technologies are increasingly emerging in the consumer market first and then spreading into business organizations.

### Key Drivers

User satisfaction	69%
User productivity	66%
Process efficiency/collaboration	63%
Business agility	61%
Access to critical business information	60%

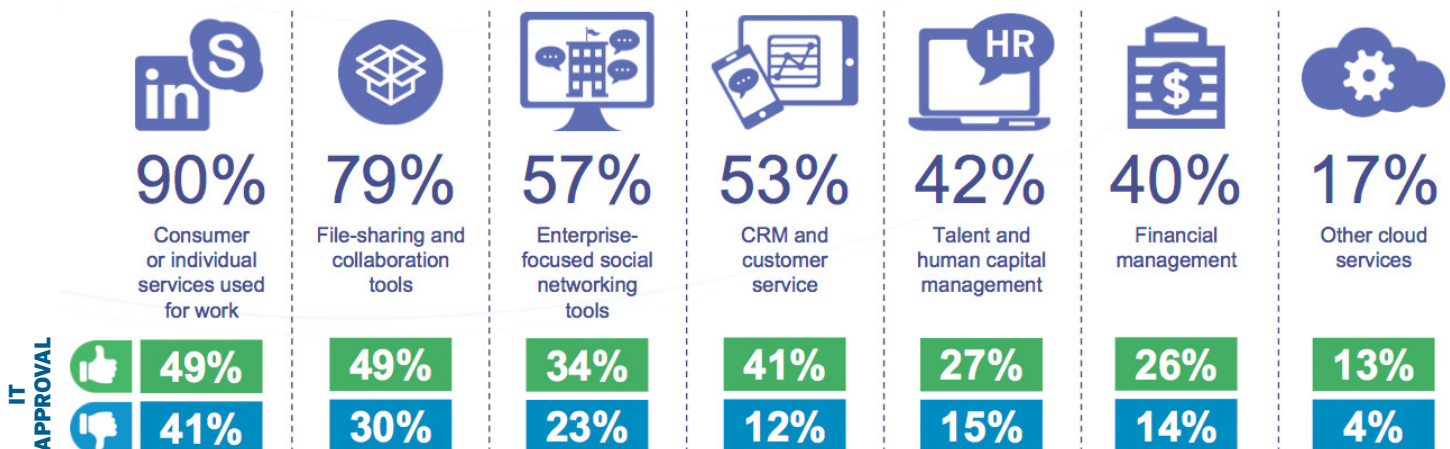
### Effects on IT Infrastructure

Network/bandwidth needs	79%
Complexity of governance/policies/procedures	72%
Level of investment in security products and services	67%
Use of cloud computing services	62%
Demand for new applications by end-users	54%

### Top Vendor-Selection Factors

Security	90%
Reliability of software/network	90%
Ease of use	88%
Integration into existing infrastructure	87%
Support and services	86%

## Consumer Tools Finding Their Way Into the Enterprise



Source: Consumerization of IT in the Enterprise Study, IDG Enterprise 2014

Continue the conversation at CITE Conference + Expo on April 27-29, 2014 ([citeconference.com](http://citeconference.com)) or at [CITEworld.com](http://CITEworld.com).

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