



Consumerization of IT: Staying Ahead of the Curve

Over the past few years, organizations have opened their electronic doors to partners, suppliers, and customers. At the same time, an influx of young, tech-savvy workers is having a tremendous impact on companies and their IT organizations. They enter the workforce with tremendous energy and new ideas, but also with their own set of preferred tools and applications—from mobile devices and laptops to social networking tools.

Today's young professionals want the flexibility to use all of these tools at work regardless of our corporate standards. A recent study we conducted found that 69 percent of young workers, also known as "millennials," are more likely to use whatever application, device, or technology they want, regardless of corporate IT policies.

This trend, often referred to as "the consumerization of IT," will become increasingly important as we look for more effective ways to secure and manage all of these connections without impacting personal productivity or end-user confidence. We must consider how new approaches to information risk management can minimize the impact of these changes in organizational behavior while still allowing our employees to be productive.

As a starting point, we must determine what tools the "millennials" are using and how. In doing so, we'll learn where the biggest potential security or compliance risks are and can develop new access and usage policies for all employees.

The right technology solutions—and a willingness to embrace the changes the new workforce will thrust upon us—can play an important role in helping us stay ahead of this trend. Adopting a strong data loss prevention strategy to help classify and protect your most sensitive information and ensure that you know how it is being used and stored are vital elements of the new security agenda. New endpoint virtualization solutions can help you deploy applications on-demand, enabling employees to access applications from any device in a way that provides them flexibility while also delivering a consistent experience. From an IT perspective, we'll be able to secure and manage critical information with common tools and common policies.

Ultimately, our employees drive our success, and finding the right balance between their needs and IT policies will be critical to helping us attract the best and brightest to our companies' workforce. And, when we do, our businesses will thrive like never before.

This issue of *CIO Digest* features an exclusive interview with Rhonda MacLean, the global CISO at Barclays Global Retail and Commercial Banking, who explains how information security is there to help make the business go faster. You can also learn more about how IT leaders are capitalizing on two of the hottest IT trends—virtualization and data loss prevention—in the industry and solutions features.

Regards,

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