

IAAC 2011-13 programme: 13 October Workshop Consumerisation – what are the major IA issues?

Context:

There are substantial pressures on public, private and other sector businesses to address challenges arising from the changing fiscal environment. This requires ever more effective utilisation of information and technology to deliver goods and services efficiently. This is causing a sea change in the use of information and technology, known to some as consumerisation, to some as Cloud and to others as mobile computing.

IAAC Programme aims:

1. The IAAC programme will identify the high level IA issues associated with consumerisation, assessing their importance, the business risks they pose and their impact on government bodies, private sector organisations, other sector bodies and individuals in society.
2. The programme will set out to involve expertise from all sectors of the UK digital society. The workshops will be opportunities for intense discussions between specialists from government, academia and private sector organisations.
3. The outcome of IAAC's research will recommend to all sectors of UK plc how best to address IA issues associated with this sea change.

What is meant by “consumerisation”

1. Definitions available on the Internet include:
 - The Consumerisation of IT refers to the introduction of consumer-oriented technology and behaviours into the realm of Enterprise IT.¹
 - Consumerisation is a stable neologism² that describes the trend for new information technology to emerge first in the consumer market and then spread into business organizations, resulting in the convergence of the IT and consumer electronics industries, and a shift in IT innovation from large businesses to the home³
 - Consumerisation is the growing trend where business users are making the ultimate choice in what devices, applications, and services they use to get their work done.
 - The increasing influence that our technology experiences as consumers — both hardware and applications — have on the technology that we expect to use at work⁴.
2. IAAC will be investigating consumerisation with a view to assessing the risks and impacts of people using their own technology to access corporate information. Many organisations are

¹ <http://whiteboard.solarwinds.com/2009/10/29/consumerization-of-it-part-one.aspx>

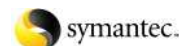
² A neologism is a newly coined term, word or phrase that may be in the process of entering common use, but has not yet been accepted into mainstream language.

³ <http://en.wikipedia.org/wiki/Consumerization>

⁴ <http://www.microsoft.com/download/en/details.aspx?displaylang=en&id=9491>

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beginning to encourage their employees to choose how to work and, to an extent, what ICT equipment they use. The attraction of tablets, for example, has encouraged many people to consider working more flexibly and on the move.

3. There is about to be markedly different ways for users to choose how they process data and how they best use applications. Data and applications will be increasingly available through third party hosted platforms. This will be the case for users' work and business applications and data just as much as their leisure activities.

Business drivers

4. There are two major drivers from businesses towards consumerisation. One is the attraction of cheaper ICT provision through usage of shared services provided by third parties at a substantially lower cost than organisations can implement in-house. There are substantial savings for business using the virtualisation of hardware and common services. UK Government has long advocated use of Shared Services; the subject has moved on significantly with the introduction of user related shared services⁵ as well as the substantial implied cost savings that service providers are now able to offer.
5. The second major driver is the move to remote and mobile working. Public bodies, for example, have for some years made capital savings by reducing office work space and encouraged employees to work at home. Also, many public services are better delivered face to face with clients, a way of working which requires use of mobile workstations. Most organisations are now realising the cost savings of providing minimum hot desks office space and remote access to their business applications. Further, the advantages of home and remote working for business continuity and resilience are being increasingly appreciated.
6. A Microsoft view is that the increasing influence that our technology experiences as consumers - both hardware and applications - puts pressure on the technology that we expect to use at work. Users increasingly believe that their home use of technology is more efficient than the workstations available at work.
7. Gartner's view in January 2010 was that consumerisation of IT has been a steadily growing macrotrend within technology for over a decade.

Technical drivers

8. Integrating technologies like iPhone, Flip Video cameras, Skype, Facebook, Twitter and other hitherto consumer-targeted technologies are increasingly being used in the workplace because they are seen to improve flexible working and efficiency. Some are already arguing that Twitter and social networking sites will replace email as the preferred business-to-business communication.

⁵ Google Docs for example

9. Substantial computing power is now available across a wide range of highly portable devices. Consumer devices such as smart phones and tablets are now becoming powerful enough to be able to run the types of applications and data storage that were traditionally restricted to desktop and portable computers.
10. The ongoing move from separate processing boxes for individual processes to virtualised servers reinforces the benefits of using common and shared services.

Impacts and IA

11. At the strategic level, consumerisation will radically change the relationships between organisations and their customers, and between organisations and their employees. This will have wide ranging consequences for the ways in which IA policies are developed, standards applied and compliance.
12. Consumerisation seriously challenges the validity of many of the fundamental assumptions on which current IA policies and practices are developed. The majority of policies are currently based on solely owned networks where asset and risk governance are clear. Workers' remote access is mostly through provision of organisationally owned mobile workstations which have technical policies and processes pre-loaded. These provisions and many others will change fundamentally with the spread of consumerisation.

This Workshop

13. Our aim at this first workshop of the programme is to put together an initial assessment of:
 - Impact on IA of consumerisation;
 - Extent to which consumerisation requires a re-evaluation of IA culture, policies and procedures;
 - Challenges from consumerisation to established approaches to information ownership, governance, sharing, resilience, confidentiality, identity assurance and other accepted norms.
14. We also intend that this workshop will help refine the following workshop themes and identify further workshop topics.

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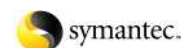
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