Social Media and IT Consumerization in the Enterprise: Meet Demand and Minimize Risk

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Growth of Social Media and Consumerization of IT

Embrace or Defer?
Customers Love Using Social Media to Complain about You

Increased Risk

85% of millennials will tell others on Twitter, Facebook

80% think they deliver superior service,
8% of their end customers think that is true

15% of those surveyed would pay a 20% premium for good customer service
Employees will Use Consumer Apps and Devices if it helps them do their Jobs

Increased Risk

3.5 DEVICES
Enterprise Apps Take too Long to Deploy

Increased Risk
Executive Perspective

77% of CIOs view consumerization of IT as a business risk.
Meet Demand

Manage Risk

**App Deployment**
How can I quickly get new apps up and running?

**Social Media**
How can I afford to harness and use the swarms of data?

**Network Capacity**
Can I handle multiple devices per user and voice/video bandwidth needs?

**Quality of Service**
How can I ensure business critical applications get priority?

**IT Compliance**
Who gets on?
To do what?
To go where?

**Security**
Authentication?
Wireless roaming?
Remote access?
Deploy a Flexible Architecture
Virtualize Applications

- Full Feature/Functionality
- Mixed Implementations
- Deployment Options

Virtualize Applications

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Leverage Social Media
Meet New Customers Where They Are
Address Network Capacity

Optimized Bandwidth/Person or Device
Create Compliance Zones
For Secure Remote Access
Deliver Quality Experience
Closing Thoughts

Social Media and Consumerization of IT are Driving Your Customers and their Employees

You CAN Embrace the Change while minimizing risk

Deploy a Flexible Architecture to address your concerns

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