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Are BYOD Tablets Dead in the Enterprise?

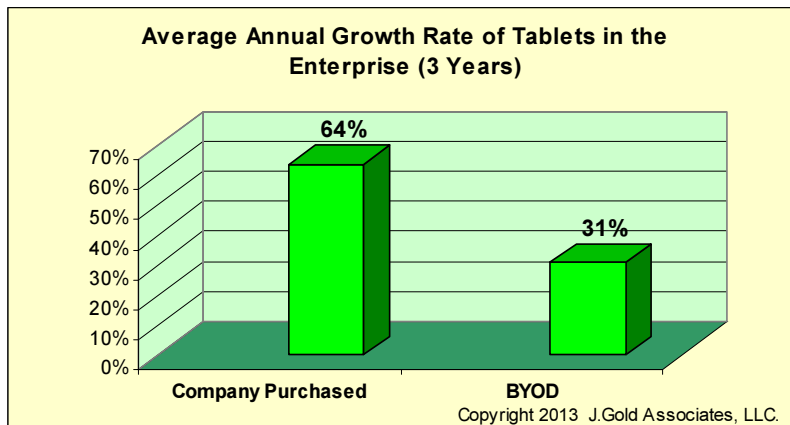
In the next 3 years, the average annual growth rate of corporate owned and deployed tablets will be more than double that of BYOD tablets.

- *Despite the dramatic growth of BYOD smartphones in most companies making BYOD ownership a significant and growing part of the company culture, the effect of BYOD tablets will be quite different.*
- *Our research indicates that Corporate owned and deployed tablets will grow at an Average Annual Growth Rate of 64% over the next 3 years, while BYOD tablets will grow at 31%.*
- *As a result, most organizations will have a dramatically larger base of corporate owned and provisioned devices than user supplied BYOD devices, affecting procurement, support, infrastructure, apps and TCO.*

Northborough, MA, July 29, 2013: Analysis of data and a **Key Finding** (see below) from a major business-oriented mobile research report is being released by J. Gold Associates. The study, ***Enterprise Mobile Applications: A Study of Strategies and Adoption Trends*** indicates that despite the rapid growth of Bring Your Own Device (BYOD) smartphone deployments pushing organizations to be more mobile and accommodate end user demands, the path to enterprise tablet enablement is likely to be very different in most companies. In looking at the 3 year Average Annual Growth Rate for enterprise use of tablets, we discovered that the growth rate of corporate owned and deployed devices will be more than twice that of end user acquired BYOD devices (See chart below).

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This information is one of the results discovered while investigating a broad-based mobility survey of approximately 270 enterprises in North America. The study included analyzing an extensive quantity of data indicating corporate trends, strategies, implementations and results. The study included questions on a variety of enterprise mobility issues, such as costs, vendor preferences, app selection priorities, groups involved in decision making, insourcing vs. outsourcing, support and deployment priorities, cloud enablement, and many more critical decision points for enterprises.

Says Jack Gold, President and Principal Analyst of J.Gold Associates, LLC. about this key finding, "Our intent in conducting this study was to quantitatively identify the major strategies and implementation plans in enterprises deploying mobile solutions. In reviewing our data on tablets, what has become clear is that enterprises are far more likely to own and deploy tablet-enabled solutions than they are with smartphones where BYOD is prevalent. This is both a reflection of the greater complexity in deploying and supporting tablet solutions, as well as a realization that the acquisition costs of the device are a very small component (10%-15%) of the overall cost of the solution, and determining/owning the device gives companies much greater control over the end results."

The complete enterprise mobility study research report and its data analysis is available for purchase from J.Gold Associates, LLC.

Further information can be obtained by contacting Jack Gold, Founder and Principal Analyst, J.Gold Associates, LLC, at 508-393-5294, or by email at jack.gold@jgoldassociates.com

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Jack E. Gold is founder and principal analyst at J.Gold Associates, LLC. He is an internationally recognized expert with over 40 years of experience in the computer and electronics industries.

About J.Gold Associates, LLC:

J.Gold Associates is a Technology Analyst Firm providing its clients with insightful, meaningful and actionable analysis of trends in the computer and technology industries and the resultant implementation challenges that affect corporate operations. We maintain a broad based knowledge of the technology landscape and its implications for organizational strategies, and bring that expertise to bear in our work. We cover the needs of business users in enterprise and SMB markets, plus focus on emerging consumer technologies that will quickly be re-purposed to business use.

J.Gold Associates provides strategic consulting, advisory services, syndicated research and in-context analysis to help its clients make important technology choices and to enable improved product deployment decisions. We work with our clients to produce successful new product strategies and deployments through strategy workshops and reviews, business and strategic plan coaching and reviews, assistance in product selection and vendor evaluations, needs analysis, competitive analysis, and ongoing expertise transfer. We can provide companies with a trusted and expert resource to maximize investment and minimize risk.