

VMware Digital Workspace Survey

Consumer Simple; Enterprise Secure: A Must for Workplace Mobility

Mobility is redefining our experiences and expectations

By 2018

95%

of global enterprises will have both a choose-your-own-device (CYOD) and a formal bring-your-own-device (BYOD) plan in place.¹

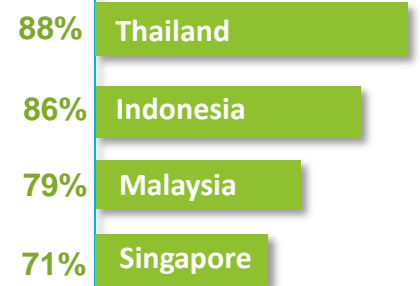
1. Gartner, "The Things People Buy: CIOs Need to Know the Smartphone User Preferences That Impact Mobile Policies" January 22, 2016



In ASEAN

81%

of employees use personal devices at work



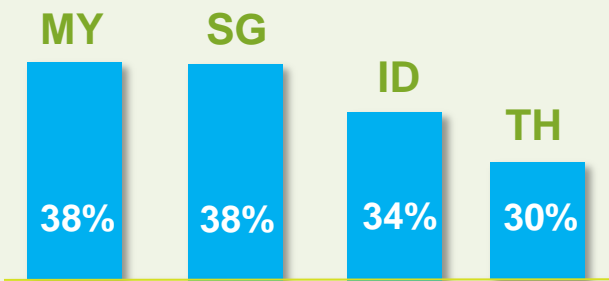
Businesses need security and control

Mobility is a balancing act

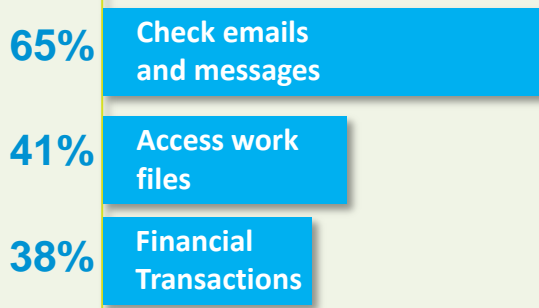
Consumers need simplicity and choice

▶ ASEAN businesses are at High Risk of Data Breaches

▶ More than **1 in 3** use unapproved personal devices for work

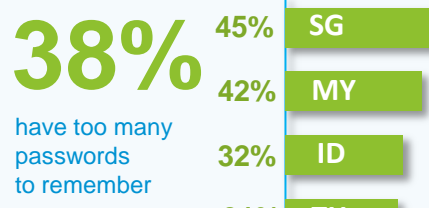


Company data is vulnerable to hacks, as unapproved devices are being used to access work emails, files, and even transact money



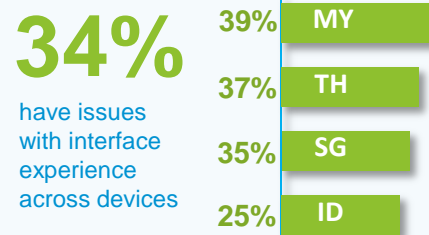
81%

face difficulties when using work apps



38% have too many passwords to remember

33% use the same passwords across multiple devices
Unsafe password practices could make businesses a haven for attacks



34% have issues with interface experience across devices

32% face challenges when apps do not sync up perfectly

If businesses are unable to deliver simplicity and choice, users will find ways to circumvent IT regulations and security policies

45% believe that IT restricts flexibility and creates complexities at work



To Empower the Digital Workspace, Businesses Need...

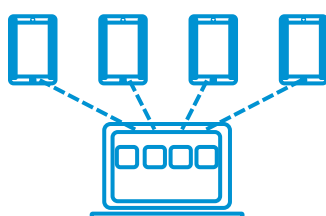
Consumer Simple

WORKSPACE ONE

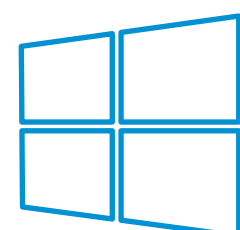
Enterprise Secure



Simplify App Access and Management



Unify Endpoint Management



Transform Windows Delivery