

# Consumer IT: The Global Workplace Revolution has Begun

Consumer technology is changing the modern workplace. Employees are demanding the right to use their personal IT, including smart phones, Internet applications and tablets. Executives are increasingly recognizing that they can neither ignore this fundamental change nor forbid it. Instead, they must learn to manage it. New research by Accenture shows who is using consumer IT, why they are using it, and what executives are doing about it.

## Employees

4000+ employees from 16 countries (250+ each):

Employees from large companies, across all industries and age groups



## Executives

300+ executives from 4 countries:

152 IT executives, 164 non-IT executives from large companies across all industries



Source: Accenture Institute for High Performance, Global IT Consumerization Survey & Executive IT Consumerization Survey

## Rapid Uptake in Emerging Markets



Percentage scale:



- Employees using personal devices for work purposes often or very often
- Employees finding their own tech solutions to solve work problems often or very often
- Employees intermingling work and personal data often or very often
- Employees worrying little, or not at all, about corporate IT policies
- Employees finding personal IT more useful (or significantly more useful) than that provided at work

## A New Way of Working



23%

of employees use their personal devices for work regularly.



27%

use non-corporate applications to improve productivity at work.



30%

routinely check email before going to bed.



32%

actively recommend good consumer applications to their colleagues.

**27%**

“I would be willing to pay for my own devices and applications if I were allowed to use them for work.”



43%

feel comfortable and capable of making their own technology decisions for work.



24%

admitted to coming up with their own consumer technology solution to help solve a business problem.

## Enterprise IT Fails to Match Up



44% of employees are dissatisfied with the devices and software applications provided to them by their company.



45% say they find their personal devices to be more useful than what their company provides.



51% of employees consider their IT department to not be responsive.

## Executives Want Consumer IT Too...



42% of all executives often use personal devices for work regularly.



51% expect the use of consumer devices to increase among their employees in the next three months.



88% of executives say consumer technology can improve job satisfaction.

## ...But No Consensus on Managing It



36% of companies let devices and applications enter the enterprise without restrictions.

37% of companies exercise tight controls over the type and number of devices and applications entering the organisation.

27% of companies have made plans to adjust. This change includes 1 of 4 tactics (i.e. broadening the scope, enticing choice, segmenting by role, advocating uptake).