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“Bring Your Own Device” (BYOD) trend is coming on fast—and it looks like it’s here to stay. So what kind of smartphone do you have? Is it an Apple iPhone, an Android, or a BlackBerry? As 3G and even 4G networks are deployed across the U.S, smartphone adoption is soaring. And once they experience the power, versatility and sheer fun of smartphones, people can get almost addicted to them. And that means that people want to take those personal smartphones to work – and to use them for work e-mails. And work phone calls. And personal phone calls. And personal e-mails, texts, and ... well, you get the picture. Why have two phones — one for work, one for life — when you can have it all on your smartphone?

From NYC to LA, the **“Bring Your Own Device” (BYOD)** trend is coming on fast—and it looks like it’s here to stay. However, BYOD introduces much greater complexity—something that service providers will need to carefully plan for.

BYOD’s growing popularity and business benefits, improving customer experience

Amdocs recently released the results of a global survey, conducted by analyst firm, Heavy Reading, that explores the growing demand for BYOD support from business customers. “BYOD has been gaining momentum as consumers want to bring their favorite smartphones and tablets to work, and with enterprises anticipating benefits such as increased productivity and employee satisfaction, we surely expect this trend to continue to grow,” said Ari Banerjee, senior analyst at Heavy Reading.

The majority of surveyed service providers (73%) expect to see a 10% to 25% increase in BYOD device requests from business customers in the coming year due to the recognized benefits for businesses. Cost savings, employee satisfaction and increased productivity are cited as the primary benefits of BYOD for service providers’ business customers, with almost half of service provider respondents believing that BYOD will decrease costs and increase productivity by 10% to 25% for these customers.