Survey: IT Professionals' Response to Generation Y Users

Objectives & Methodology

- **Objectives:** To measure the opinions and perspectives of IT Professionals with regard to their Gen Y users, how they perceive Gen Y users impacting the security of their PC fleets and infrastructure, and what IT Professionals are doing (or would be interested in doing) to deal with this new workforce.

- Who is Generation Y? Anyone under 28 (born in the 80s at the latest).

- **Methodology:** Penn, Schoen and Berland Associates conducted 200 online interviews among IT Professionals from the United States and Canada

  - Quotas for each country and the Public Sector / Financial Services industries were included

- Margin of Error +/- 6.93% overall and larger among subgroups.

- All interviews were conducted between August 22-29, 2008

Gen Yers: Assets...

From a companywide perspective, IT Professionals are positive on Gen Y employees.

- 75% of IT Pros think Gen Y users positively impact their company[1]
- 82% think Gen Y users positively impact their company's use of cutting-edge and innovative technology[1]
- Positive associations include Gen Yers creativity, enthusiasm, and knowledge of technology.[2]

"They are familiar with the latest technology."

"They know all the up to date features."

"They understand the newest and latest tools."

"They are knowledgeable on current on security issues."

"They understand the system that we have better than others."

...Or Security Concerns?

However, they also think Gen Yers bring unique IT security concerns to the workplace.

- Gen Yers' tech-savvy nature is a double-edged sword – their greatest advantage as well as greatest cause of concern.[1]
- 50% of IT Pros say Gen Yers are a security concern.[2]
- IT Pros more than twice as likely to say Gen-Y users cause more problems (35% say more vs. 16% say less).[2]

"Since they know more about computers, they don't hesitate to download programs or games and install them on their computer."

"They use company equipment for personal use which makes it hard to track viruses."

"Going to inappropriate websites or using their computers for personal use during work hours."

"They share personal and company information on network sites and through email."

PSB Penn, Schoen & Berland Associates

Burson·Marsteller

(intel)

IT's Biggest Fears

3 of 5 IT Pros say common Gen Y downloadable applications and social media tools are of particular concern. [1]

- IT Pros are more than 5 times as likely to say that Gen Y users cause more concern than other employees (44% say more concern vs. 8% say less concern).[1]
- Social networking sites, such as Facebook and MySpace, are perceived as the largest threat.[2]

To a lesser degree, Web 2.0 concerns...[2]
- Web portals: Yahoo! / Google / MSN
- Chatting and IMing
- Blogs
- YouTube
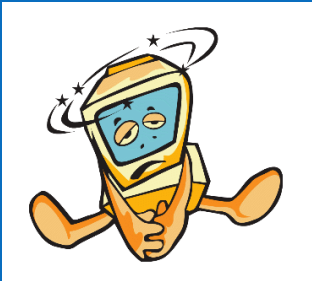
In addition to traditional concerns...[2]
- Access to customer information / Private data security
- Access to the internet in general; Surfing the web
- Email
- Any website where they can download things/unauthorized applications
- Specific security threats: Hackers / Trojans / Viruses
- Pornography

Accommodating Gen Y'ers

About one-fourth have changed their work policies and many more plan to do so.[1]

Of those who have made changes…

#1 Enabling company e-mail or I-net access to personal smart phones (60%)

#2 Allow non-IT owned PCs to connect to the corporate network (39%)

#3 Relaxed rules for participation on social media sites as company representatives (34%)

Other accommodations:
- Relax use of personal or downloaded software
- Allow personal purchase of PCs for company use
- Relax use of public services for business or to transfer company information (i.e. Twitter, Gmail, etc.)

Defense: Step 1

The most commonly adopted IT solutions to deal with Gen-Y <u>security threats</u> are:[1]

Solution	% Own	Index Score*
Client virus, spyware, malware software	84	194
Network security software	79	193
Network security hardware	74	188
Hardware or software to detect and eliminate malware on the endpoint, rather than the network	66	178
License compliance software	68	158

*INDEX SCORE = Very Effective + Very Practical + 2*Very Likely to Buy

Defense: Step 2

Application management, streaming, virtualization and chip-based solutions are now in roughly half of IT shops.[1]

Solution	% Own	Index Score*
Software to better track and manage applications regardless of whether IT, the user or other entity provided	61	158
Application streaming or virtualization software	48	134
Client-based virtual machines to isolate company images and personal images	47	130
PCs with chip-based management or security	41	122

*INDEX SCORE = Very Effective +Very Practical + 2*Very Likely to Buy

Summary

- IT Managers perceive Gen Y workers as both assets and concerns.

- IT is making accommodations for this new workforce.

- And also establishing precautions, including:

  - Traditional software and hardware solutions

  - Newer application tracking, streaming, virtualization and chip-based solutions