



# PEOPLE-INSPIRED SECURITY REPORT



## EXECUTIVE SUMMARY

Work-life blend is overtaking work-life balance amongst European office workers, but the death of the 9 to 5 is proving it can be risky business.

New behaviours and attitudes are emerging that show people already intertwining their work and personal lives, and the technology they use for each. This is to the advantage of themselves, but not necessarily with the consent or knowledge of their employers. The extent to which workers will go to work-life blend therefore raises important security issues for European businesses to address, such as the rise of 'hired hackers' amongst the Millennial age group, aged 18 to 34.

These are among the key findings of this report, which uncovers:

- What people are doing in the workplace today, the extent they will go to work the way they want to, and what this looks like for employers
- The important security implications arising from these changing behaviours
- The huge potential for enterprise businesses that support consumer-friendly technology

This European study of 4,500 workers outlines how people-led technology and security strategies that can equip employees with the knowledge and technology to support their evolving technical skills, will result in a happier and more productive workforce.

## RESEARCH METHODOLOGY

The People-Inspired Security study was conducted by independent market researchers, OnePoll and Vision Critical. The study was conducted between 27 May and 9 June 2014 with European office workers who use mobile devices, such as smartphones, tablets or laptops, in some way for work. The pan-European findings are based on a survey by OnePoll that involved 4,500 respondents: 1,000 each in UK, Germany and France, and 500 each in Spain, Italy and Belgium and The Netherlands. Findings for Belgium and The Netherlands specifically take into account both OnePoll's pan-European survey and a survey by Vision Critical of an additional 500 people in these two countries.

## WORK-LIFE BLENDING AND NEW DIGITAL SKILLS

The concept of work-life balance has been around since the 19th Century and became more common throughout the 20th Century as working time expanded beyond the stereotypical 9 to 5 working patterns. However, the quest for a clear boundary and more even spread between company time and leisure time seems to have been doomed by the internet age.

This study shows three-quarters of Europeans use work time for personal tasks and an almost identical proportion work in their 'free' time. It seems that the connected world we inhabit, in which our portable devices have made us always-on, has destroyed the concept of the work-life balance, replacing it instead with the work-life blend.

Whether it's paying bills or doing other personal banking tasks, 75% of Europeans will spend up to an hour during each work day on such personal errands. Italians are most likely to do personal tasks in work time (86%), with 63% spending up to 45 minutes each day checking social networks and 51% spending up to 30 minutes reading the news.

Whilst Britons were least likely to use work time for personal tasks, 62% still do. Around three quarters (76%) said they spend up to 30 minutes paying bills or dealing with personal emails during the work day, while two thirds (65%) spend half an hour online shopping or - that favourite British pastime - checking the weather.



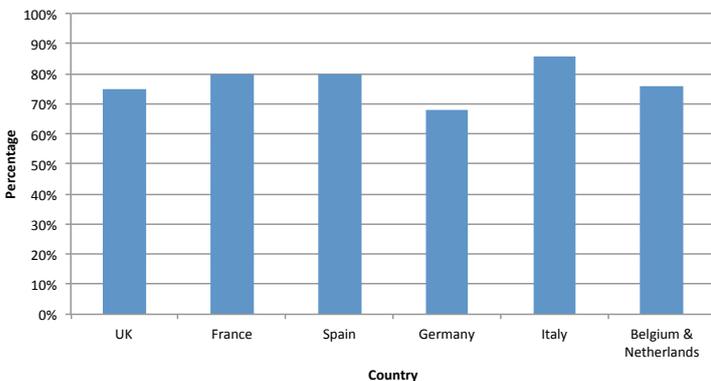
**Rob Orr, VP Enterprise Business for Samsung Electronics Europe**, said: *“Our study suggests that many workers are simplifying their busy lives as much as possible, using mobile devices to complete work and personal tasks quickly and conveniently when, where and how they want. This is to the advantage of themselves and their employers.*

*“Nearly four in every ten workers in our study say work-life blending helps them get more work done in the same amount of time, and almost one third believe it helps them manage their personal tasks better and makes them less stressed. This has huge potential in terms of motivating greater productivity and contributing to positive workplace cultures.”*

## TIME MAKERS AND TAKERS

The percentage of Europeans who work during what they consider to be personal time is 77% - almost identical to the percentage who do personal tasks in work time. Almost four-fifths of Europeans (78%) work for an hour after the standard work day has ended, while almost two-thirds (63%) have worked for up to an hour before their standard working day has started.

**The percentage of workers who do personal tasks during work time**



The rise of smartphones and tablets, devices that are defined not only by their connectivity but also by their portability, means that employees can easily check on their emails when they wake up in the morning or right before they go to bed. Those periods of dead time, during a commute or stuck in line at the supermarket, can be made productive too, thanks to mobile devices, giving the opportunity to tweak a spreadsheet or quickly answer a question.

The countries that are most likely and least likely to work in personal time mirror the countries that are most and

least likely to use work time for personal tasks. Italians are most likely to work in personal time (90%). Three-quarters work for up to an hour after the end of the official working day, while 58% do an hour of work before their working day begins.

**Dr Dimitrios Tsivrikos, Consumer and Business Psychologist at University College London, UK**

commented on the study *“Employers know that their teams are now connected to the office outside of office hours. While some businesses have mandated email ‘blackouts’ out-of-hours, most companies are unwilling to forgo the benefits of a workforce that is connected 24/7, particularly when so many businesses now communicate across time zones.*

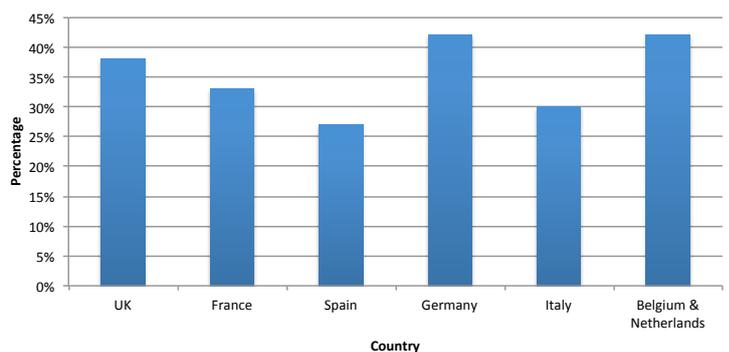
*“Contrary to some views that personal life is a distraction to work life 30% of UK workers equipped and empowered to blend, felt more focused and responsive. This isn’t the era of information overload and digital distraction; workers are now developing new techniques and skills to augment their on and offline, personal and professional lives.”*

**Dr Tsivrikos** also noted that the rise in wearable technology and the internet of things over the next few years will be likely to blur these lines even further.

## DEVICE BLENDING

The so-called ‘consumerisation of IT’ has been in place for some time now. The rapid advancement in consumer electronics, coupled with falling prices and shorter refresh cycles, means that employees often have personal technology that is often more capable than the company IT equipment.

**The percentage of workers who say that blending work and personal tasks on one mobile device makes them feel more productive overall**



In contrast to consumer tech, corporate IT is replaced less often, constrained by tight budgets and frequently designed to meet a broad range of specifications so that it can be used almost anywhere in the business. That last point in particular means that while the technology will be good enough for almost everyone, it is unlikely to be exceptional for anyone.

Faced with slow work computers or company smartphones that are frustratingly locked-down, it's little wonder that employees turn to their personal devices to get some work done. This can lead to security problems, as we'll see in the next section of this report, but first let's look at the extent of the problem.

Europe-wide, two-fifths (41%) use their personal smartphone for work business and 32% use their work smartphone for personal tasks. Those in Italy are most likely to use their personal smartphone to do work (49%), while the French are most likely to use their work smartphone for personal tasks (33%). More than one-third of European workers say that blending work and personal tasks on one mobile device makes them feel more productive overall.



In the same vein, European workers have an average of 10 personal apps, such as Facebook, messaging app Whatsapp or even games like Candy Crush, on their work-issued smartphones. They average eight work-related apps, such as Microsoft Outlook or Lync, on their personal devices.

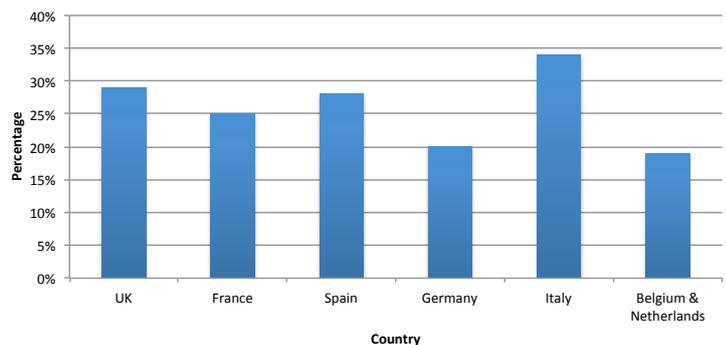
*“Many people don’t want to carry two smartphones but often they are required to use a company device and so they carry it along with their personal smartphone, which contains their family photos, music collection and so on, said Rob Orr.*

*“The fact that company smartphones are usually refreshed less often than personal devices probably explains why people are more likely to work on their personal phone than to use their work phone for personal tasks. Their personal smartphone is frequently newer, easier to use and more capable.”*

## HIRED HACKERS

As the previous findings show, employees are increasingly blending work and personal spaces and, often, doing so using whatever technology is at hand, whether it is a work or personal device. This behaviour is beneficial for both employers and staff but it runs the risk of non-compliance or compromising security if IT departments are not prepared.

### The percentage of workers who have used their own technology to get around company-imposed obstacles to do work



Importantly, the study uncovered the existence of ‘hired hackers’, a segment of Europe’s working population that is willing to find ways around corporate security measures, or even ignore them entirely, when those procedures stop them accomplishing what they need to do. For example, they may use personal smartphone to access websites like file-sharing site Dropbox, which are blocked on work-owned devices.

More than a quarter (26%) of all respondents has used their own technology to get around company-imposed obstacles to doing work. Italians were most likely to say they had used their own technology to get around obstacles in company systems (34%), compared with just 19% of those in Belgium and The Netherlands, who were least likely to have done so.

**Rob Orr** said: *“As work and life and mobile devices continue to blend, our research shows that the need for clear boundaries for work and personal data has never been greater. It’s for this reason that a tool like Samsung KNOX is so important. Among other things it allows employees to switch between personal apps and a password-protected workspace on the same device, as circumstances demand.”*



Notably, over one third (36%) of Millennials, aged 18 to 34, are hired hackers – the highest proportion of any age group in the study prepared to work around company devices and policy.



This has significant implications for the future, as **Dr Tsivrikos** explained: *“These findings suggest that just as people solve problems and improve their personal lives by ‘life-hacking’, many workers are using technology for the same ends. Millennials, who’ve grown up with mobile technology, are natural drivers of this trend, using their digital native intelligence to make IT work for them. If they haven’t already, European organisations need to design their work and security policies, and technology strategy, with this employee behaviour in mind.”*

In a similar vein to hired hackers, 29% of European workers use their personal devices in the office for work purposes despite not knowing, or caring, whether they are actually allowed to. Since these devices are outside the control of the IT department it’s possible that they could be compromised and company data lost or stolen. Spanish respondents were most likely to say they had used personal devices in this way (39%).

**Neil Barclay, B2B Technical Lead for Samsung Mobile Europe** said: *“Employees will naturally want to use the most convenient device for the task at hand and security can often be forgotten in the rush to get things done. If that means handling sensitive documents on a personal device, some workers will do it without considering the risks. Likewise, staff who use a potentially less secure personal device to handle work documents run the risk of exposing company systems to a security breach.”*

A high percentage (55%) of respondents also admits to being unaware of their company’s security policy or being aware of it but simply ignoring it. The problem is most acute in the UK, where two-thirds of respondents said they either ignored their company’s security policy or didn’t know whether one existed.

Educating staff about the secure use of company data is becoming increasingly important, especially in light of the

EU General Data Protection Regulation expected later this year. The latest draft of the regulation proposes that fines of up to €100 million or 5% of annual worldwide turnover, whichever is greater, should be imposed on businesses that break the rules, for example by not processing data securely.

The good news for European businesses is that 70% of all respondents say they are more security-conscious than they were a year ago, and 95% of them have taken measures as a result, such as change their work or personal passwords.

**Rob Orr** said: *“European businesses can take advantage of increasing security awareness and momentum to better arm their employees with the knowledge and technology to support the evolution of their digital skills, work-life blending and IT security in and outside of work.”*

He concluded by saying: *“Technology can be so impressive – and so it’s tempting to make decisions based on rational factors such as functionality, speed and scope. But the systems that really work are the ones that we like. There’s an emotional dimension as well. Does it do what workers want it to do? Does it feel right for them? There is a new paradigm in technology. Technology in the enterprise is nothing to do with productivity or cost out. It has everything to do with gaining insights about customers – including employees – and empowering them. This is the era of customer discovery.”*

## PRODUCT FACTS

- Since October 2013, Samsung has sold over 25 million KNOX-enabled devices and has over 1 million active KNOX users today. On average, 210,000 KNOX-enabled devices are being activated per month which is about 7,000 devices per day.
- The evolution of KNOX, which addresses the ever-changing needs of the enterprise, demonstrates Samsung's commitment to 'People-Inspired Innovation' and becoming the most secure Android platform available.
- With KNOX, Samsung directly addresses the need to better support IT departments looking for reassurance and convenience as they implement and manage their Bring Your Own Device (BYOD) strategies while maintaining enterprise data security and employee privacy.
- Specific features of KNOX include improved and enhanced platform security and containerization support; greater services for Mobile Device Management (MDM); a new proprietary Enterprise Mobility Management solution, EMM; and Marketplace, a one stop shop for KNOX and enterprise cloud apps.

[www.samsungknox.com](http://www.samsungknox.com)





## **ROB ORR**

VP Enterprise Business for Samsung Electronics Europe

Rob joined Samsung in October 2013 and is Vice President for Enterprise Business. He is responsible for leading a team dedicated to expanding Samsung Electronics' B2B sales across the region through the provision of close support to Samsung's European subsidiaries and the continued promotion of close and integrated relationships with customers and partners. Previously, Rob was the Vice President for Telecoms Operations at Samsung Mobile Europe and was centred on growing and developing Samsung's B2B business with mobile operators, distributors, systems integrators and reseller partners.

Prior to working at Samsung, Rob was the Managing Director UK & Ireland at BlackBerry where he was responsible for leading the BlackBerry 10 launch in the UK. Responsible for the operator, channel, enterprise, developer and press relations in the UK and Ireland, Rob led the team through an intense period of change. Rob spent 7.5 years with BlackBerry and prior to leading the UK business, Rob held the position of Vice President of Product Management in EMEA. He was responsible for the regional product development, go to market execution and commercial management of the BlackBerry Smartphone portfolio. His remit also included overseeing the integration of the wider BlackBerry product range into the launch of new Smartphones to ensure that a complete BlackBerry experience is available across both business and consumer channels in local markets across EMEA.

Prior to joining BlackBerry, Rob held various product and business management positions including roles in BT, Vodafone and within the IT distribution channel in the UK

## **NEIL BARCLAY**

B2B Technical Lead for Samsung Mobile Europe

Neil is an information security professional with over 14 years international experience in enterprise IT, security and mobile. A strategic thinker with expertise in product management, Neil has a proven track record of building and executing projects across matrix, local or remote teams. Neil is experienced in harmonising complex technical, cultural or organisational issues to deliver easy-to-understand, actionable plans. Recent success includes delivering End User Devices Security and Configuration Guidance for Samsung Android and through Samsung KNOX Guidance - enabling KNOX devices to be used in UK Government. Neil is a subject Matter Expert (SME) in terminal security and device management.

## **DR DIMITRIOS TSIVRIKOS**

Consumer and Business Psychologist (academic/practitioner) at University College London

Dr Dimitrios Tsivrikos is a Consumer and Business Psychologist at University College London (UCL). His research, teaching and consultancy work specialize in Business, Consumer/Branding and Occupational Psychology with a specialist interest in the contribution of social identity and group membership to a range of organizational processes, such as leadership, communication, organisational change, advertising, and Mergers and Acquisitions (M&A). Throughout his academic career he has held a number of international research fellowships, and has published widely on psychology and business oriented subjects, and articles in various periodicals and general interest journals. He is a leading commentator on consumer behaviour/psychology and a frequent guest on the BBC, as well as acted as a scientific consultant in various periodicals such as Property Week, Esquire and The Guardian



For further information in regards to this report please contact  
Nicholas Breakspeare  
B2B PR Manager  
Tel: +44 (0)1932 454336  
[nicholas.b@partner.samsung.com](mailto:nicholas.b@partner.samsung.com)  
[www.samsungatwork.com](http://www.samsungatwork.com)