



This German IT Firm Leads the Charge in Mobile Collaboration – With A Little Help from BlackBerry

The Organization

As one of the leading IT companies in Germany, Axians IT Solutions GmbH provides its clients with powerful solutions geared explicitly towards their unique business requirements. To uphold their reputation and meet customer expectations, they need to be just as flexible as their product portfolio, while also ensuring productivity and customer proximity. To accomplish this, Axians makes use of nearly 1000 different in-house mobile devices – and to securely manage them, it relies on the BlackBerry Enterprise Mobility Suite - Collaboration Edition.



Industry Information Technology

Location Ulm, Germany

Employees 800

Products BlackBerry Enterprise Mobility Suite - Collaboration Edition; BlackBerry UEM; BlackBerry 2FA

<http://www.axians.com/en/>

<https://www.axians.de/de/portfolio/mobility/>

“Providing everything our firm needs – app rollout, VPN access, and system monitoring on various end devices – is a challenge for most EMM systems. Since using BlackBerry’s platform, however, these have become routine for us. The data of our business applications are protected from unauthorized access on every device and with complete ease.

When it comes to IT, we need to think ahead and make mobile working more secure. We now have a solution that lets us do just that, and can optimize app rollout, corporate intranet access and system monitoring on various end devices. These are huge, challenging accomplishments on other EMM platforms, but with BES, they’re routine. Thanks to BlackBerry, it’s never been easier to protect our data and business applications from unauthorized access, even on mobile.”

Peter Wild
CIO, Axians

The Challenge

Founded 28 years ago, in Ulm as Fritz & Macziol, Axians is one of Germany's largest IT service providers and part of the VINCI group. The manufacturer-independent IT company offers a holistic portfolio of consulting services, software, hardware and IT operation, with services ranging from cloud and mobility solutions to business analytics. Axians' experts take an integrative approach to building these solutions, working closely with clients to satisfy the individual needs of each.

Customer proximity is an essential aspect of the consulting process, along with access to corporate data. In light of this, mobility is also critical. To better serve their clientele, Axians' employees must be able to remotely access corporate data at a moment's notice.

"Mobility plays a key-role in on-site consulting and work, and employee devices must always be ready for fast and flexible use, especially

in consulting and sales," explains Axians' CIO Peter Wild. "Consultants don't have time to worry about data security. They need to focus on their business."

The diversification of Axians mobile fleet presented a roadblock in this regard. As an expert in mobile business solutions, the firm primarily used BlackBerry smartphones until 2013. Eventually, however, it responded to employees' increasing demand for more choice, and introduced iPhones to its entire sales staff nationwide. Suddenly, its original mobility strategy was no longer viable – it now needed to manage applications, processes, and data across multiple platforms and devices. To ensure its small team of administrators can centrally monitor and manage its fleet of 900 smartphones, Axians has deployed the BlackBerry Enterprise Mobility Suite - Collaboration Edition.

The Solution

The Search for Better EMM

Axians goal was to optimize the work of its administrators and increase the transparency of its in-house mobile environment. It needed a solution that could centrally manage BlackBerry, Apple, and Windows devices – and that solution needed a minimal server footprint. It evaluated several EMM platforms, including Apptech and 7Principles, but none met its requirements.

Eventually, after a two-week test period, and in light of a positive experience with previous BlackBerry solutions, Axians chose BlackBerry.

The selection was a joint decision between management, IT, Sales, and Human Resources, says Wild. Only BlackBerry's EMM solution supported the multi-platform strategy the company desired, and only BlackBerry provided the level of productivity its employees needed. Prior experience with BlackBerry's solutions also played a part – Axians used BES5 in 2012, and BES10 as of 2014.

Solving the Secure Mobility Problem

Security was also a decisive factor in the search for an EMM solution. Axians needed to ensure secure access to the corporate network and its data by all end devices in the mobile fleet. It also needed some way of ensuring cross-platform access to its corporate mail application and electronic calendar.

The company originally relied on a VPN encapsulation solution, along with secure authentication through certificates. This has been supplemented by BlackBerry's leading security infrastructure – BlackBerry 2-Factor Authentication and BlackBerry Work.

Better, Safer App Deployments

Another important selling point involved deployment of the applications used by Axians' employees, which comprised both native, internally-developed apps such as the Axians toolkit, and third-party apps such as HR works. Thanks to the containerization technology of BlackBerry Dynamics, these apps can

be installed securely and with ease, without requiring a detour to the IT department or the device manufacturer.

"With BlackBerry Dynamics, we can realize scalable, multi-app solutions for customers and employees alike, free from traditional security restrictions and concerns," says Thomas Völker, lead consultant for Enterprise Mobility at Axians Division Business Productivity. "Every app is packed in its own container and accesses the host operating system

via a shared container instance. We don't need an extraneous virtualization tool to distribute our applications, and apps can be accessed from any device via single sign-on."

For Axians, the use of BlackBerry's container technology means moving away from simple device administration towards managing and securing everything from business processes to content and data on end devices.



The Results

Freedom through BlackBerry

Thanks to the Collaboration Edition of BlackBerry's Enterprise Mobility Suite, Axians can now manage every device in their fleet and secure any mobile ecosystem from applications through to business content. The EMM solution also allows Axians to set up different app farms within the company, tailoring the mobile experience they offer based on the client. Administrators now have total control over security-critical apps and services, and can easily block them, regardless of where a device is located.

All of this is available through a central console with a light server footprint – a perfect tool for Axians' relatively small administrative team.

Time Savings and a Better Business Relationship

Central management of Axians' mobile clients made it possible to speed up the rollout process in its application management system by 30%. It has also enjoyed overall time savings of up to 25% compared to native device management methods. The close cooperation between the two companies has also brought them closer together.

"As a BlackBerry partner we have leveraged the benefit of NFR licenses to access BlackBerry software to run our business, but we also use it for testing and customer demos. Being able to demonstrate to our customers and prospects how we are using the solution in our own company is very powerful, and a strong proof point that we believe in it. Not only do we save on IT costs, but we also acquire great sales and technical knowledge that we can then leverage for successful selling," says Thomas Völker.

For instance, Axians was recently selected as a BlackBerry Enterprise Partner – customers can now benefit from the firm's practical expertise with BlackBerry to securely realize mobile concepts such as BYOD, Corporate Owned Personally Enabled, Corporate Owned or Business Only deployments for their employees on all mobile devices.

Future Plans

Currently, Axians is evaluating employee satisfaction with the Collaboration Edition of BlackBerry's Enterprise Mobility Suite, optimizing it based on feedback. In particular, their focus is on the BlackBerry Dynamics secure container, which separates work and personal data.

