

Productivity Through Connectivity: GENOA Integrates BlackBerry Work into Google



Streamlined workflows represent an important – and often overlooked – aspect of enterprise security. It doesn't matter how well a business locks down its perimeter if employees are forced to stumble through a patchwork of disparate solutions and platforms. For an organization to be secure, there needs to be integration and standardization.

GENOA International understands this – which is precisely why they developed **GENOA Transformer[®] GS**.

Architecting a Seamless, Secure Integration

Based in Austria, GENOA International is part of the GENOA Group. They were founded more than twenty years ago with a simple goal in mind: to standardize the chaos of software and workflows present in enterprise mobility. With customers worldwide, Genoa's latest product, GENOA Transformer GS, will be used by high-security businesses, including banks, insurance brokers, governments, and healthcare agencies.

GENOA

Industry:

ISV Partner

Location:

Austria

Partner Product:

GENOA Transformer[®] GS

Website:

www.genoa.at



Many of GENOA's clients are organizations that have invested heavily into Google, but still want to deploy BlackBerry® Work without having to abandon their custom workflows. Unfortunately, at the time, BlackBerry Work did not natively support Google. GENOA recognized the demand for this functionality and set out to make it a reality.

At the beginning, GENOA's primary challenge lay in security. While it needed to ensure clients could use its solution without impacting any existing implementations, it was also imperative that client data be kept secure. For Google and BlackBerry Work to function effectively together, GENOA had to make sure its integration was seamless. Even a small glitch could lead to unacceptable workflow interruptions – or worse, to a security leak.

"Security is extremely important for our customers, especially in collaboration with home office users and those in regulated industries," explains Elmar Jilka, CEO of GENOA. "Mobile employees on Google Workspace tend to access extremely sensitive data from their devices, such as user account information, R&D roadmap documents, insurance photos, and so on. Furthermore, separation of business and private data is also a decisive factor, particularly with our current shift towards distributed work."

Security, productivity, and efficiency – these were the critical drivers for GENOA. To ensure it could meet its clients' needs with as flawless an integration as possible, GENOA developed a close partnership with BlackBerry. Through this partnership, GENOA Transformer GS was born.

A Business Cloud Service designed to enable secure interoperability, GENOA Transformer GS enables secure interoperability between BlackBerry Work and Google Workspace without interrupting the workflows of end-users. This has attracted a wealth of new clients for GENOA International.

"We've seen a lot of large industries with Google Workspace with G-Mail who are very excited about Transformer GS," says Jilka. "It's easy to understand, and integration into existing processes is incredibly simple. All the security certifications are there, and users can access BlackBerry Work natively – that's extremely important to our clients, and it's something we can provide with BlackBerry."

"For a lot of our clients, we were just a name on paper. That wasn't the case with BlackBerry. They're a known brand, with a ton of dedicated partner professionals whose only interest is helping us thrive – it's been incredible."

– Elmar Jilka
CEO, GENOA

About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments around the world. The company secures more than 500M endpoints including 150M cars on the road today. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety and data privacy solutions, and is a leader in the areas of endpoint security management, encryption, and embedded systems. BlackBerry's vision is clear – to secure a connected future you can trust.

For more information, visit BlackBerry.com and follow [@BlackBerry](https://twitter.com/BlackBerry).

