



BlackBerry UEM is a Wise Investment for This Bank

The Organization

Born in 2014, ABANCA's focus is to provide its clients with a new way of banking, based on four pillars: responsibility, reliability, quality, and innovation. It prides itself on tailoring its approach to the unique needs of its clients, which include families, tradespeople, small business owners, field workers, and fishermen. With a network of close to 700 offices across Spain, the EU and Latin America, ABANCA has created specialized divisions for insurance, private banking, consumer finance and other activities, with its mobile banking app being the most valued according to the opinions of the Spanish users on Play Store and App Store.

ABANCA is one of Spain's largest banks, and the market leader in Northwestern Spain. It provides coverage to 98% of Galicia's population, its core market in the country, and maintains national branches across the country, along with 12 international branches.



Industry Banking

Location A Coruña, Spain

Employees 2,000

Products BlackBerry UEM,

Samsung Knox

<http://www.abanca.com>

The Challenge

To ensure the best experience possible for its diverse clientele, ABANCA's employees have to be constantly connected to corporate resources and colleagues. Whether within the office or without, they need a means of communicating and collaborating with one another, while keeping track of customer details. The company thus maintains a fleet of several thousand mobile devices.

To better provide for the needs of its customers, ABANCA became the second bank in Spain to begin supporting the Samsung Pay app. This left them with a challenge, however. They were faced with a massive deployment of Samsung devices, and needed a way to securely manage that influx – their IT department had relatively little experience managing Android devices.

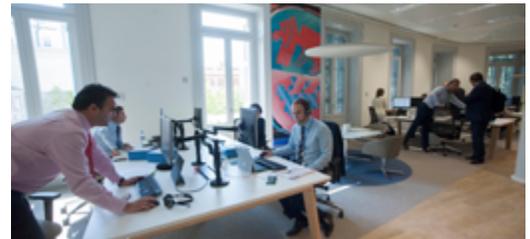
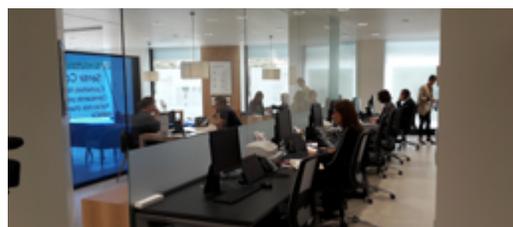
“Traditionally, we haven’t used Android all that extensively at ABANCA,” explains Eduardo Aldao Castillo, ABANCA’s Director of Innovation. “But suddenly, we were deploying potentially hundreds of the devices. We needed to find a way to secure them at both the hardware and app layer, while also securing the iPhones and iPads that were already in-use.”



The Solution

ABANCA needed a flexible, extensible platform that would allow their IT department to manage a massive, diverse Corporate-Owned, Personally-Enabled (COPE) fleet of devices. They needed a way to make the introduction of new Android devices as seamless as possible, while still offering support for iOS. And whatever solution they chose, it needed to work with Samsung Knox, which ABANCA chose for workplace containerization.

ABANCA evaluated several other platforms, including AirWatch, MobileIron, and Citrix. Ultimately, however, it chose BlackBerry UEM. A long-time BlackBerry customer, ABANCA has been using BlackBerry’s MDM solutions since the days of BES4 - and they opted to continue doing so.



“We had a lot of criteria we looked at when making our decision,” Aldao Castillo explains. “The solution needed to be cost-effective. It needed to offer a great user experience, quick deployment, easy management, and it needed to be secure enough to stand up to regulatory scrutiny. We work in financial services, so we follow very strict security regulations.”

“Through its partnership with BlackBerry, Samsung encouraged us to stay with UEM,” he continues. “It didn’t take much convincing. UEM checks every box on our list, our technical staff already has a great deal of expertise with the solution, and BlackBerry’s extensive security certifications speak for themselves. The fact that BlackBerry UEM works so seamlessly with Samsung KNOX is just the icing on the cake.”

“We considered a lot of different solutions, but ultimately it was BlackBerry UEM that stood out. Frankly, their offering is the best – a seamless user experience at a controlled cost, and the flexibility to change how we manage devices and data depending on our business needs. This was something no other vendor provided.”

Eduardo Aldao Castillo,
Director of Innovation, ABANCA

The Results

Including initial testing, policies preparation, and validation, deployment of the new Samsung devices took only one month. Thanks to BlackBerry's knowledge and support, the migration process has been both seamless and painless, says Aldao Castillo. Through BlackBerry's single-screen pane of glass interface, ABANCA's IT department can now efficiently manage its entire mobile fleet, onboarding and managing all Android and iOS devices on an as-needed basis.

Thanks to BlackBerry UEM, ABANCA's migration to Samsung and its use of Samsung Knox has been both seamless and painless.

The bank has enjoyed several other benefits, as well.

Greater Satisfaction and Efficiency

Since the Samsung devices in use at ABANCA are similar to the smartphones employees use, the bank's staff is overall more satisfied with their work. Training on the new devices was minimal, and not only are they more productive, but mobile email and secure access to corporate web applications allow staff to offer faster service to customers as well. And thanks to UEM's smooth deployment process and self-service helpdesk, everyone spends less time on device management, and more time helping the business grow with mobile workflows.

"It's really remarkable, the ease with which employees are able to access data," notes Aldao Castillo. "Data in financial services is strictly regulated. It's almost to the point that it causes usability issues in many organizations – it's incredible that BlackBerry UEM allows us to be so streamlined."

Cost Savings

Thanks to BlackBerry UEM, ABANCA's employees can enjoy VPN-less access to corporate resources. There are currently 1,750 Samsung devices in-use at ABANCA's various branches. Not having to pay for VPN licensing or infrastructure cost on thousands of devices has led to exponential cost savings for ABANCA.

Relying on BlackBerry's Expertise

BlackBerry's 24x7 global readiness to assist its customers is well-known – a fact which did not go unnoticed by ABANCA.

"Though we didn't have any implementation challenges in the migration to Samsung Knox, the knowledge that BlackBerry was always available to help us through potential technical issues was fantastic," explains Aldao Castillo. "We all really appreciate BlackBerry's dedication, and the fact that they're willing to do whatever's necessary for their clients."

Future Plans

Moving forward, ABANCA plans to increase the number of users as per business needs, and consider the possibility of BYOD management through BlackBerry. It is also considering a pilot of BlackBerry Work for iOS devices, as well. Whatever the approach to BYOD the bank takes, Aldao Castillo knows that BlackBerry UEM will rise to ABANCA's needs.

"The platform is really powerful, and gives us a lot of flexibility," he says. "And thanks to BlackBerry's partnership with Samsung and Google, we can look into many different mobility solutions and devices – all of which will work perfectly with BlackBerry."

