LEADING GERMAN SOCCER CLUB SUPPORTS SECURE MOBILITY WITH BLACKBERRY ENTERPRISE SERVICE

Industry:
Sports and Entertainment

Region:
EMEA

Solution:
BlackBerry® Enterprise Service (BES)
BlackBerry® Balance™ technology
iOS and Android™
ISEC7

Hannoverscher Sportverein von 1896 (Hannover 96), is a German association soccer club based in the city of Hannover. Hannover 96 plays in the Bundesliga, the top tier in the German soccer league. As well as managing players and contracts, the corporate side of the business is tasked with marketing and promoting the club's brand throughout Europe.

"BES is valuable to our business because it gives us the perfect balance between flexibility and security. For example, our online team needs access to multiple devices such as iPhones and Android to test the design and layout of web content. With BES in place, we can keep these functions of our business running smoothly without having to worry about the security implications for the business."

Björn Bremer
COO, Hannover 96

THE CHALLENGE

Hannover 96 relies on efficiency and precision. The business is made up of around 88 employees who often need to travel on business, meaning the day-to-day running of the company is carried out remotely.

"It is important for our company to be well connected," said Dirk Dufner, Director of Sport at Hannover 96. "I am often away negotiating contracts and need to know I can communicate with colleagues at all times and share documents securely without the risk of compromising sensitive information."

With intelligence on players regularly being shared across a multitude of devices, Hannover 96 needed to adhere to its own internal data protection rules, while complying with German authority security regulations.

The club was keen to establish a Corporate Owned Personally Enabled (COPE) mobile strategy to provide end users with device flexibility, while ensuring the organisation still has control over costs, security and other potential areas of risk, including information leaks.

For Hannover 96's COPE strategy to succeed, it needed an enterprise mobility solution (EMM) with robust security, the ability to support BlackBerry, iOS and Android devices, and a straightforward user-experience.

THE SOLUTION

Hannover 96 deployed BlackBerry's EMM solution, BlackBerry Enterprise Service (BES), to manage employee devices and secure highly confidential information, such as details of new players, contracts, schedules and soccer training plans. It can be deployed across different platforms, including BlackBerry, iOS and Android devices. BlackBerry's technology partner, ISEC7, supported Hannover 96 through the entire BES implementation process, from setting up the first components through to integrating the first devices.

BES provides secure, reliable and comprehensive device, application and content management. The solution is designed and built to eliminate the complexity of multiple EMM solutions, ensuring Hannover 96's mobile estate is fully managed and secure, irrespective of device or platform type. Hannover 96 is therefore able to balance end-user and enterprise needs with expanded capabilities to support multi-platform environments.

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>
> **Björn Bremer**
> COO, Hannover 96

"Data security is key to business success and our mobile device strategy," said Björn Bremer, COO at Hannover 96. "BlackBerry has really helped us implement an effective COPE strategy and has given us the confidence to know that if a device is lost or stolen we can quickly wipe player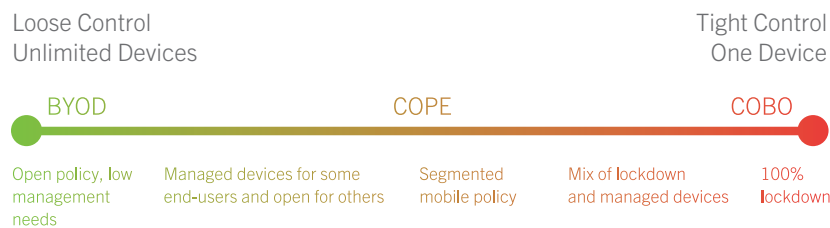 and financial details before they get into the wrong hands. Hannover 96 is now looking at integrating additional devices such as tablets."

Hannover 96 also took advantage of the Secure Work Space container for iOS and Android devices, and BlackBerry Balance technology on BlackBerry 10 smartphones. With BlackBerry Balance seamlessly built into every

BlackBerry 10 smartphone for separation of work and personal content, employees experience the freedom and privacy for personal use while management has confidence in the security and management for business use. Secure Work Space extends BlackBerry security to corporate data at-rest and in-transit using the global and secure BlackBerry infrastructure and eliminates the need for an expensive VPN infrastructure. Managed by the latest BES from a single console, Secure Work Space offers customers the best combination of security, user-experience and competitive total cost of ownership.

Loose Control Unlimited Devices				Tight Control One Device
BYOD		**COPE**		**COBO**
Open policy, low management needs	Managed devices for some end-users and open for others	Segmented mobile policy	Mix of lockdown and managed devices	100% lockdown

Source: BlackBerry Whitepaper, "The Case for COPE", March 2014.

HANNOVER 96 BENEFITS

Hannover 96 succeeded in creating a highly secure mobile platform, which meets the challenges associated with sharing confidential information via mobile devices. The solution has improved user experience and allows Hannover 96 to meet security requirements for a successful COPE strategy.

"ISEC7 helped us make the decision to migrate to BES and we have benefitted from support through every step of the implementation," said Bremer. "Even now the solution has been deployed we are continuing to receive support and guidance, which is hugely valuable."

"BES is important for our business because it gives us the perfect balance between flexibility and security," continued Bremer. "For example, our online team needs access to multiple devices such as iPhones and Android to test the design and layout of web content. With BES in place, we can keep these functions of our business

running smoothly without having to worry about the security implications for the business."

The solution has provided the following benefits for Hannover 96:

- IT administrators can create activation and application distribution rules for the latest iOS and Android devices, without requiring a server upgrade.
- Highly secure platform enabling COPE by allowing administrators to manage only the Secure Work Space container on iOS and Android devices, thereby providing users with the assurance that the personal information and apps on their device remains controlled and secure.
- Enables users to perform device management tasks on their own, meaning fewer calls to IT, lower TCO and more control to users.
- Users can easily switch between personal and corporate environments – the BES platform allows the business to easily manage internal corporate apps or public applications using BlackBerry Balance technology.

"Soccer is the leading sport in Germany and BlackBerry is the leader in mobile enterprise security," said Bastian Anthon, Head of Consulting, ISEC7 Group. "After first introducing Hannover 96 to the latest version of BES, the club was keen to move forward with the multi-platform solution. In addition, I live in Hannover and am a big fan of Hannover 96 – so it was a great honor to work on Hannover 96's BES implementation."

KEY BENEFITS

- Manage all BlackBerry, iOS, and Android smartphones and tablets.
- Manage applications for internal corporate apps or public apps from BlackBerry World through BlackBerry World for Work.
- Facilitates easy over-the-air activation for end-users.