

A long-exposure photograph of a city skyline at night. Several tall skyscrapers are illuminated with blue and white lights. In the foreground, light trails from cars and streetlights create a sense of motion. The overall scene is dark, with the city lights providing the primary illumination.

# For Endpoint Management, This Major Holding Company Put its Money on BlackBerry UEM

## At a Glance

**Industry** Financial Services

**Employees** ~9000

**Location** North America

**Products** BlackBerry®  
Enterprise Mobility Suite  
– Collaboration Edition,  
BlackBerry® UEM,  
BlackBerry® Work,  
BlackBerry® Dynamics,  
BlackBerry® Access,  
BlackBerry® Connect

A leading bank holding company, this organization provides a wide range of services for its clients, ranging from corporate financing to insurance to stockbroking. A long-time customer of BlackBerry, the organization was primarily focused on email, largely held back by the security concerns involved with mobilizing corporate data. They sought help from BlackBerry in changing this, eventually pushing out a full deployment of the BlackBerry® Enterprise Mobility Suite – Collaboration Edition with approximately 4500 active users.



## The Organization

This leading financial holding company provides its banking clients with a wide range of services, including corporate financing, insurance, mortgages, and more. Given its well-known position in the market, security is top of mind for the firm. Even a minor data leak could prove catastrophic to its reputation, and push its clientele into the arms of its competitors.

It thus treats its data with the utmost importance, taking whatever measures are deemed necessary to protect it and remain compliant with industry regulations.

## The Challenge

Though decision-makers at the holding company were aware of the potential for smartphones and tablets to streamline their business and save on costs, they were hesitant to embrace it due to security concerns. It was only when they deployed Good for Enterprise® that they began exploring the possibility of Android and iOS devices in the workplace. However, even then, they did relatively little with those devices.

The issue was fourfold:

- There was mounting demand from both executives and field staff to bring their own devices into the workplace – something which was difficult to manage via Good for Enterprise.
- Those devices required access to applications and functionality beyond what Good for Enterprise provided.
- Device diversity made it difficult to offer a consistent user experience across devices.
- The holding company required a combination of managed and unmanaged devices.



"The holding company employs a mixture of unmanaged BYOD and MDM. That's the beauty of what we do – we help our clients use our solutions exactly how they want to use them. BlackBerry is able to support this use case with ease."

**Account Manager,**  
*BlackBerry*

Decision-makers realized that they needed to consolidate their infrastructure onto a single platform that would address all of these issues. When Good Technology was acquired by BlackBerry, they saw their opportunity.

With help from BlackBerry's sales team, they began the transition from Good for Enterprise to BlackBerry® Work and BlackBerry® UEM. However, as the consolidation moved forward, the holding company realized it needed to customize BlackBerry's solutions far more than was initially expected. BlackBerry stepped in once more to help.

## The Solution

The holding company ultimately chose to deploy the BlackBerry Enterprise Mobility Suite – Collaboration Edition, signing on for a two-year contract. With endpoint management solution BlackBerry UEM, its IT department now has the ability to support both managed and unmanaged devices, and the capacity to lock down corporate data on either. And with productivity tool BlackBerry Work, employees can stay connected and productive.

The holding company also makes extensive use of BlackBerry® Access, primarily to connect to corporate intranet. BlackBerry® Connect, meanwhile, allows workers to stay in touch through Microsoft® Lync. The IT department has also deployed ISEC7, to help it manage and monitor its network and devices.

"Out of our 4500 BlackBerry Work users, we've got about 2100 active BlackBerry Access users," explains the BlackBerry Account Manager. "We're looking at a fairly mixed use-case here, more heavily-loaded towards collaboration with little MDM – though UEM is still used to manage corporate-owned tablets in the field."

The most significant selling point of UEM was, to the holding company, the self-service portal. The organization is incredibly self-service oriented. As such, allowing users to add or remove their own devices and perform minor troubleshooting on their own provided considerable value.

"Thanks to BlackBerry UEM's self-service helpdesk, the holding company's mobile employees are able to mostly take care of their own support - that translates to significant savings in both cost and man-hours for IT. I'd say they saved roughly \$40,000 a year through that function alone."

**Account Manager,**  
*BlackBerry*

## The Results

Working with BlackBerry has helped the holding company deploy better, more stable, more extensive mobile infrastructure. More importantly, it's helped the organization reduce overhead and improve productivity without requiring it to significantly change any of its processes. These benefits have manifested in a few notable ways:

**Reduced Helpdesk Load:** Through the BlackBerry UEM portal, the holding company's mobile employees are able to manage the lion's share of their helpdesk issues on their own. This has significantly reduced both man-hours and overhead, and led to significant cost and labor savings. IT staff are free to focus on more pressing issues, while end users can solve all but the most complicated problems themselves, minimizing the amount of downtime in their work – the Account Manager estimates that the company saves approximately \$40,000 a year as a result.

**A Multi-Device Strategy:** The majority of the company's mobile employees either work in the office or on one of the organization's many campuses. Many of these employees – executives in particular – travel frequently, bringing tablets along with them in lieu of hauling around a heavy laptop. BlackBerry UEM's ability to protect the data on an unmanaged device allows workers to operate directly off these personal devices with minimal fuss.

Field workers, meanwhile, are given tablets running MDM that allow them to keep track of leases and loans – to monitor equipment the company has rented out. The fact that BlackBerry UEM was able to support both groups of users was a significant draw for the holding company, as it meant there was no need for an additional MDM or EMM platform.





**Widespread Acceptance:** Staff at the holding company took to BlackBerry Work right away, and virtually everyone with access to the platform uses it extensively. This has not only helped to promote improved productivity and job satisfaction, but also better communication across the entire organization.

"By and large, the staff at this holding company are some of the best users of BlackBerry Work that I know," says the Account Manager. "They're always interested in new features and functions, and they're always looking for new ways to improve the product."

**Future Plans:** At the time of writing, the holding company is excited to begin internal testing of Microsoft® Office 365®, and BlackBerry® Enterprise BRIDGE. With Enterprise BRIDGE, mobile workers can seamlessly use Microsoft Office mobile apps from within BlackBerry® Dynamics. Though it currently has no plans to deploy any custom or ISV apps – it wants to keep its mobile deployment simple. That may change in the future, particularly given the firm's ability to connect Dynamics apps to Microsoft apps.

## About BlackBerry Limited

BlackBerry Limited is an enterprise software and services company focused on securing and managing IoT endpoints. The company does this with BlackBerry® Secure™, an end-to-end Enterprise of Things platform, comprised of its enterprise communication and collaboration software and safety-certified embedded solutions.

Based in Waterloo, Ontario, BlackBerry Limited was founded in 1984 and operates in North America, Europe, Asia, Australia, Middle East, Latin America and Africa. The Company trades under the ticker symbol "BB" on the Toronto Stock Exchange and the New York Stock Exchange. For more information visit [BlackBerry.com](https://www.blackberry.com), and follow the company on [LinkedIn](#), [Twitter](#) and [Facebook](#).