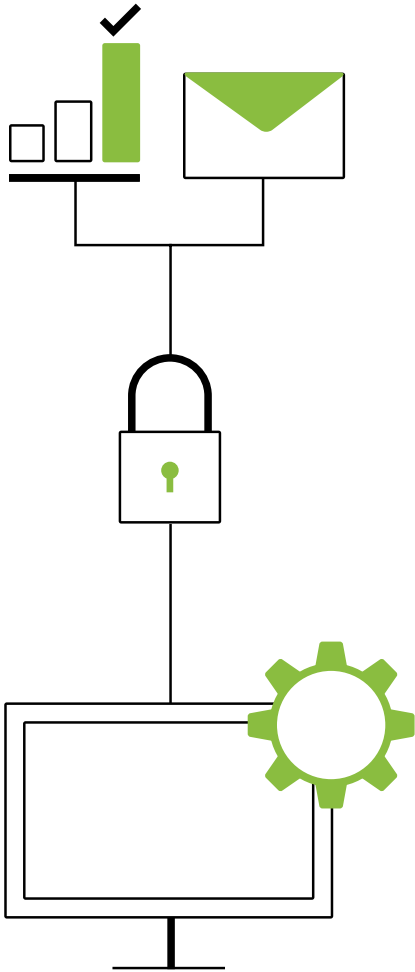


BLACKBERRY BRINGS **SECURITY** **AND SIMPLICITY** TO MULTINATIONAL INSURANCE COMPANY

 **BlackBerry**[®]



Case Study



BlackBerry Brings Security and Simplicity to Multinational Insurance Company

Mobile business environments are becoming increasingly complex. Effectively managing and securing today's diversity of devices – both corporate-issued and BYOD – operating systems, apps and content is a major challenge. BlackBerry® Enterprise Service 10 (BES10) brings order to even the most chaotic mobile environments through a single, intuitive management console.

Frustrated by the security and management shortcomings of one-dimensional solutions, businesses from across the globe are migrating to BES10 to bolster security and consolidate their mobility management operations.

This report highlights the all-encompassing command and control capabilities of the BlackBerry® EMM solution and how a multinational insurance provider is using BES10 to manage its consumer-based mobile devices following a high-profile security breach involving a single-purpose mobility management solution.

Why 'Point' Solutions are Weak

Over the past few years, enterprises and organizations of all sizes have accumulated an assortment of single-purpose, 'point' mobile management solutions. As workforce mobilization initiatives expanded, so did the number of management systems. Businesses in regulated environments, for example, often adopted a hardened solution to handle corporate-issued devices, which are subject to strict security and compliance requirements, and separate systems to manage BYOD environments.

Similarly, businesses supporting a variety of mobile operating systems were gradually pushed into a multi-vendor management model. As more specialized functionality, such as Mobile App Management (MAM) or Mobile Content Management (MCM) was added to the mix, supplier sprawl increased.

Support operations were soon overwhelmed, with IT administrators whiplashing from one console to the next to keep tabs on mobile end users and their devices. The budgetary impact was also significant. In addition to multiplying capital and operational expenses by the number of vendors in their networks, IT departments were forced to pay for additional support staff and infrastructure. A bigger issue, though, was overall effectiveness. Multiple management systems often lead to gaps in security and disruptions to end users, which can negatively impact productivity.

The All-in-One Alternative

To address these issues, BlackBerry introduced BES10, an all-purpose EMM offering. Only BES10 supports the full spectrum of mobile device ownership models, from the most conservative corporate-enabled policies all the way to BYOD, and manages smartphones and tablets based on BlackBerry®10, iOS and Android™ operating systems from a single console. BES10 also offers dual-persona technology for both corporate-issued and BYOD devices to simultaneously safeguard work data and protect end user privacy.

These features and capabilities, along with BlackBerry's long-standing legacy in mobile security, prompted the UK-based insurance provider, in the aftermath of a recent security breach, to migrate to BES10.





The Challenge

With 31 million customers and offices around the world, the insurance giant required an enterprise mobility solution that was comprehensive and scalable, as well as capable of simplifying the existing environment, enforcing an assortment of compliance requirements and protecting the organization and its data from cyber attacks.

The company was already thinking of consolidating its multi-vendor mobility management environment when one of its single-purpose management platforms became the target of a well-publicized security breach involving hundreds of iOS-based devices. Anxious to replace the compromised system, the company accelerated its search for a consolidated solution.

“That’s when BlackBerry picked up the ball,” says Glen Farrelly, enterprise sales leader with BlackBerry. “The company, a longtime BlackBerry customer, had already rolled out BES10 to portions of its user base requiring end-to-end security and strict regulatory conformance. Leveraging BES10’s multi-platform capabilities, the customer transitioned roughly 1,000 employees using iOS devices to the BlackBerry EMM solution within 48 hours after detecting the security breach.”

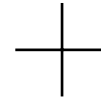


The Solution

To date, the company has migrated more than 2,000 end users to BES10. UK employees were the first to be moved to the BlackBerry EMM solution. But the company has recently initiated migration programs in India and elsewhere.

The insurer is also evaluating BlackBerry Secure Work Space (SWS), work/personal device partitioning technology that extends BlackBerry’s market-leading security, including its VPN-less secure connectivity capabilities, to iOS and Android environments.

BES10’s ability to bring iron-clad security to multi-OS environments enables the insurance company to better match end user roles and responsibilities with device type, says Farrelly. “It’s important for field representatives, who have a wide range of responsibilities and security profiles, to be able to choose the devices that best fit their job requirements,” he added.



BlackBerry Benefits

In addition to solving an immediate security issue, the migration to BES10 has accelerated the company’s consolidation of its mobility operations, an objective that will lead to cost reductions and performance benefits.

Best of all, the insurance firm was able to reap the benefits of BES10 at no cost by taking advantage of BlackBerry’s BES10 upgrade promotions, including EZ Pass. The EZ Pass program allows BlackBerry customers to upgrade from BES5 or competitive products to BES10 client licenses for free.

“The customer was able to make a one-for-one swap of the third-party licenses to BES10 license without impacting its budget in the slightest,” said Farrelly. “That was music to the IT decision maker’s ears.”

In the end, though, the customer’s biggest benefit is impossible to affix a price tag to – peace of mind.

“There’s a reason that the most security conscious businesses in the world trust their mobility operations to BlackBerry,” added Farrelly.

BES10: An EMM for All Occasions

Needing a secure, all-purpose EMM solution is not unique to multinational companies. All but the smallest organizations are burdened by the need to support multi-faceted mobility environments, say industry experts. There's a mixture of platforms and ownership models, as well as risk profiles and usage policies that vary by role, geography or one of several other factors.

Most mobile management solutions were designed to address a narrow set of requirements, asserts a 2014 whitepaper from research firm Ovum entitled ["Beyond BYOD: How Businesses Might COPE with Mobility."](#)

"The most successful EMM solutions will be those that are able to support all scenarios, as businesses adopt a mix of strategies between different departments, vertical units and countries," concludes the BlackBerry-commissioned report.

BES10 was designed with a one-EMM-solution-fits-all objective in mind.

BES10 is the only EMM solution capable of supporting the entire mobility management spectrum – from a single management console. Originally designed to control mobile devices restricted to business-only uses, BlackBerry's EMM solution

has evolved into a full multi-platform solution for supporting Corporate-Owned, Business-Only (COBO), Corporate-Owned, Personally-Enabled (COPE) and BYOD deployments of BlackBerry, iOS, and Android devices.

This flexibility enables any company with a mix of security needs – from stringent control and conformance to loosely managed BYOD – and operating systems, to monitor and manage the entire mobile workforce from a single console.

BES10 is also a critical component of an end-to-end security solution that has been adopted by the most risk-averse organizations on the planet. BlackBerry's layered approach to security means that corporate data is protected regardless of where it resides – from devices to behind-the-firewall servers, and all points in between.

BlackBerry protects in-transit data using transport layer security over the BlackBerry secure connect infrastructure, which interconnects with more than 650 carrier networks, providing a secure connection to virtually any location on the planet. BES10 encrypts data using AES 256-bit encryption prior to transmission, while message keys are encrypted by the device transport key.

BES10 also satisfies sometimes-conflicting requirements for data protection and end user privacy. It enables the partitioning of mobile devices for both work and personal use. BES10's container functionality enables IT admins to create dual-persona environments on corporate-owned or personal mobile devices by establishing separate, secure partitions for work-related applications and associated sensitive data.

BlackBerry® Balance™, which establishes virtual partitions on BlackBerry 10 devices, has been recognized by leading industry analysts as the dual-persona technology best suited for COPE deployments. BlackBerry SWS extends the capabilities and security of BlackBerry Balance to smartphones and tablets based on iOS and Android operating systems.

Conclusion: Double Indemnity

Chances are your business is anything but uniform when it comes to mobility. You're likely managing a mix of mobile end points, operating systems and risk profiles, along with accommodating multiple ownership models, including COPE and BYOD. What enterprises require is a single and easy-to-use EMM solution capable of securing and managing today's increasingly complex mobility environment.

Businesses around the world are adopting BlackBerry's all-purpose EMM solution to bring order to chaotic mobility environments and address intensifying threats from cyber criminals. That's what the multinational insurance company now enjoys: It not only plugged a high-profile security gap, but also significantly consolidated its multi-platform mobility operations into a single management solution.

Before the end of the year, BlackBerry will bring additional capabilities to mobility management with the release of BlackBerry® Enterprise Service 12. BES12 expands the command and control capabilities of its predecessor, adding support for additional devices and operating systems and delivering new levels of flexibility, automation and ease of use to organizations of all sizes.

Built for today and whatever tomorrow may bring, BES10 is the only enterprise mobility management solution your business will ever need.

To find out more about the BlackBerry EMM solution and to sign up for a free trial, visit blackberry.com/business¹

¹ 60-day Free Trial Offer: Limited time offer; subject to change. Limit 1 per customer. Trial starts upon activation and is limited to 50 Silver licenses for BlackBerry devices and 50 Gold licenses with Secure Work Space for iOS and Android. Following trial, customer must purchase service to continue use of product. Not available in all countries. A trial system can be upgraded to a production system at any time by adding a production key purchased or acquired from an authorized reseller. When a system is upgraded to production, the trial licenses will no longer be available.

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