

Major Financial Services Group Helps Keep Corporate Information on Employee Personal Devices Separate and Secure with BlackBerry Balance Technology

Indiabulls

Industry:

Financial Services

Region:

Asia Pacific - India

Company Size:

Large Organization: 5000 employees

Solution:

BlackBerry® Balance™, BlackBerry® Enterprise Server

Solution Partner:

IB Technology Solutions Inc.

Key Benefits:

- The BlackBerry solution helps provide secure corporate communications
- BlackBerry Balance has offered employees of Indiabulls a more personal BlackBerry experience
- Helped save on personal device spending costs

Indiabulls Financial Services Ltd. (Indiabulls) is one of India's leading non-banking financial companies. It provides lending products and other financial solutions, including home loans, loans against property, commercial vehicle loans and commercial credit to prime corporations. Indiabulls has a network of 170 branches in 87 cities across India.

Indiabulls has long been at the forefront of innovation. In 2004, they decided to implement BlackBerry smartphones and the BlackBerry Enterprise Server because of the high value they placed on corporate security. As one of the first brokerage and financial services companies in India to provide customers with a robust mobile trading application in early 2010, Indiabulls continues to find ways to leverage their mobile solution. However, with the changing landscape of the mobile industry and the desire for users to have more flexibility and freedom on their corporate devices, the organization was finding themselves in a difficult position.

"With the growing number of our employees using mobile devices, we are finding that the demand for a device that fits both personal and workplace needs is growing as well. Therefore, we wanted to find a solution that allows for a great user experience as well as making sure that our corporate data remains uncompromised," said Ashwini Hooda, Deputy Managing Director of Indiabulls. "Ensuring that access to corporate email and data remains secure is always important but it seems that when it comes to the financial services business, it is even more important."

The BlackBerry Advantage:

Indiabulls deployed BlackBerry 7 smartphones, integrated with BlackBerry Balance software, to a select group of employees. IB Technology was brought in as the solution provider responsible for carrying out the implementation. The BlackBerry Enterprise Server's IT policies along with the features built into the handheld software help keep personal information separate and business data secure. Corporate data cannot be copied and pasted into personal applications or email messages and any lost or stolen devices can be disabled and wiped remotely.

These features have helped provide assurance to the executives at Indiabulls that important corporate data is protected. All the while, the users with BlackBerry Balance enjoy the benefit of consumer-oriented features, such as, the freedom to download applications, create and manage their personal contact list and calendars and stay connected through their email and social media accounts.

"One of the major benefits of the BlackBerry Balance technology is that it can lead to enormous savings on mobile device purchases," said Kiran Acharya, Program Manager, IB Technology. "It is designed to let Indiabulls grant secure and separate corporate email access to employees who wish to bring their own smartphone to work, which more and more employees choose to do. This means that the need to equip employees with corporate devices decreases while allowing employees to own just one smartphone for business and personal."

Overall, the BlackBerry Balance technology has allowed the BlackBerry user a complete experience. Both the employee and IT administrator at Indiabulls can customize the device to suit each other's needs.

www.blackberry.com/go/success



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