

# A GLOBAL LEADER IN FINANCE MIGRATES ITS MOST POWERFUL APP

## Industry

- Financial Services

## Region

- Worldwide

## Solution

- BlackBerry® Ecosystem Solutions Team
- BlackBerry® 10 smartphones

A leader in financial services, this company has thousands of employees distributed around the world. And given the round-the-clock nature of their industry, key players need anytime, anywhere access to critical applications, information and people.

Moving seamlessly to a new mobility platform and all-new devices takes some technical prowess. That's true for any enterprise. Add in the fast paced nature of financial services industry, and the need for a focus on risk management and regulatory requirements and you need a partner that's got both the full picture and the right connections to pull it off.

### The Challenge

When this company discussed moving to BlackBerry 10 smartphones, IT leaders weighed up what they'd need to do to transition their existing mobile apps to the new platform. At the top of their business-critical list: a custom, Java-based CRM and Market Data power tool that houses their critical pipeline, with hooks into email and calendars. A Senior Enterprise Developer on the BlackBerry Ecosystem Solutions Team explained that it was a matter of using one of the rich, standards-based development tools available for BlackBerry 10, like BlackBerry® WebWorks, or the BlackBerry® 10 Native SDK.

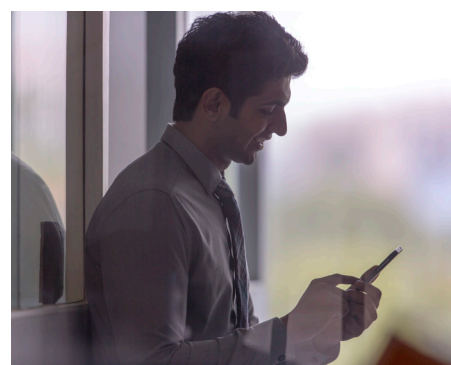
Once the IT team understood their options, their next question was about timelines. Could they make an absolutely seamless transition quickly and efficiently? They'd take every precaution necessary, because even one unexpected application glitch, on one user's device, could end up slowing or sinking a massive opportunity. And because the app would contain sensitive customer data, it needed to continue to meet the world's toughest regulatory requirements, not to mention the company's strict internal security standards. The firm's internal application development specialists simply weren't in a position to shoulder that responsibility alone.

Fortunately, the end-to-end nature of a BlackBerry enterprise solution meant they knew exactly where to turn for support.

### The Solution

"We started by understanding all the use-cases for the app – there were many – and then probing under the hood to see exactly what the transition would require," explains the lead developer on the BlackBerry Ecosystem Solutions Team.

In order to enable the full BlackBerry 10 user experience and performance, he recommended using Cascades™, and leveraging the special expertise of a BlackBerry application development partner. The BlackBerry Ecosystem Solutions Team provided key insights on email and calendar integration. From there, they worked with the players required to build out the solution.



**"We have a very close working relationship with the mobility team. We talk regularly around strategy, opportunities, application architecture, regulatory compliance and more."**

Senior Enterprise Developer  
BlackBerry Ecosystem Solutions Team

One of the reasons this customer had chosen BlackBerry in the first place was because of the company's ability to ensure its mobile devices complied with the complicated and constantly shifting regulatory requirements in the finance industry. That extends to Mobile Application Management (MAM). The BlackBerry team was able to demonstrate how BES10 could help them manage the app through its lifecycle – to make sure it could continue to deliver as required when the company added new features, updated operating system software and deployed additional devices.

### The Benefits

Understanding the end-to-end picture, BlackBerry was able to help this customer with its critical CRM and Market Data app for the BlackBerry 10 platform.

For the company's IT and developer teams, BlackBerry was able to take the pressure off. Instead of having to delve into the specifics of a multifaceted app redevelopment, they could focus on core tasks, saving time and money.

When users pick up their new BlackBerry 10 smartphones, their key tools, including the CRM app, will be pre-loaded and ready to go. They'll also benefit from new features like the overhauled browser and the time-saving BlackBerry Hub for emails and other messages.

The BlackBerry Ecosystem Solutions Team maintains a close working relationship with this customer's mobility team. They communicate regularly around strategy, opportunities, application architecture, regulatory compliance and more. Seeing the whole picture is something other players in enterprise mobility simply aren't able to do. And that's one reason this company views BlackBerry as a strategic partner, not just another vendor.

### Key Benefits

- **One port of call:** BlackBerry app experts took on this migration issue, managing it in partnership with the customer, development partner, and the account team.
- **The right connections:** After choosing the technology, advising on app architecture and design, and providing platform expertise, BlackBerry brought in a trusted partner to round out the development work.
- **The full picture:** While most mobility vendors provide a single piece of the puzzle, BlackBerry is the only EMM provider to address the whole picture, from devices to app development; from technical support to Mobile Device Management and Mobile Application Management.
- **Future-proof apps:** Developed the right way from the start, BlackBerry 10 apps are easily managed via the BES10 platform, and standards-based development frameworks make it easy to extend apps for multiplatform use.

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