Why This Major Energy Company Surged Back To BlackBerry After Trying AirWatch

Major Energy Company

Industry:
Energy

Employees:
Over 8,000

Location:
North America

Product:

BlackBerry® Enterprise
Mobility Suite – Collaboration Edition,
BlackBerry® UEM,
BlackBerry® Work,
BlackBerry® Dynamics,
BlackBerry® Premium
Support Services

At a Glance

This major energy company provides power for customers all over the country, and constantly dispatches staff to hook up new connections, assist its clientele with technical support, and address issues with its infrastructure. Its executives also travel frequently to meet with stakeholders and shareholders.

After migrating to VMWare® AirWatch, the energy company quickly realized that the platform's mobile apps would not suit its needs – and that BlackBerry® Work would.

The Organization

With thousands of employees, this major energy company provides power for millions of customers throughout its country. Not surprisingly, this means a great deal of travel for internal staff – executives must frequently meet with stakeholders and shareholders, while technical workers must help manage infrastructure and meet with customers. Supporting secure mobility for these user-groups has been an ongoing challenge for the organization.

The Challenge

Since the energy company uses a bring-your-own-device (BYOD) approach to its mobile strategy, its IT department must contend with a wide range of different devices and operating systems, including Windows 10, Android, and iOS. This environment proved increasingly difficult to support with its existing mobile infrastructure, which consisted primarily of Good Work®. As it became clear to company executives that they would need something more, IT evaluated AirWatch.

This did not work.

"They barely got on AirWatch before they ran into trouble – they were still getting things staged with them," recalls the BlackBerry Account Manager. "The executives didn't enjoy AirWatch's product as much as BlackBerry's, and the IT department found it difficult to work with – it wasn't what they were used to. Everybody was wondering why they had to leave BlackBerry."

The energy company's decision-makers realized that key executives were not happy with the solution they had chosen. Technical issues with the transition to AirWatch only served to drive more nails into the coffin. The company had several applications for which it needed to ensure behind-the-firewall access: Concur®, SAP® SuccessFactors®, and SAP Fiori® Launchpad. Additionally, it needed the capacity to support and secure an MDM-less BYOD environment – AirWatch did not provide an easy enough means of doing so.

Before long, it became clear that the company needed to switch back to BlackBerry. However, there was a problem. They were uncertain about how to proceed.

The Solution

Ultimately, the energy company called in support from BlackBerry. After a brief consultation period, the company upgraded its virtual infrastructure and began the transition. With help from BlackBerry Enterprise Consulting, the company quickly switched from AirWatch, moving back to the latest BlackBerry endpoint management software.

 "We brought them onto the BlackBerry® Enterprise Mobility Suite – Collaboration Edition with BlackBerry® Premium Support Services," explains the Account Manager. "We wanted to ensure that they did not have any of the issues switching back. Our priority was ensuring they had the support they needed."

> "There was a lot of internal pressure to look at BlackBerry's platform, as the company's executives were happy with it. They also made it clear that how we handled technical issues resonated with them."
>
> – Account Manager,
> *BlackBerry*

A suite of BlackBerry solutions designed to help businesses mobilize content, deploy leading business apps, and promote collaboration and connectivity, the BlackBerry Enterprise Mobility Suite – Collaboration Edition includes both BlackBerry® UEM and BlackBerry Work.

BlackBerry UEM is a comprehensive endpoint management software, which allows IT to control and manage their entire mobile infrastructure from a single screen. BlackBerry Work, meanwhile, is a solution that enables employees to communicate and access business workflows and email while on the go – without having to return to their desks.

The Results

The energy company has now transitioned all 2,000 of its licenses to BlackBerry UEM, which it uses to manage and protect corporate data on the personal devices of its employees. As part of the Enterprise Mobility Suite – Collaboration Edition, the company deployed BlackBerry Work. BlackBerry also equipped the energy company with ISEC7, to help it more effectively monitor its mobile infrastructure.

It's now more secure than it was before and able to meet its users' needs and demands with more ease than ever.

A Fast, Seamless Transition: The process of consolidating the energy company's infrastructure was quick, painless, and error-free. Per the Account Manager, the company signed up for the BlackBerry Enterprise Mobility Suite – Collaboration Edition in late November. By the end of the Christmas holiday, the installation was nearly complete, and by mid-February, the company was fully transitioned back to BlackBerry UEM.

"We were able to cut everybody back over to BlackBerry relatively quickly," says the Account Manager. "They were impressed with how we handled their technical issues. We got great feedback on their BlackBerry® Premium Service Manager, and great feedback on our Professional Services."

"It was really a lot of being responsive, responsible, and getting them what they needed quickly and with a sense of urgency," the Account Manager continues. "It was more about the support than anything else."

A BYOD-First Deployment: With the BlackBerry Enterprise Mobility Suite – Collaboration Edition, the energy company can fully support its fleet of personal devices without having to worry about its corporate data being put at risk.

IT can easily track the use of personal devices in the workplace, cutting off access to any device that may have gone rogue. Applications can be deployed through the BlackBerry® Dynamics Secure Container, and access to corporate intranet can be walled off behind BlackBerry Work. In this way, employees can work how and where they choose, and IT doesn't have to worry about mobile leaks or breaches.

A More Satisfied User Base: Protecting user data is the ultimate focus of cybersecurity – but creating an intuitive, enjoyable end-user experience is also extremely important. Working alongside BlackBerry, the energy company was able to achieve both directives with ease. Their mobile outlook is better, their security posture is better, and everyone from executives to employees is satisfied.

"I think it's a combination of the support, the executive end-user experience, and the functionality of the product," notes the Account Manager. "I don't think it's a one-shot answer. It's really the whole package that they like."

Future Plans: With BlackBerry UEM firmly in place, the energy company is looking into deploying BlackBerry® AtHoc as an emergency broadcast system for its campuses. This would replace the PA systems the company currently uses, which are far less efficient during a crisis. The company is also evaluating deployment of BlackBerry® Workspaces, a content collaboration and file management platform that will allow it to remain in control of data no matter where it ends up.

For more information, visit BlackBerry.com/Spark and follow @BlackBerrySpark on Twitter.

About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments around the world. The company secures more than 500M endpoints including 150M cars on the road today. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety and data privacy solutions, and is a leader in the areas of endpoint security management, encryption, and embedded systems. BlackBerry's vision is clear — to secure a connected future you can trust.

For more information, visit BlackBerry.com and follow @BlackBerry.

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