



BlackBerry Customer Success

BBVA reduces the amount of time needed to complete internal workflows by 25% with BlackBerry solution

BBVA is the one of the largest banks in Spain, with over 150 years of experience in the sector. The Group employs 104,000 people in more than 30 countries and has approximately 47 million customers. BBVA is one of the United States' top fifteen banks in terms of deposits and is also a leader in innovation, being one of the first banks to set up its own Research, Development & Innovation department back in 2004.

THE CHALLENGE

As an international financial institution, the outlook of BBVA Group's employees is global. Employees spend much of their time in contact with colleagues all over the world and important decisions taken in Spain often affect procedures and services around the world.

Travelling to the Group's other sites is also an important part of many employees' duties, as they spend time visiting BBVA offices in Spain, Europe and the rest of the world.

As mobile working is a key factor in the way BBVA operates, the Group's global head of remote channels and mobility, Luis Uguina, needed to find a suitable platform for implementing all the internal processes for remote use, thus ensuring that employees always remained in touch with their core internal processes.

THE SOLUTION

Having tested different solutions, BBVA Group opted for the BlackBerry® solution. "The BlackBerry solution was the only suitable one for us," says Uguina, thanks to its usability and access to data regardless of location.

Using the BlackBerry platform, BBVA's technical team mobilised all of the company's internal processes, based on the development philosophy of simplicity, usefulness and usability. Now, employees can access internal applications via their BlackBerry® smartphones, providing them with real-time customer data, internal applications and their internal portfolio.

A currency exchange tool, flight status updates and world clock application are three particularly useful apps for employees who spend a considerable amount of time travelling and these kinds of tools have all been implemented following the development team's decision to listen to user feedback and requests.

KEY BENEFITS

- High degree of security
 - Mobilisation of key business processes
 - Time saving for internal workflows
 - Key tool for employees working remotely
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Luis Uguina,
global head of remote channels
and mobility, BBVA

Industry:

Financial Services

Region: Spain

Company size: Large

Solution:

BlackBerry® smartphone

BlackBerry® Web Signals

BlackBerry® Enterprise Server

The technical team also makes use of BlackBerry® Web Signals to push information to subscribers three times a day. With this process, the team can also monitor which users read which alerts and can see when new information has been accessed by each user.

Furthermore, with BlackBerry® Enterprise Server, Uguina’s team can manage all users on one platform. “You use BlackBerry Enterprise Server for everything you need,” he confirms. “There we can manage our users, applications, everything.”

THE BENEFITS

Having one piece of software to manage every aspect of the BlackBerry solution is just one of the benefits that BBVA has found. Time savings made to implement a range of different procedures are significant. “By using the BlackBerry platform integrated with all the internal workflows and business procedures, we have reduced the time we need to complete these internal workflows by 25%,” says Uguina.

As a financial institution, information security is of utmost importance and BBVA benefits from the security of the BlackBerry solution. “Security is a must,” says Uguina. “We are a bank and the BlackBerry solution is very safe.” Thanks to data encryption and the application of security-related IT policies, it has helped the bank to justify mobilising many of its procedures and this was a key element in selecting the BlackBerry solution.

BBVA is constantly developing on the BlackBerry platform, with 25 different mobile initiatives currently underway. “It’s the only platform that gives us confidence for the future,” says chief mobility officer, José Manuel Villa, especially in terms of compatibility with future server versions and new devices.

Furthermore, user response has been extremely positive. BBVA employees have integrated their BlackBerry smartphones into every aspect of their daily work, making it an essential tool for managing all their tasks and duties, wherever they may be. BBVA’s approach to the solution, as a channel for meeting the needs of its users, means that the solution is well received and users are increasingly keen to become beta testers for any new developments.

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