

BLACKBERRY CASE STUDY FINANCE

SPARKASSE MÄRKISCH- ODERLAND STAYS CONNECTED WITH BLACKBERRY AND AVADO SYSTEMS



Based in Strausberg near Berlin, German bank Sparkasse Märkisch-Oderland serves both personal and business customers and employs over 400 people.

THE CHALLENGE

For banks to operate efficiently, it is crucial they have real-time access to the latest financial and market information. This is also legally mandated by the Bundesaufsichtsamt für das Kreditwesen. Founded in 2002 the Bundesaufsichtsamt für das Kreditwesen is the German federal body responsible for overseeing the banking industry.

To address these challenges a report was introduced at Sparkasse Märkisch-Oderland to provide decision makers with legally required information on the performance of the financial markets. Internally, this report is referred to as the "compact report". However, Sparkasse Märkisch-Oderland's employees were only able to view the report on their PCs. They needed a mobile solution that would allow them to access the report anytime, anywhere whilst being able to provide proof that they had read the report, a legal requirement for high-ranking bankers in Germany.

THE SOLUTION

Sparkasse Märkisch-Oderland selected the BlackBerry® solution due to the platform's proven track record. Once a purchase decision was made, the bank worked with IT consultancy avado Systems Binder & Weber GbR to support the implementation. avado provides consultancy, project management, training and services for numerous IT solutions and arranged for the rollout of the BlackBerry solution at Sparkasse Märkisch-Oderland, including push email, calendar, synchronisation of the Personal Information Manager (PIM) and the use of mobile applications.

Once the BlackBerry smartphones were rolled out, it was not long before the "compact report" was deployed on the devices. The report, created in a Lotus Notes®/ Domino® database, is available to the bank's executive board and key decision makers. The application was configured so the bank could keep a record of when employees had viewed the report to ensure they complied with the legislation laid out by the Bundesaufsichtsamt für das Kreditwesen.

THE BENEFITS

With the mobile version of the "compact report" now installed on every key decision maker's BlackBerry smartphone, valuable information is available to those who need it at the touch of a button. Sparkasse Märkisch-Oderland's employees can now act immediately if their shares rise or fall significantly and do not need to stay in the bank to read the report as in the pre-BlackBerry days.

BENEFITS

**EMPLOYEES NO LONGER
TIED TO THE OFFICE**

LITTLE TRAINING NEEDED

**HUGE TIME AND
COST SAVINGS**

**INCREASED EFFICIENCY
AND RESPONSIVENESS**

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Holger Pukrop
IT, Sparkasse

The deployment proved to be quick, simple and very cost effective for Sparkasse Märkisch-Oderland. New applications and updates can be implemented in a short timeframe and require limited resource from the IT department. In addition, the BlackBerry smartphone's user-friendly interface meant that almost no training was needed for the bank's employees.

Holger Pukrop, responsible for IT at Sparkasse Märkisch-Oderland sums up the new service:

"The BlackBerry solution has allowed our employees much greater flexibility. In addition, our employees have required very little training due to the intuitive nature of the BlackBerry smartphone and software. For instance, the icons for when shares perform within a normal range (a green symbol) or rise and fall dramatically (a red symbol) are so simple that anybody can interpret them immediately."

Sparkasse Märkisch-Oderland's IT managers say that if they had to choose a mobile solution all over again, they would still turn to a BlackBerry solution. Pulkrop adds: "The installation and configuration did not cause any issues and were carried out quickly. I would also highly recommend teaming up with an experienced partner such as avado Systems."

"In fact, the development of the reporting solution took just four days and the implementation of the platform was complete in a few hours. The deployment has been a great success and resulted in huge time and cost savings." It is estimated that Sparkasse will have achieved full ROI within a year.

For further information: www.blackberry.com/go/success

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