

# **STANDARD LIFE TRANSFORMS BUSINESS PRODUCTIVITY WITH BLACKBERRY APPLICATIONS AND IBM LOTUS SOFTWARE**



Standard Life is a major asset managing group headquartered in Edinburgh, serving over 7 million customers worldwide. Established in 1825, they provide life assurance and pensions, investment management, banking and healthcare insurance products. Standard Life uses IBM® Lotus software to provide communication and collaborative applications to 10,000 of its staff.

## **THE CHALLENGE**

From their offices in Edinburgh, Billy Campbell, Desktop Services Manager at Standard Life and his colleagues manage all the company's 1,440 BlackBerry® smartphone users. Most of them are key staff and the company's salesforce, however Standard Life has also equipped its maintenance engineers and facilities managers with devices too.

The success of the BlackBerry solution for mobile email convinced Campbell that the BlackBerry smartphones could be used for more than just email. Campbell explains, "We realised that this secure, easy-to-administer environment would make it easy for us to deploy applications out to the business, whether line of business applications or corporate ones."

The Lotus Domino Desktop was the first place Campbell began looking for applications they could bring to the BlackBerry smartphone. Standard Life also identified off-the-shelf applications that would be useful. There were also a number of business processes which the team realised the BlackBerry smartphone users could benefit from if the applications and information were available via their mobile solution.

The challenge was to find seamless collaboration tools that complemented both the Lotus Domino environment and the BlackBerry solution.

## **THE SOLUTION**

Campbell and his team began providing their BlackBerry smartphone users with secure access to the company intranet, Lotus Domino Team Rooms and selected Lotus Notes databases. They then added line-of-business applications that had BlackBerry smartphone modules, such as Bloomberg, plus internal help desk and facilities management software.

The next step was to extend other internal and third-party applications that enhanced the BlackBerry smartphone functionalities. As part of Standard Life's business continuity plan, for example, all BlackBerry users have access to their disaster recovery contact list on their smartphones, even if the device is out of network coverage.

Standard Life also deployed a range of add-ons available to BlackBerry users, depending on their needs and work habits. For example, they have the ability for mobile printing to print directly from the BlackBerry smartphone to any fax machine; and using a pocket-size video projector to show PowerPoint presentations from their BlackBerry smartphones using a Bluetooth dongle connection. "This is very popular with users who fly a lot because they don't have to carry a laptop, which cuts down delays at airport security," adds Campbell. Another popular solution among the salesforce is an application for GPS navigation on the GPS-enabled BlackBerry smartphones.

## **THE BENEFITS**

Financial services organisations need to ensure that they continue to use technology that will help provide innovative services to their customers. Standard Life understood that implementing a mobile communications solution could help address this requirement. Mobilising key enterprise systems offers a permanent connection to customers, and ensures that sales and service teams are ready to capitalise on opportunities, maximise customer service and maintain a competitive advantage.

## **BENEFITS**

**INCREASED PRODUCTIVITY  
AND ACCESS TO DATA**

**SEAMLESS, SIMPLE,  
AND SECURE APPLICATION  
DEPLOYMENT**

**HIGHLY COST EFFECTIVE  
SOLUTION**

*"As we became more familiar with the security, encryption and compression side of BlackBerry Enterprise Server, we realised that this secure, easy-to-administer environment would make it easy for us to deploy applications out to the business, whether line of business applications or corporate ones."*

Billy Campbell,  
Desktop Services Manager,  
Standard Life.

Providing seamless integration with their existing Lotus environment and offering mobile access to applications has seen an increase in business productivity at Standard Life.

The BlackBerry solution was selected because, as Campbell says, "We were impressed with the BlackBerry email capability, security features and the benefits it provided mobile workers."

"Seamless. Simple. Secure. These are the three words that best sum up BlackBerry," says Graeme Clark, Manager of the Desktop Services Application Team at Standard Life. He says that the integration of BlackBerry Enterprise Server with Lotus Domino is seamless and explains that, "Lotus Domino is particularly well suited to database development. And by adding a few lines of code we can make Domino databases available to BlackBerry users".

The simplicity of device administration is also a plus for Standard Life, where they manage in the region of 1,400 users with just two BlackBerry Enterprise Servers. Clark says, "We maintain our BlackBerry users with the same staff that maintains the Lotus Domino environment. We haven't needed to add staff to run the BlackBerry solution."

User reaction was "very positive," says Clark. "The investment teams had real-time access to market data. Facilities managers were more productive because they didn't have to keep returning to their desk to pick up messages. And the web-based Team Rooms were a natural extension of the desktop. BlackBerry users can now view the Team Room links included in email messages they receive on their BlackBerry devices."

Campbell and Clark also say that the BlackBerry solution is highly cost effective. "We're adding value to devices that we own. By putting more on one device we're getting more out of the device for the same cost," says Campbell. "In addition, it usually doesn't cost more to bring an existing service to BlackBerry since the BlackBerry module is often part of our licensing agreement." For add-ons, Clark organises road shows where the third-party vendors demonstrate their solutions to internal users. "If the department is interested, we buy the necessary number of licenses and/or hardware. This cost is then allocated to the monthly delivery charge for each device making it as seamless as possible for the users."

## NEXT STEPS

Standard Life describes its organic approach to their BlackBerry deployment as fundamental to business operations and wants to let the BlackBerry solution grow into new roles, from the bottom up and based on business demand. A good example of this is how Campbell and Clark plan to foster the development of the next generation of business applications.

They have started introducing in-house developers to BlackBerry® MDS Studio, a powerful application development tool that allows developers to quickly create rich-client applications for BlackBerry smartphones. "We want to spark ideas. If they see a service that would be useful in their business context, they can develop a web application for it. We'll then upload the application to a central repository, where users can pick the ones they want to use."

Standard Life also continues to expand their third-party applications. Using a digital pen solution from PaperIQ this allows BlackBerry users to capture data using a handwritten form and have the data pushed back to corporate systems. An enterprise digital dictation solution is being tested that takes voice recordings made on the device and transcribes them into Microsoft Word files and Clark is also looking into bringing unified communications to BlackBerry smartphones by adding instant messaging and social networking applications

For further information: [www.blackberry.com/go/success](http://www.blackberry.com/go/success)

**BLACKBERRY CASE STUDY**  
**STANDARD LIFE**

