

Case Study

Financial Services



This hallowed and service-oriented financial institution relies on Good for Enterprise™ to secure bank data on the mobile devices its employees prefer—while delivering the security and management the company requires.

➔ ORGANIZATION DESCRIPTION

More than 145 years ago, Union Bank's founders had a vision of offering comprehensive financial solutions to individuals and businesses. Today, as a subsidiary of UnionBanCal Corporation with more than \$80 billion in assets, Union Bank provides an array of services—including priority banking, home equity plans, and investment and retirement products—to individuals, small businesses, midmarket companies, and major corporations. The company currently maintains 397 offices on the West Coast and in Texas, as well as two international offices.

➔ THE CHALLENGE

Union Bank is a long-time customer of Research In Motion (RIM)—the mobile messaging solution that runs exclusively on Blackberry devices. As newer smartphones, such as the Apple iPhone and Android-based devices, became increasingly popular due to improved Internet browsing and larger screens, the IT department noticed that more and more employees were using two devices—one for work and one for their personal lives. “The new devices were so desirable, our employees were willing to pay

for their own phones and service, and put up with the hassle of having two separate devices,” said Steve Chong, Manager of Messaging and Collaboration for Union Bank. “Because providing superior service applies to our employees as well as our customers, our executives asked us to find a mobile messaging solution that would run on the new smartphone platforms.”

➔ THE SOLUTION

After evaluating several options, Union Bank's IT department selected Good for Enterprise because of the solution's security, management, and consumer features. Simply stated, Good's application delivered the functionality executives and employees needed to be most productive in their jobs. “Good for Enterprise came to market at just the right time,” said Chong. “It satisfied the company's requirements for security and management, while allowing our executives and employees to use the devices they preferred.” Good for Enterprise, which includes Good Mobile Messaging and Good Mobile Control, is a powerful, easy-to-use mobility solution that blends mobile collaboration with a great end-user experience on popular handhelds. Moreover, the application is built on a proven security architecture that has been adopted by top Fortune 500 companies and government agencies, including the Department of Defense.

“Good provides a low-cost support model that gives bank employees access to critical information whether they are at home or on the job. This means employees are more productive, and helps ensure Union Bank stays competitive and is able to meet its mission of delivering superior service to customers, employees, shareholders, and the communities it serves.”

-Steve Chong : Manager of Messaging and Collaboration



➔ THE RESULTS

Union Bank currently employs nearly 800 people using Good for Enterprise on iPhone, iPad, and Android devices...with another 300 licenses ready to deploy through 2011. "We're seeing steady demand for people switching from their RIM devices, as well as new employees wanting to use the latest smartphones," said Chong.

Since Union Bank supports what's called an individual liable model—employees are willing to pay for their own phones and service—it was important for Good to run on a wide variety of platforms. This allows employees to choose the device they want, bring it to work, and know it will be fully supported by the bank. "This is a true win-win situation for the bank and employees," said Chong.

On par with supporting device choice, Good for Enterprise provides the security necessary for Union Bank to meet strict regulatory compliance standards, as well as the company's own stringent security policies. And because Good for Enterprise operates as its own encrypted "space" on the device, Union Bank doesn't have to worry about managing other applications or components such as cameras and Bluetooth features. "With Good, employees are happy because they can use the consumer applications and smartphone features they want, while we ensure our mobile information is secure," said Chong.

Another important feature is the ability to erase data from (or wipe) a device remotely in case it is lost or stolen—an innovation that Good pioneered. With Good, Union Bank can do this over the air (OTA) and receive an immediate confirmation message that the process has been completed successfully. Good also allows IT to select the information on the device to remove. "This is important given our adherence to the individual liable model," said Chong. "Employees understand the need to remove any business related information, but often want their personal information to be left alone."

Good also gives Union Bank the ability to easily manage its fleet of devices with Good Mobile Control,[™] a Web-based console for OTA management; granular security enforcement; and end-to-end visibility into troubleshooting and support. With Good Mobile Control, Union Bank can enforce security policies that the bank can then tailor for every employee, including passwords, application access, data encryption, device features, remote device lock-down, and compliance management.

"In summary, Good provides a low-cost support model that gives bank employees access to critical information whether they are at home or on the job," concluded Chong. "This means employees are more productive, and helps ensure Union Bank stays competitive and is able to meet its mission of delivering superior service to customers, employees, shareholders, and the communities it serves."

SUMMARY

Challenge — Find a secure mobility solution that supports the popular devices employees want to use, such as the iPhone, iPad, and Android-based devices.

Solution — Good for Enterprise, a powerful, secure, and easy-to-use enterprise mobility suite that provides the company with the mobile security and control it needs while giving employees a great mobile connectivity and collaboration experience on devices they want.

Result — Union Bank can implement an individual liable model while having the security it needs to let employees use the devices they choose.

- Union Bank keeps mobility costs low since employees buy their own devices and pay for their own service plans.
- IT can ensure corporate information is safe and secure.
- IT can focus on more strategic tasks since employees receive the majority of support from their device manufacturers and service providers.
- Employees are more productive because they can use the devices they want and that work best for them.



Good Technology
For more information, please call 866 7 BE GOOD or visit www.good.com.

Good Technology Headquarters
101 Redwood Shores Parkway, Suite 400
Redwood City, CA 94065 USA
+1 650 486 6000 (main)
+1 866 7 BE GOOD (sales)

Good Technology UK
Brettenham House
Lancaster Place
London, WC2E 7EN, United Kingdom
+44 (0) 20 7845 5300

Good Technology Asia/Pacific
F11, ZhongTian Building
No. 3, Fu Kang Road, NanKai District
Tianjin, PR of China 300074
+86 22 58392555

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