



BlackBerry Customer Success Story



Daily Tasks Simplified at Argentinean Bank with Help from BlackBerry Solution

THE CHALLENGE

Senior managers at Banco de la Provincia de Córdoba are constantly on the road visiting branches to supervise operations and on business travel. Previously, they did not have access to email and had no way to receive documents that needed to be reviewed and approved while traveling. This would result in delays in how quickly managers responded to requests or made decisions, which reduced the efficiency of the bank's operations.

Banco de la Provincia de Córdoba noticed there was limited staff interaction across different business units, especially among those staff that spent more time outside of the office – such as IT technicians, sales representatives, auditors, branch supervisors, fraud and risk managers. Therefore, productivity was affected. It was also important to ensure the exchange of banking information was done as securely as possible.

IT technicians needed to supervise and report on the remodeling of the bank's branches. But without access to email or to vendor information, it was difficult to report on issues, such as construction delays, in a timely manner. In addition, IT staff was not able to monitor the bank's network operations once they left the office to make sure transactions were processed without interruptions. Sales managers were also hampered in their ability to negotiate agreements with clients because they did not have the key information at hand.

THE SOLUTION

In an effort to help facilitate completing daily tasks without having to be at the office, and driven by the bank's CEO, Banco de la Provincia de Córdoba supplied its senior managers with BlackBerry® smartphones, which gave them access to mobile email as well as access to contact information, calendars and other time-saving features. Bank employees equipped with BlackBerry smartphones could also use BlackBerry® Messenger (BBM™) to stay in close contact with colleagues, managers and vendors.

Every bank branch was also provided a BlackBerry smartphone so that managers could access the bank's intranet directly from their device to view news updates and financial reports. It also allowed them to receive emails and business alerts from the corporate office without needing to be in front of the computer.

"We needed a solution that lets our executives and staff carry out their daily tasks from their BlackBerry smartphones as if they were using their own desktop computers," said Alejandra Varela, Head of Technology Management's Personal Communications at Banco de la Provincia de Córdoba.

In recognizing the advantages of BlackBerry smartphones, the bank added more users from other business units including sales, corporate banking executives,

Banco de la Provincia de Córdoba S.A. offers a wide range of financial services. It has more than 150 branches located across the province of Córdoba, a branch in Buenos Aires and another branch in Rosario, Argentina. The bank was founded in 1858 as a deposit institution. It is currently one of the major financial institutions in Argentina with more than 500,000 savings deposit accounts.

Industry: Financial Services

Region: Latin America

Company Size:
Large Enterprise - 3,200 employees

Email Platform:
Microsoft® Exchange

Solutions:

- BlackBerry Messenger (BBM)
- Bloomberg Anywhere® by Bloomberg
- Cortado by ThinPrint®
- WhatsApp Gold Mobile Access by Ipswitch, Inc.

“I believe, one day, BlackBerry smartphones will replace laptops for completing day-to-day tasks.”

Alejandra Varela,
Head of Technology Management's
Personal Communications,
Banco de la Provincia de
Córdoba

KEY BENEFITS

- Improved communication
 - Increased business productivity
 - Faster decision-making process
 - Ability to remotely complete and print contracts
 - Efficient supervision of field work
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auditors, risk management staff and senior level supervisors. In addition to email and BBM, finance managers use Bloomberg Anywhere® to access capital market information from their BlackBerry smartphone.

Field IT technicians working on the remodeling of the bank's branches use the camera on their BlackBerry smartphone to take photos of the construction site and submit the photos along with a progress report by email.

IT staff also use WhatsUp Gold Mobile Access application by Ipswitch, Inc. to monitor the bank's network systems directly from their BlackBerry smartphones. The application is designed to allow them to respond quickly if there are any problems with the network, such as power outages.

To protect the information in case a BlackBerry smartphone is lost or stolen, the bank uses the built-in management features of the BlackBerry solution. Data can be remotely wiped off the BlackBerry smartphone and access to the bank's back-end system can be restricted.

Banco de la Provincia de Córdoba is in the pilot phase of deploying an application called Cortado, created by BlackBerry® Alliance Select Member, ThinPrint®, to allow users to view, modify and print documents located in the bank's back-end system from their BlackBerry smartphones.

BANCO DE LA PROVINCIA DE CÓRDOBA'S BENEFITS

By having access to important documentation while out of the office, managers were able to supervise operations such as financial market and customer account activities. This allowed them to have access to more information which helped them make more informed decisions when not in the office, limiting delays and improving overall productivity.

The BlackBerry solution also allowed the sales team to close deals faster since they can access product and pricing information while negotiating with clients. On the bank's branch remodeling project, supervisors at the bank's headquarters were able to track the construction progress almost instantly which allowed them to quickly resolve any issues with vendors or construction personnel. IT personnel documented the progress of the work from vendors with the built-in BlackBerry smartphone camera.

“Our employees understand that BlackBerry smartphones are not only a communication tool,” says Varela. “They are an important working tool, and we have multiple uses for them.”

By being able to monitor the bank's network system, virtually at all times, using BlackBerry smartphones while away from the office, IT managers can address any disruptions almost immediately which is important to the bank's day-to-day operations. Due to the success of the BlackBerry solutions at Banco de la Provincia de Córdoba, the bank is now deploying Cortado, an application that allows branch managers to send end-of-day balance reports from their BlackBerry smartphones if disruptions occur with the bank's system connection. This application will allow managers to send files with daily banking transactions from their BlackBerry smartphone and will synchronize with the bank's central back-end system. The bank is also in the process of developing an application that allows finance managers to approve transactions online or enter financial data into the bank's SAP® system from their BlackBerry smartphones.

“As we continue to discover the many advantageous uses of the BlackBerry smartphone, we incorporate more applications and find even more uses for the BlackBerry solution,” says Varela. “I believe, one day, BlackBerry smartphones will replace laptops for completing day-to-day tasks.”

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