

ARGENTINE GOVERNMENT RELIES ON BLACKBERRY 10 TO HELP COORDINATE CRITICAL SERVICES

Industry

- Government

Region

- Latin America

Company Size

- Large Organization

Solution

- BlackBerry® Enterprise Server
- BlackBerry® 10 smartphones
- BlackBerry® Balance™ technology
- BBM™

When a natural disaster strikes or people are in need, the citizens of Argentina look to the **Ministerio de Desarrollo Social (Ministry of Social Development)** for help. With a staff of nearly 16,000 employees, this government agency is comprised of five decentralized bodies that together deliver a range of services — everything from education to disaster relief — across the second-largest (41 million pop.) country in Latin America.

The Challenge

For the Ministry, coordinating vital services across Argentina means keeping people connected in real-time over vast distances.

For example, when a natural disaster strikes, the Ministry delivers aid to communities in need. Field operators working for the Ministry visit communities to find out what's required in terms of food, medicine or logistical support. But these teams, who are often sent to remote towns with no access to computers, were taking notes by hand and sending them by mail to the Ministry in Buenos Aires. It could take a week — a lifetime in disaster relief — for this information to reach the Ministry's office. Complicating matters, these handwritten notes could also be hard to read.

"We couldn't get the proper help to people across the country because we couldn't be certain of their needs quickly enough," said Diana Beatriz Gomes, Chief of Heritage and Head of the Cellular and Satellite Communication Network for the Ministry of Social Development. "One of the major challenges was that the Minister and other officials could not make quick decisions to establish social programs, approve grants for aid, and order medicine to be shipped to remote communities."

In addition to disaster relief, teams were also sent to remote areas to give workshops on subjects such as delivering basic education. To conduct the workshops, educators had to travel with cameras, computers and projectors. This equipment was expensive, heavy to carry in remote areas and could easily be damaged along the way.

The Solution

The Ministry equipped its field operators and personnel with 1,200 BlackBerry® Z10 and 1,100 BlackBerry® Q10 smartphones. The goal was to have field staff capture and share information about the conditions in communities during natural disasters and health- and food-related crises.

The Ministry chose the BlackBerry enterprise mobility management solution for its versatility and security features in 2012 and added the BlackBerry 10 smartphones to their existing BlackBerry infrastructure. With Microsoft® ActiveSync enabled on the mail server, the BlackBerry 10 smartphones can be managed securely, including work e-mail accounts. "Corporate email with the BlackBerry Balance technology allows employees to access their personal and work information without compromising security. And BBM's immediacy and reliability was a key factor in our purchase decision," said Gomes.



"The Ministry chose to invest in BlackBerry because it's the ideal mobility solution for governments, because of the high-level security, user experience and low total cost of ownership."

Diana Beatriz Gomes

Chief of Heritage

Head of the Cellular and Satellite Communication Network of the Ministry of Social Development
Argentina

It provides staff with continuous, highly secure access to their centralized servers from almost anywhere. It enables them to share information securely, including large files, photos and videos that help to illustrate the plight of communities facing poverty or disaster. "This was a key differentiator for choosing BlackBerry smartphones," said Gomes.

Now, when a field operator is assigned a task for a government social program, they travel to the assigned community with customized forms pre-loaded on their BlackBerry smartphones. After filling out the forms, they add pictures with the built-in camera. The form is geo-tagged with specific coordinates using the device's GPS feature. Once everything is complete, the form is synchronized and sent to the Ministry's back-end system. Information on conditions is then quickly available to the Minister and senior officials, who can evaluate the situation, approve aid or design the necessary social assistance programs.

Connecting Virtually Every Corner of the Country

With BlackBerry smartphones, the pace of communication and decision-making has literally moved from weeks to minutes. Field representatives can share local conditions in real time, decisions can be made quickly — and citizens can get the help they need, when they need it.

"The BlackBerry solution lets us continually communicate from virtually every corner of the country," said Gomes. "Now, it's very easy to understand what is happening with a tribe in the southern part of the country. We can reach provinces with various social and economic needs and better understand how we can best help."

BlackBerry's mobility platform also helps to ensure that strict government security standards are met. "The BlackBerry solution gives us the ability to share information with peace of mind," said Gomes. "We are dedicated to improving the human condition, and our fleet of BlackBerry smartphones help ensure that we can act and respond quickly."

The BlackBerry-equipped Ministry is now more productive. Heavy projectors, computers and cameras have been replaced with lightweight BlackBerry 10 smartphones, meaning work teams can move faster and more easily in remote communities. Field operators can now carry out educational programs in communities lacking electricity. And, completing forms directly on the BlackBerry smartphone helps minimize human error and increases the accuracy of information.

"BlackBerry 10 smartphones provide several features which enable employees to be productive no matter where they are, such as super-fast browsing speeds, easy collaboration with BBM and Documents To Go, which enables users to update spreadsheets, make edits to documents and give interactive presentations." said Gomes.

For Argentina's Ministerio de Desarrollo Social, BlackBerry provides the reliable communications, productivity and security required to effectively serve their citizens.

"The Ministry chose to invest in BlackBerry because it's the ideal mobility solution for governments, because of the high-level security, user experience and low total cost of ownership," said Gomes.

Key Benefits

- Faster decision making and response times
- Significantly faster to get approvals and acquire humanitarian aid
- Better accessibility to technology in lightweight format for field operators
- Improved training and education in remote communities
- Improved communications among employees and with the public

www.blackberry.com/go/success

Results provided for informational purposes only and will vary depending on the individual customer and the specific operating circumstances. This material, including all material incorporated by reference, is provided "AS IS" and "AS AVAILABLE" and without condition, endorsement, guarantee, representation or warranty of any kind by BlackBerry and BlackBerry assumes no responsibility for any typographical, technical, or other inaccuracies, errors or omissions in this material and shall not be liable for any type of damages related to this material or its use, or performance, or non-performance of any software, hardware, service, or any references to third-party sources of information, hardware or software, products or services. © 2014 BlackBerry. All rights reserved. BlackBerry and related trademarks, names and logos are the property of BlackBerry Limited and are registered and/or used in the U.S. and countries around the world. All other trademarks are the property of their respective owners. BlackBerry is not responsible for any third party products or services.

