

# BANK IMPROVES CRISIS MANAGEMENT COMMUNICATIONS WITH HELP FROM BLACKBERRY SOLUTION

## Industry

- Finance / Insurance

## Region

- Global

## Company Size

- Large Enterprise – 60,000 employees

## Solution

- PINpoint by Tenet Computer Group Inc.
- BlackBerry® Enterprise Server

U.S. Bancorp, (“U.S. Bank”, the “Bank”) headquartered in Minneapolis, provides a full-range of banking services to businesses and personal bankers through offices across the United States, in nine other countries, and through branch offices worldwide. The company is the fifth largest commercial bank in the US, with more than 60,000 employees.

### The Challenge

Since U.S. Bank offers services in so many places, it faces a variety of possible threats to its operations. These could range from mainframe power surges to major natural disasters, such as tornados, snow storms, floods and earthquakes. During these emergencies, it’s the responsibility of the Bank’s Crisis Management Team (“CM Team”) to gather information from multiple sources, such as state or regional emergency responders, and inform employees about how to correctly respond.

To assist with communication during times of crisis, the Bank had invested in a BlackBerry solution to provide members of the CM Team with contact information. The solution they had in place was a good first step, but over time they realized it needed to have more multitasking capabilities – a crucial need in an emergency.

“We needed to take our mobile communications system to the next level,” said Kelly Piper, Emergency Manager at U.S. Bank. “Our existing system was very preliminary and displayed information in a spreadsheet format, which was labor-intensive to use when you needed to call someone. Time is of the essence during an emergency and we wanted to help members of the CM Team more easily find and contact key stakeholders.”

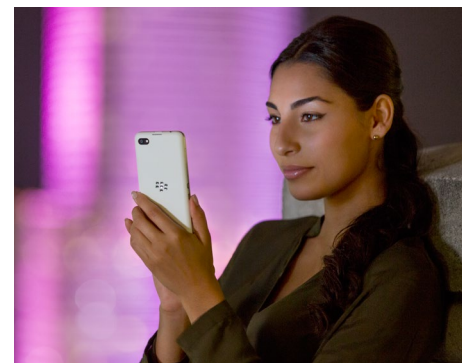
### The Solution

U.S. Bank turned to Tenet Computer Group Inc. (“Tenet”), to roll out a customized version of its PINpoint application. The approach helped them build on their current investment in BlackBerry technology. PINpoint is designed to collect up-to-date information from various sources and push it to the appropriate people in near-real time.

The app pulls contact information and critical documents from a number of servers, including its Microsoft® Active Directory server and the BlackBerry Enterprise Server. It then shares this data with members of the CM Team and with customized lists of key personnel. Because this information is pulled from other key servers, a user can access information outside of their regular address book and contact lists.

“We really set a precedent by merging our communications servers with PINpoint,” said Piper. “We used to operate on separate groupware systems, making it frustrating to efficiently communicate. Now we can communicate as if we’re just in the other room, and seamlessly as far as everyone is concerned.”

Employees can quickly find and contact employees using their BlackBerry smartphones which are now equipped with the new PINpoint app. They can also access key emergency



**“The peace of mind of knowing that I can contact any of my constituents, and also supply them with accurate information on their BlackBerry smartphones, is priceless.”**

**Kelly Piper**  
Emergency Manager  
U.S. Bank



response documents, such as the Bank's crisis management handbook and event situation reports.

PINpoint is designed to push these documents out to Bank employees' BlackBerry smartphones and store them in the device's cache memory. That means they will still be available even if systems go down or are not reachable. In the past, these documents were only accessible by computers and through paper copies supplied to executives.

### U.S. Bank's Benefits

"Communication is at the heart of crisis management and we now have a way to intuitively and seamlessly push information to the specific employees who require it," said Piper. "This is absolutely critical in a crisis when events can change quickly."

Having BlackBerry smartphones equipped with PINpoint means members of the bank's CM Team receive more up-to-date information as a crisis unfolds, regardless of their location. Updates and reports on the state of an emergency are shared in almost real-time. Members of the team are notified of new information or updates by a color change on the PINpoint icon.

Since the app pushes out custom information to specific distribution lists as per the Bank's corporate policies, U.S. Bank is able to better control the flow of information. Because the application is connected to the bank's existing human resource management system (HRMS), changes in staff are updated almost instantly in the application. The bank's ability to help protect and manage data is reinforced by data encryption built into BlackBerry smartphones and the added security associated with using the BlackBerry Enterprise Server.

Employees also gain a greater ability to multitask when they can't work at the office. Piper notes that crisis management staff can easily access information and resources and communicate with affected teams while working at home, on the road or during the evenings.

"There's usually a lot of multitasking in crisis events," said Piper. "During Hurricane Irene, I was able to have my laptop going at the same time as PINpoint on my BlackBerry smartphone. It's very convenient to have that, and it saves time when responding to issues."

"The peace of mind of knowing that I can contact any of my constituents, and also supply them with accurate information on their BlackBerry smartphones, is priceless," Piper said. "Having the ability to communicate timely and accurate information is the key."

### Key Benefits

- Improved communication response time during emergencies
- Up-to-date emergency documents and contact information
- Greater mobility for crisis management teams
- Ability to control employee access to information

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