

## CASE STUDY

# CANADIAN AIRLINE EXCEEDS EMPLOYEE EXPECTATIONS WITH BLACKBERRY

### Industry

- Transportation

### Region

- North America

### Solution

- BES
- BlackBerry® 10 smartphones
- BlackBerry® Balance™ technology

Air Canada is among the 20 largest airlines in the world and is Canada's largest national airline, providing scheduled and charter air transport for passengers and cargo to more than 180 destinations worldwide on five continents. Together with its Air Canada Express regional partners, Air Canada serves more than 35 million passengers annually. Its corporate headquarters are located in Montreal, Quebec, and its largest hub is at Toronto Pearson International Airport. Air Canada is also a founding member of Star Alliance™, the world's most comprehensive air transportation network.

### The Challenge

Air Canada has more than 27,000 employees, many of whom travel the skies frequently.

"Given our industry, a large percentage of our employees are mobile. They're constantly on the move, and they rarely set foot in our headquarters," said Allen Chang, Manager, IT Innovations, Air Canada. "We're a large organization so we need to be able to reliably communicate with employees at all levels, no matter where they're located. This can be difficult when our employees are spread out across 180-plus different locations worldwide."

The airline needed a robust mobile solution that would enhance communication, provide balance across work and personal spaces, and simplify the management and security of devices.

### The Solution

Air Canada began issuing employees BlackBerry 10 smartphones managed by the latest version of BES to better communicate with its staff and to streamline management of its mobile devices.

"My BlackBerry has significantly simplified how I work and communicate on the road," said Chang. "I'm comfortable traveling with just my BlackBerry Z30 for days at a time because it's user-friendly and has a long battery life. The five-inch display makes it easy to view and edit documents, which helps me manage my workload while I'm out of the office."

BlackBerry Balance automatically separates work and personal content, which provides employees the freedom and privacy they want for their personal use while delivering the security and management Air Canada needs for business use. The result is a mobile experience that's seamless for users and painless for IT.

With increased security through BlackBerry Balance, users are prohibited from accessing Air Canada resources, like contacts, when they're using their personal space. This helps keep Air Canada's network secure from potential threats like viruses or trojans.



**"BlackBerry's end-to-end data encryption and protection against unauthorized devices accessing corporate assets helps our team mitigate threats before they turn into issues."**

### Allen Chang

Manager IT Innovations  
Air Canada



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Air Canada has been a BlackBerry customer for many years, so the learning curve for both employees and IT Managers has been simple to navigate. “The deployment of the new BlackBerry 10 devices managed by BES has been one of the fastest I’ve seen in my career,” noted Chang. “Our department is able to set up each user and then ship the device to employees with easy-to-follow email instructions.”

### Air Canada’s Benefits

Air Canada’s employees have high expectations of smartphones — from battery life to applications to the user experience. The ease of use of the BlackBerry 10 operating system and its robust features were compelling to employees and expedited the transition to the new devices.

“People always ask us if they can use their own device, but as an enterprise, we need to ensure our network and data remain secure. We chose BlackBerry because we knew it could accommodate our users’ preferences and adhere to Air Canada’s rigorous security requirements,” explained Chang.

To accommodate employees’ working styles, Air Canada offers the BlackBerry® Q10, the BlackBerry® Z10, and BlackBerry® Z30 smartphones. The Q10 features a physical keyboard, while users who have adapted away from the traditional format can opt for the Z10’s full touch screen display for typing. “We feel our employees will be more productive when they can use the device that they are most comfortable with,” added Chang.

The time savings for deployment and upgrades have been a considerable benefit to Air Canada’s IT staff. “With BES we get a single, unified, web-based management console, and it’s the only way to go. We used to have to think about scheduling upgrades. Now, BES takes care of it automatically, which makes management so much easier and takes a load off of my team’s plate,” said Chang. “Registering devices has also been a breeze. We just create an account, set up the user, then use the cloud to establish policies and start registering devices. It’s all very fast and we no longer have to train employees on how to use the device.”

The cross-platform management capabilities of BES have also streamlined Air Canada’s management of devices operating on competitors’ platforms.

### Key Benefits

- Improved employee communications
- Multiple keyboard options
- Extended battery life
- Secure and encrypted communications
- Simplified device management

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