

Groupe BPCE Invests in Mobility and Ensures Security with AirWatch

The Mission

Groupe BPCE, the 2nd largest banking group in France with 36 million clients, is focused on protecting confidential data while staying compliant with industry regulations. With more than 8,000 physical branches and numerous banking tools, the group's headquarters wanted to provide employees with mobile devices to better meet their line of business needs. After deploying BlackBerrys to its workforce, BPCE had the security it needed to protect corporate information on-the-go. However, these devices couldn't sufficiently support the group's internally developed applications.

In 2013, Groupe BPCE began searching for an enterprise mobility management (EMM) platform to maintain industry-level security while providing employees greater email and application access. "It is important for our users that we find a balance between security restrictions and a seamless user experience," explained Vincent Bravo, information system security officer, Groupe BPCE. After extensive research and a tender, the group selected AirWatch® by VMware® as its EMM partner to increase employee productivity without risking data loss on mobile devices.

The Results

Choosing an on-premise implementation of AirWatch, BPCE replaced its BlackBerrys with iOS and Android smartphones and tablets based on each employee's profile in the company. Devices are configured through AirWatch with a passcode, device encryption and individual employee credentials for authentication and email access. Groupe BPCE uses AirWatch® Secure Email Gateway and AirWatch® Mobile Access Gateway with its on-premise hardware for an additional layer of security to protect email and corporate resources. With these solutions, the group can provide employees a safe way to access their email on-the-go while preventing emails or attachments from ending up in personal inboxes or unsecure public file sharing services.

Groupe BPCE employees also use mobile applications to communicate more effectively with each other. Recommended public or internal applications can be downloaded from the AirWatch® Catalog, a customizable app store fully configurable by BPCE administrators. The group also uses AirWatch solutions to create whitelists and blacklists to permit and block certain applications on devices. With these lists, employees can freely use certain



Solution Overview

- Client: Groupe BPCE
- Industry: Finance and Insurance
- Geography: France
- Solutions: MDM, MAM, MEM
- Infrastructure Integrations: Exchange, Active Directory
- Devices: 500 - 1000



applications, such as WebEx, for conference meetings, but they are prevented from downloading distracting applications, such as games, on their work devices.

Internal applications developed for the group by third-party companies use the AirWatch® Software Development Kit (SDK) for added security and convenience. The AirWatch SDK extends AirWatch security to internal applications while simplifying employee access to the client information needed on the job. For example, one internal application, mybpce, allows employees to access corporate resources, such as floor plans, meeting rooms, useful telephone numbers, etc., in a manner similar to an Intranet. Administrators can track how employees use mybpce, an essential feature for improving user experience based on employee feedback.

Since implementing AirWatch and the mobility project, Groupe BPCE has seen a 30 percent increase in user adoption of mobile devices. "AirWatch offers our organisation great value and a number of added benefits beyond its product offering," said Hervé Le Loët, head of fixed and mobile telephony and multimedia, Groupe BPCE. "For us, AirWatch is an insurance policy that allows us to be confident that our data will remain secure."

What's Next

Groupe BPCE is exploring its possibilities with a bring your own device initiative for secure corporate resource access. "Obviously, information security will remain central to the banking industry, but several information services might be opened up to more devices if employees can use their own," concluded Bravo. "Mobility and the AirWatch solution will help us make these services available to more users."

"AirWatch offers our organisation great value and a number of added benefits beyond its product offering. For us, AirWatch is an insurance policy that allows us to be confident that our data will remain secure."

– Hervé Le Loët
Head of Fixed and Mobile
Telephony and Multimedia,
Groupe BPCE

