

Mobile First Financial Services

MobileIron enables financial services organizations to support an increasingly mobile workforce and meet the needs of a multi-channel customer base. With MobileIron, financial services organizations can securely enable workforce mobility, while ensuring that corporate data is secured and in compliance with all industry regulations. MobileIron helps organizations increase employee productivity, transform branch banking and create customer-first workflows across the organization.

Mobility has become tablestakes in the financial services industry. From banking and capital markets to insurance companies, organizations across the board are looking to increase profitability while reducing risk. Ways to increase profitability include reducing costs, bringing new offers or services to market quickly, attracting new customers and transacting faster. Mobility is seen as an enabler to accomplishing all of this. Financial services organizations understand that mobilizing business processes can help boost employee productivity, improve customer satisfaction and response times and increase competitive advantage.

MobileIron enables global financial services organizations to support their increasingly mobile workforce and enhances the experience of the multi-channel customer. With MobileIron, financial institutions can build customer-centric workflows at bank branches, improve employee productivity and satisfaction with support for mobility programs like BYOD and secure financial data while supporting device diversity and employee choice.

Secure Email and Documents

Financial services organizations have a very mobile workforce, from financial advisors and wealth management professionals to executives and sales teams who need constant access to corporate data to do their jobs. As new mobile workflows are introduced to satisfy employee requirements for connectivity, mobile devices and access points need to be tightly managed to ensure that customer data and business information are secure. Any breach in security attracts heavy fines and results in loss of reputation.

MobileIron's Enterprise Mobility Management (EMM) suite, which includes Mobile Device Management (MDM), Mobile Application Management (MAM) and Mobile Content Management (MCM), helps financial organizations manage and secure data on any device. With secure email, application and content delivery, financial organizations can securely provide the right resources to users while preserving the native user experience of the device. MobileIron's Content Security Service ensures organizations can

Benefits:

- Enable an effortlessly familiar experience on the most popular mobile devices running on the leading mobile operating systems
- Mobilize customer-centric workflows at branches
- Meet all FINRA requirements for trade-related communications
- Maintain audit compliance for industry regulations including FINRA, SEC, FSA, MiFID and Gramm-Leach-Bliley Acts
- Improve collaboration with secure messaging
- Deliver digital signage and managed kiosks at branches
- Experience peace of mind from the industry-leading security platform for mobile devices

“ MobileIron gives us greater control of both our stringent Company-wide security guidelines and of the many local policies that are just as important for us to observe and enforce ”

Christoph Wagner,
Head of GCC Core Technologies, UniCredit Business
Integrated Solutions

provide document-level security across multiple business and personal cloud content repositories, which in turn, assures greater compliance. Built-in activity tracking and compliance tools ensure organizations not only create controls, but also stay in compliance with regulations.

Enable the Mobile First Retail Branch

Since 2006, the percentage of customers using a branch to withdraw cash or deposit a check has declined by 50%. Today customers visit bank branches to research new products and talk to a banker regarding their financial questions. Unfortunately, instead of creating customer-centered workflows, most bank branches have a very static workflow, which makes them underutilized and threatens profitability.

As customers are using multiple channels to interact with banks, banks are increasingly using mobile technologies to equip their staff to meet the needs of these multi-channel customers. In addition to providing secure end points, banks are looking at mobile technologies to enhance the customer workflow at the branch and improve the customer experience.

MobileIron's EMM solution, enables banks to fundamentally rethink branch management. In addition to securing mobile devices, MobileIron helps banks to experience faster time-to-market for new products, train employees more quickly, deploy managed digital signage and self-service kiosk stations and improve the overall customer experience.

Improve Productivity with BYOD

Financial services organizations are looking to increase device flexibility and improve collaboration at the enterprise level. Adoption of mobile technologies increases flexibility and also ensures that the employees can collaborate easily and instantaneously with constant access to all their applications and documents from any device. With the proliferation of device types and operating systems, organizations are looking to support a BYOD model to avoid high internal IT support costs. For example, iOS devices are the most popular devices in financial services organizations, accounting for more than 70% of all mobile devices. Therefore, many organizations are formally supporting iOS devices, while allowing a BYOD model for Android and Windows Phone devices.

With such OS and device diversity, organizations are looking to manage all their devices and delivery of applications and content using one central management platform. MobileIron supports all mobile operating systems, including zero-day support for major OS and related mobility updates. MobileIron's EMM solution helps financial services firms manage and support all device types in their organization, giving bank employees freedom of choice and while also giving IT has confidence that sensitive data will be secure.

“A big part of our ability to gain trust with our clients is to provide services to them wherever and whenever they need us. By managing and securing our devices with MobileIron, we're making this vision possible.”

Manel Segura,
Director of Mobility, Caixa Bank

Beyond BYOD for employees, many financial organizations also issue mobile devices to high net worth customers to ensure that they get the best service and real-time updates from the bank. MobileIron helps organizations secure those devices, enhance the customer and employee experience, while ensuring that the customer and business information is kept secure.

About MobileIron

The leader in Mobile IT, MobileIron has been chosen by thousands of organizations that are transforming their businesses through enterprise mobility. Available as an on-premise or a cloud solution, MobileIron was purpose-built to secure and manage mobile apps, documents and devices for global companies. MobileIron was the first to deliver key innovations such as multi-OS mobile device management (MDM), mobile application management (MAM), and BYOD privacy controls.

MobileIron's solution for financial services is built to meet stringent industry regulations and compliance requirements, including FINRA, FSA, GLBA, MiFID and SEC. MobileIron has a dedicated financial services team and fosters strong application ecosystem partnerships. MobileIron also offers same-day support for new operating systems and OEM releases to improve security and ensure zero vulnerability.

Learn more at mobileiron.com/finance or please contact us at globalsales@mobileiron.com