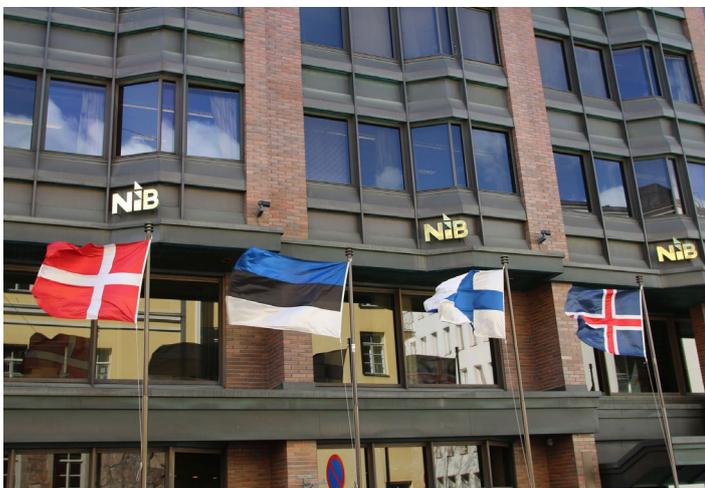


# Case Study

## Nordic Investment Bank

»The entire MDM process is well-defined, from the web interface for new devices to the return envelopes for old or broken handsets. And it is all underpinned by reliable service and support.«

Markus Rosenström, Chief Technology & Information Security Officer, Nordic Investment Bank



### The customer

Headquartered in Helsinki, Nordic Investment Bank (NIB) finances projects that improve the environment of Nordic and Baltic countries, offering long-term loans on competitive market terms to clients in the private and public sectors. It is an international financial institution owned collectively by Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden and has a net interest income of €239m.

### The challenge

Fujitsu had been providing NIB with mobile services since 2006, however, the devices in use were reaching end of life and the underlying Symbian OS was soon to be obsolete. This led the company to rethink its entire mobile strategy from scratch.

“Our old Nokia phones were unreliable and the push-email approach was causing user dissatisfaction,” explains Markus Rosenström, CTO & CISO, Nordic Investment Bank. “There were also repeated problems with connectivity and the need to constantly re-initialize devices. It was clear we needed to refresh our mobile capability from the ground up.”

NIB issued an RFP to a number of vendors in order to evaluate the field. Again, Fujitsu led the way in terms of the company’s scope and the way in which the mobile phone lifecycle is managed.

“Fujitsu was the only vendor that could provide the most complete service, combined with a user-friendly device replacement policy,” adds Rosenström. “And given we had already worked with Fujitsu, built a great relationship and enjoyed excellent support, it made sense to choose it as our mobile partner.”

### The solution

Fujitsu now provides smartphones through a Life Cycle Management System (LCMS) which together with Mobile Device Management (MDM) system also enables a secure gateway for email/calendar/contact synchronization with the NIB email server. Being able to replace phones on a continuous basis is a unique feature of Fujitsu LCMS. The MDM approach helps NIB manage the growing complexity of mobile infrastructures, while safeguarding corporate data and protecting privacy. It is founded on an enterprise-class, cloud-based, modular service for managing and securing mobile devices and supporting mobile users.

### The customer

Country: Finland  
Industry: Financial Services  
Founded: 1975  
Employees: 190  
Website: [www.nib.int](http://www.nib.int)



### The challenge

NIB’s mobile devices were running on an outdated OS and email solution that did not meet the needs of the modern user. It wanted to renew the mobile solution with the right partner to enable secure, flexible working.

### The solution

The bank worked with existing technology partner, Fujitsu, to deploy a mobile device management service that would meet the needs of the business and support 250 users in NIB and its’ sister organizations NDF and Nefco, many of whom travel extensively in their work.

### The benefit

- Broken or lost handsets are replaced by Fujitsu within two days for maximum uptime
- The email interface was changed from a proprietary one to the industry standard solution
- If a phone is lost, the SIM card can be locked instantly, 24/7 anywhere in the world to prevent sensitive data leaks or unauthorized phone charges
- Fujitsu's Finnish service desk provides multi-language support around the clock for 250 users

### Products and services

- Fujitsu Managed Mobile
- Fujitsu Service Desk

"The services are essentially the same as in the previous agreement but the technology is completely different," says Rosenström. "Fujitsu provided us with a shortlist of the most suitable devices for the new MDM approach. As a result, we now use Nokia/Microsoft Lumia and Apple iPhones, which can connect seamlessly and securely with our back-end infrastructure."

Following a proof-of-concept phase, the MDM solution was piloted with a limited number of users. The success of this project led to the remaining smartphones being replaced over a two-month period. The rollout was handled by NIB onsite at the bank's premises, with assistance from Fujitsu. At the same time, all users received hands-on training on how to use the new smartphones.

"We completed the upgrade quickly and without disrupting the user experience. "We have also instigated a two-tier support process, wherein we provide initial onsite support during office hours while Fujitsu's multi-language service desk, based in Finland, provides support 24/7."

### The benefit

Now, NIB has a more effective, reliable and flexible mobile platform for all its employees. It also enjoys a device replacement program. If a phone is broken, lost or stolen, the benefits are significant. Not only can Fujitsu instantly lock missing SIM cards anywhere in the world, round-the-clock, but they can also deliver a replacement device from a central device pool immediately. After the device has been replaced the user can restore all settings and content via Microsoft's or Apple's cloud.

When a completely new device is needed or when an old device has reached its end of life, NIB uses Fujitsu's web portal for ordering new smartphones from the pre-defined selection set up for NIB. This makes it easy for NIB to provide each user with a device that best suits their work style: "The entire process is well-defined, from the web interface for new devices to the return envelopes for old or broken handsets. And it is all underpinned by reliable service and support," says Rosenström.

### Conclusion

NIB has now deployed a flexible, reliable and secure mobile platform that enables its users to be more productive – regardless of location. The previous push-mail system has been upgraded to the current industry standard, ensuring that important communications are accessible all the time. Furthermore, since first partnering with Fujitsu, the bank has also extended the relationship to include the management of its business critical SAP applications.

"Our users are happier and can access the tools they need on the road," concludes Rosenström. "And if they happen to lose or break a smartphone, we can disable devices to prevent security breaches and have a new handset within hours."

**"Fujitsu has given us a modern mobile device strategy that makes us more efficient while minimizing risk."**

Markus Rosenström, Chief Technology & Information Security Officer, Nordic Investment Bank

### Contact

FUJITSU  
P.O. Box 100, 00012 FUJITSU, Finland  
Telephone: + 358 29 302 302  
Website: [www.fujitsu.fi](http://www.fujitsu.fi)  
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