

BLACKBERRY SOLUTIONS FOR FINANCIAL SERVICES INDUSTRY



DIFFERENTIATED FINANCIAL SERVICES FOR PROFIT AND PRODUCTIVITY

BlackBerry® solutions differentiate financial services companies by enabling more responsive and informed customer service, whilst increasing productivity and profitability.

BlackBerry smartphones have dramatically improved productivity across the financial services industry, mobilising communications for busy professionals to achieve more effective interactions with customers, partners and internal teams. The proven, robust and secure BlackBerry solution is already in use by thousands of financial services firms, large and small, across the world.

In such a fast-paced and competitive environment, clients expect real time response, a high quality of service and ever-improving results. BlackBerry solutions help you exceed customer expectations, optimising the critical business processes that touch and serve your customers.

Beyond the benefits of mobile email, firms can dramatically improve performance and customer satisfaction by enabling professionals to access business critical information and interact with key systems and applications on the BlackBerry smartphone. Financial services thrive on current data - access to up-to-date market prices, trend analysis and client account history can empower staff to act on instructions and strategies immediately, capitalise on opportunities as they arise and to make informed decisions when face-to-face with clients.

For banking professionals this means a direct connection to clients at all times, providing better service, faster conversion of opportunities and greater profitability. For professionals in capital markets, an ever-present connection to the marketplace provides greater control and the ability to respond quickly to global market fluctuations, opportunities and threats. In the insurance world, BlackBerry smartphones empower professionals to work more efficiently while in the field, with real time access to customer data, price information, case history and other critical data.

There are a large number of technology solutions developed by BlackBerry Alliance Members that address specific business requirements of companies in retail and corporate banking, insurance and capital markets, which can be implemented 'off-the-shelf' or configured to your firm's requirements.

INCREASE PROFIT & PRODUCTIVITY

BlackBerry solutions assist your teams to manage client requests more efficiently. Access to wireless email enables mobile staff to convert "dead" time into productive time, enabling improved workflow and better responsiveness. By optimising individual and team productivity, you can attract and retain the most talented staff and offer them an improved work/life balance. BlackBerry smartphones connect staff to clients wherever they are, making your organisation instantly more responsive and productive.

KEEP CONFIDENTIAL DATA SECURE

Security and confidentiality of financial data is paramount. The architecture of BlackBerry solutions is designed to meet the strict security and regulatory needs of financial firms and institutions. Data on smartphones and in transit is encrypted at all times, while lost or stolen smartphones can be remotely locked and wiped. Comprehensive IT management and administration tools allow centralised device and security policy management. With robust security at the core BlackBerry solutions offer an uncompromised opportunity to mobilise business data and processes.

IMPROVED CUSTOMER SERVICE

BlackBerry solutions equip financial services firms to build stronger, more loyal customer relationships. With wireless access to financial data, account information, customer relationship management tools and market updates, BlackBerry smartphones enable your teams to deliver a richer, more personal client experience. It also allows them to seize and take advantage of business opportunities as they arise. With the ability to enter data and transactions directly from the field, a client's instruction can be converted into a 'buy' order whilst face-to-face, without delay or duplication.

FIND OUT MORE

Discover more about BlackBerry solutions for the Financial Services industry:

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www.blackberry.com/uk/financial

BLACKBERRY ENTERPRISE SOLUTION

The BlackBerry® Enterprise Solution is a totally integrated, end-to-end package that offers advanced wireless smartphones, desktop tools, secure administration, technical support, application development and enterprise server software to larger organisations. Whether it's from the other side of the building or the other side of the world, BlackBerry solutions keep people in touch with information and with each other.