



## UNITED BANK TRANSFORMS MOBILE FINANCIAL SERVICES WITH VMWARE AIRWATCH



### INDUSTRY BANKING

### LOCATION UNITED STATES

### KEY CHALLENGES

- Secure sensitive financial and personal information on mobile devices
- Bring new users into United Bank's mobile device program after an acquisition

### SOLUTION

United Bank employees use AirWatch-managed mobile devices to access email and documents and communicate easily. AirWatch ensures security and compliance to keep sensitive bank data safe.

### BUSINESS BENEFITS

- Simple, secure and automated management with AirWatch saves time and resources
- AirWatch integration with existing directory services streamlines onboarding of new users as the bank grows
- With secure and seamless mobile access to data, bank employees can help customers inside and out of brick-and-mortar locations

As phones and tablets transition into essential business tools, United Bank relies on VMware AirWatch® to secure their data on mobile devices. United Bank employees use AirWatch-managed mobile devices to access email and business documents and communicate easily. AirWatch ensures security and compliance to keep sensitive bank data safe. And when United Bank made an acquisition, AirWatch's integration with existing directory services made onboarding those new employees simple and fast.

United Bankshares, Inc. is a \$20 billion regional bank holding company with a long-standing reputation for providing excellent service to its shareholders, employees, customers and the communities they call home. The company employs more than 1,700 knowledgeable financial professionals throughout its 140 full-service offices in West Virginia, Ohio, Pennsylvania, Virginia, Maryland and Washington, DC.

### The Challenge

Mobile devices provide the ideal platform for United Bank to deliver on its mission of providing top tier banking services, while drawing in a new generation of tech-savvy clients. According to Willem Bagchus, United Bank's Messaging and Collaboration Specialist, mobility has transitioned from a technology that's nice to have into a technology that businesses must have to stay competitive. "Mobility is an indispensable communications tool for the busy professional. In banking, it can make all the difference when it comes to immediacy and time savings, and ultimately providing top tier customer service," said Bagchus. "Armed with a smartphone or tablet, key personnel are no longer chained to their desks. Important information can be shared and decisions can be made much more quickly than before going mobile."

Previously a BlackBerry-centric organization, United Bank migrated to a mobile fleet of predominately iOS devices to accommodate employee requests to use tablets and smartphones. The bank's primary concern was securing the world of sensitive information stored on the new devices, so Bagchus was tasked with evaluating enterprise mobility management (EMM) solutions.

### The Solution

United Bank looked at a number of providers before selecting VMware AirWatch® Enterprise Mobility Management™. "We wanted a provider that was in the Gartner Magic Quadrant Report for Enterprise Mobility Management that would use the native systems in a smartphone for email, rather than take a sandbox approach,"

“With AirWatch, we can have control over company-owned mobile devices without totally shutting down the reasons people like them. The flexibility of AirWatch in policy deployment enables this.”

WILLEM BAGCHUS  
MESSAGING AND COLLABORATION SPECIALIST  
UNITED BANK

#### VMWARE FOOTPRINT

- VMware AirWatch® Tunnel™ (for per-app VPNs)
- VMware AirWatch® Content Locker™
- VMware AirWatch® Secure Email Gateway™

#### PLATFORM

GroupWise Mobility Service for ActiveSync e-mail, AirWatch server tied to eDirectory by way of LDAP

- Devices: 800

said Bagchus of the decision to go with AirWatch. The bank was prescient: As of 2016, AirWatch has been rated as a top EMM provider in that same report for six years in a row.

Bank employees, including executives, branch managers and loan officers, rely on mobile devices to access email and documents and to expedite communications. “In terms of savings, using tablets has drastically cut down on our use of paper, by making portable documents live, shareable and immediately modifiable,” said Bagchus. “The business of banking gets a major benefit from using mobile devices to simplify day-to-day tasks. In fact, mobility has become indispensable to our daily work lives here.”

The flexible, automated options in AirWatch help United Bank manage devices with the AirWatch compliance engine. This enables employees to follow bank rules for mobile device use without hindering their ability to use their devices to the fullest extent. “Employees are required to have passcode locks on their devices and we can wipe the entire device or just the corporate content if the device becomes compromised,” said Bagchus.

Additionally, the United Bank team was impressed with the responsiveness and customer service provided by the AirWatch team. “Poor customer service is a deal breaker for us,” he explained. “VMware is easy to work with and they place a high value on customer relationships. The company has proved to be forward-looking, innovative and eager to work with its customers.”

#### Business Results & Benefits

Security is a key feature of any technology that banks use, but it is especially important for mobile devices. Keeping track of physical assets has always been important to businesses, said Bagchus, and that now extends to intangible assets such as data. AirWatch manages the device compliance and high levels of security necessary to meet strict regulatory requirements and keep customers’ private information safe. For example, conditional access policies only allow devices that have a passcode lock and up-to-date operating systems to access certain apps. “The traditional computing environment on a desktop machine has now for the most part extended to mobile devices,” noted Bagchus. “United Bank wanted to use the most advanced technology to benefit the bank and especially to benefit our customers. Without having AirWatch as the base of our security, this transition to mobile would not have been possible.”

When United Bank recently acquired the Bank of Georgetown, AirWatch technology made it simple to bring new users into United Bank’s mobility program. United Bank’s directory services are integrated with AirWatch. Administrators can map existing group assignments to AirWatch user groups, and changes are detected and synced from the directory system into AirWatch automatically. “Bringing in large groups of new people was not much different than adding one or two people,” said Bagchus. “We imported the new names into our directory services and made sure everyone was assigned correctly. AirWatch has automation capabilities built in, so everything was easy to scale.”

## Looking Ahead

United Bank is planning for a mobile access gateway to re-deploy VMware AirWatch® Content Locker™ to a wider audience. By keeping content up to date in a central location and then keeping that sensitive content protected in a corporate container, AirWatch Content Locker ensures that private financial information stays private whether the data is in motion, in use or at rest.

The bank will also incorporate Apple's Device Enrollment Program into its mobility strategy, which will simplify large scale device deployment. Bagchus observed that "AirWatch is the leading mobile device management solution supported by Apple. All the mobility features that Apple provides, AirWatch supports." United Bank also plans to use the Apple Volume Purchase Program to distribute applications securely to bank employees. Part of that plan includes Apple's "Managed Open-In" feature, which allows an IT administrator to configure apps so that sensitive data can only be opened in controlled applications. This feature works with AirWatch to provide an additional layer of application security.

Bagchus notes that AirWatch allows mobile device use to thrive in a secure setting. United Bank continues to enhance its customer services by using mobility and other online presences to complement its brick-and-mortar branches, giving its customers more choice. "Mobility is becoming more and more indispensable. For some users, a mobile device will be their only interaction with the bank. We're getting ready for that future and we know that AirWatch will be with us every step of the way."