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## Windows Phone UK Case Study

### ***Windows Phone is the winning solution for leading financial company HML***

*“The primary benefit of Windows Phones is lower costs but they have also provided the absolute level of security that we wanted with the added benefit of Microsoft productivity tools and technology which we use in the business.” Paul Runcorn, Head of Enterprise Architecture, HML.*

With three geographically spread sites and sales and operational staff travelling the country, HML is one of the largest financial outsourcers in Europe. The company offers a diverse range of origination, administration and analytical services to support a variety of mortgage, savings and loan products. They look after the customers for around £40Bn of assets across more than 50 leading financial institutions, many of them household names. But HML had a problem – they needed connectivity for their staff on the move at an affordable price – something that their legacy devices simply were not delivering. They needed mobile phones with Office Mobile and Outlook Mobile built in, delivering a seamless experience with Exchange email, calendar, and contacts – and the solution was Windows Phones.

#### **Situation**

HML, a wholly owned subsidiary of Skipton Building Society, is a leading specialist financial outsourcer with 24 years’ experience managing mortgage, savings and loans accounts for some of the world’s leading financial institutions. HML manage around £40bn worth of mortgage assets for approximately 50 clients in the UK and Ireland.

With a robust, secure, cutting-edge IT platform at the company’s core, and a multi-site strategy across the UK and Ireland, HML deals with the ever-changing, large-scale demands of the financial services industry.

But to deliver the highest levels of client and customer service, HML needed, quite simply, better mobile phones to deliver better connectivity for its staff. The company operates out of three centres, Skipton, Glasgow and Derry, Northern Ireland, sending its experts to see clients at financial centres across the country.

In particular HML identified a need to improve the way its key people had remote access to data and applications. The company was using legacy technology which badly needed updating.

The company had 180 senior operational and commercial managers using BlackBerry devices. The cost was “quite astonishing” at £37.50 per device per month, not including calls, according to HML’s Head of Enterprise Architecture, Paul Runcorn.

HML’s Enterprise Architecture led a connectivity improvement strategy with an initial phase to roll out new Windows 7 laptops and move to a Microsoft Unified Access Gateway. This provided an immediate benefit to users of an ‘at desk’ experience wherever the user had an internet connection. HML then launched an initiative to explore the best mobile experience options to take advantage of this. Cost was a big consideration.

#### **Solution**

The company held a device trial over three months with 15 employees using a variety of

devices including Windows Phone, Android and iOS handsets. The various options were also thoroughly investigated by the company's information security experts.

The results were conclusive.

"We had a champion challenge on devices with weekly feedback and at the end that exercise, the Windows device won on a number of fronts," said Mr Runcorn.

The overriding positive for Windows Phone was the security considerations. HML's information security experts were wowed by the fact that Windows Phone supports the most commonly used EAS policies, including device encryption, the ability to remotely wipe a device, and the ability to require both a SIM and device PIN or password lock on the device.

Mr Runcorn said: "The secure encryption and device management that is provided by Windows won the day. Android was not even close due largely to the open source nature of application development. There was also a lot of scepticism around Apple security."

Some of the features that impressed included the Windows Phone Secured Boot which allows only validated software components to execute, which helps assure platform integrity and protects the platform from malware.

There is also hardware-accelerated device encryption, which helps keep everything from corporate data to passwords safe and app sandboxing which prevents malicious apps from gaining unauthorized access to data and provides a robust and trustworthy platform for business apps.

HML were looking for devices that were easy to use and navigate, requiring little training in terms of user adoption.

Windows Phone tightly integrates with Office and especially Office 15, enabling viewing, editing, and commenting on Office documents while preserving document fidelity.

Employees can access Office documents from anywhere, and quickly find documents they opened recently thanks to the Office Hub. Office documents can be downloaded from SharePoint or Office 365 or can be attached to email. Microsoft Office Mobile is built-in, so there is no need to purchase additional licenses or install it from an app store.

The general feedback from the phone testers was that they found that Windows mobile was far more intuitive with a much simpler user interface. For example, calendars and tasks are integrated and accessible from the same view, like a day planner. Managing schedule conflicts and attendees or setting an out-of-office message is also no hassle with Windows Phone.

Similarly documents and notes are available across Windows Phone and Windows PCs. With Office on Windows Phone and a Windows 8 PC or tablet, recent documents are automatically synchronized and open right where they were last edited. Employees can quickly and easily resume their work and maintain their productivity.

## **Benefits**

The results were so conclusive that Mr Runcorn had no hesitation rolling out Windows Phone devices. The consistent Windows Phone experience across different device manufacturers allowed HML to make a cost-effective choice, selecting Nokia Lumia 610s and 800s.

Mr Runcorn said: "There is a much more consistent user experience with Microsoft apps. It is often the case that if someone has forgotten a document, they don't want to have to fire up their laptop but they can find it easily on their Windows Mobile. Moving away from Blackberry has been a huge shift for users. We had many immediate converts and others are now quickly coming round."

"Users are particularly happy that they can access employee contact information using Outlook Directory via their Windows Phones as this references our Active Directory and provides the same central contact database whether accessed via phone or laptop," he added.

The biggest benefit for Mr Runcorn has been a huge reduction in running costs. Predicted savings are 70 per cent, year on year, with the ongoing cost per device at just £12.50 a month.

The cost of supporting the devices is another saving for HML. "We did not have to spend a lot of time teaching staff how to use these devices – it is just intuitive. It is the consistency of experience which reduces our support costs," said Mr Runcorn.

"The primary benefit of Windows Phones is lower costs but they have also provided the absolute level of security that we wanted with the added benefit of Microsoft productivity tools and technology which we use in the business," he added.

### **About Windows Phone**

Millions of people are looking for a phone for work and personal use, and Windows Phone delivers. It is the only phone on the market with Office Mobile and Outlook Mobile built in and that delivers a seamless experience with Exchange email, calendar, and contacts. Windows Phone also enables full access to documents on SharePoint sites and rich viewing and editing of Microsoft Office documents. This access includes optimized mobile navigation in Word and PowerPoint.

Windows Phone addresses requirements of IT departments by providing management capabilities with Exchange Server or System Center Configuration Manager and additional capabilities to meet the security and management needs of many organizations, such as full device encryption. Combined with IT functionality that businesses require and a choice of form factors from a range of device manufacturers, Windows Phone delivers smartphones that users want and capabilities that organizations need.

[www.windowsphone.com/business](http://www.windowsphone.com/business)

