How This Major Enterprise Vendor Exceeds Customer Expectations with AI-Based Endpoint Security

KYOCERA

Industry:
Business Management/
Manufacturing

Location:
Hong Kong

Product:
BlackBerry Spark® Suite

Website:
kyoceradocumentsolutions.com

Where corporate data is concerned, confidentiality, integrity, and accessibility are non-negotiable. Businesses must be capable of accessing any information they require at a moment's notice and must also have the peace of mind that comes with knowing that data will remain protected no matter what. It is a delicate balancing act between security, control, and usability – and it is one that KYOCERA Document Solutions Asia Limited (KDAS) constantly strives to maintain for its clientele.

"For us, the customer's satisfaction is our absolute priority," explains KDAS President Kimura Takuma. "Everything we do is in pursuit of giving them a competitive advantage, providing them with a stable, secure, and complete solution for document management, and one that encompasses both hardware and software. With that in mind, it is essential that we prioritize their information assets – they must be able to trust that we are doing what is necessary to protect client data."

A Customer-First Enterprise

With its main office situated in Hong Kong, KDAS is a subsidiary of the KYOCERA Document Solutions Inc. Responsible for overseeing the Asia region, it manufactures and sells printers and multi-function products to clients throughout Hong Kong, Korea, India, Taiwan, Thailand, Vietnam, Malaysia and Singapore. It also offers managed document services, enterprise content management, and Business Process Outsourcing with plans to expand to Information Communications Technology in light of the accelerated shift towards digitization due to COVID-19.

As a sales and service company, KDAS has two major operations. First and foremost are its service technicians, responsible for providing customers with general maintenance and support. Stationed in various service centers throughout the region, KDAS Group's technicians also frequently travel to client sites for field maintenance work.

KDAS Group, also employs a large number of knowledge workers. These professionals provide consulting and support for our customers as well as business partners and dealers, and also provision access to its enterprise resource planning systems. They also serve as an initial point of contact between KDAS and its clients.

Recently, as part of a mandate from global headquarters, KDAS set out to evaluate and improve its IT strategy planning, implementation, support, and risk management.

Putting a Distinctive Spin on a Global Initiative

In addition to improved antivirus software and endpoint management, KDAS needed VPN functionality to support its field technicians. Although most of its mobile devices are corporate-owned, certain regions – such as India – have a large percentage of personally-owned devices, necessitating a secure software container for keeping corporate and personal data separate from one another. Centralized management and control were also imperative to ensure standardized operations throughout the region.

When sourcing for the right solution, KDAS created a shortlist of three potential vendors.

"Through our evaluation, we found that BlackBerry distinguished itself in a few core ways," recalls Kimura. "First, in addition to offering all the functionality we required, its solutions were the most intuitive. Second, it offered integrated cybersecurity – mobile threat detection, endpoint protection, and device management in a single package."

With help from Westcon Solutions Hong Kong, KDAS initiated an on-premises proof of concept for the BlackBerry Spark® Unified Endpoint Management Suite. As one half of the BlackBerry Spark® Suite, the BlackBerry Spark UEM Suite offers mobile device management, mobile application management, mobile content management, identity and access management, and a suite of productivity tools. Through a single pane of glass, it allows a business to retain visibility into and control over its entire suite of devices.

Upon completing their proof of concept, KDAS signed up for the BlackBerry® Cyber Suite early adopter program – the other half of the BlackBerry Spark Suite.

Built to enable a zero-trust environment, the BlackBerry Cyber Suite s a powerful artificial-intelligence based cybersecurity solution. It provides endpoint protection, endpoint detection and response, mobile threat detection, and behavioral analysis through a lightweight client. Future releases will also feature data loss prevention and a secure web gateway.

Sparking Stronger Client Relations

KDAS has now deployed the BlackBerry endpoint security solution to employee PCs at KDAS Group. The full deployment of the BlackBerry Spark Suite began in April. Thus far, the organization has completed approximately 80 percent of the platform's implementation, which has greatly improved its security, and its work with clients by association.

"Our sales companies frequently communicate internally with one another and with our clients," says Kimura. "This is primarily done via email, which opens us up to the risk of phishing attacks. In order to mitigate this, we have a double-confirmation system in place – before opening any suspicious attachments, an employee is required to contact the sender by phone."

The intelligent threat detection functionality present in the BlackBerry Spark Suite exists as an additional failsafe atop this double-check system. With their previous solution, KDAS had to wait for updated virus definitions to protect themselves against new and emerging malware. This is no longer the case and KDAS considers BlackBerry Cyber Suite the next generation of antivirus software.

"Before we started using BlackBerry Spark Suite, our cybersecurity measures were primarily reactive, which opened us to certain risks," Kimura explains. "Now, however, we know what's happening across our organization. We have a better overview of the region, and a better ability to mitigate risks if anything goes wrong – and that's a benefit we can emphasize to our customers, so that they know their data is safe."

Protecting Confidential Data

KDAS Group currently uses the BlackBerry Spark Suite alongside the Internet of Things to significantly improve both its equipment maintenance and overall response time on service calls. The mobility and flexibility afforded by a more connected, mobile workforce allow service managers to swiftly allocate technicians to where they're most urgently needed. More comprehensive, secure access to internal systems, meanwhile, helps managers, technicians, and IT personnel make better, more informed decisions.

"Service technicians can now use their smartphones to access company information, such as diagnostic data," Kimura notes. "They can download what they need to know and go directly to the customer. It's difficult to give a figure that reflects this

"Our work with BlackBerry represents a significant step forward for our organization. With more people than ever working from home due to the pandemic, I believe the combination of endpoint security and management enabled by our collaboration is going to become the norm. And we're ready to adapt to it."

– Kimura Takuma,
President, KYOCERA Document Solutions Asia Limited

improvement in efficiency, particularly during a pandemic, but I'd estimate we've seen about a 20% reduction in response time and average completion time for our service calls."

"Through BlackBerry, we've managed to greatly improve both our cybersecurity and our customer service," Kimura concludes. "Their products have been incredibly beneficial to KDAS, and we look forward to seeing how we might further leverage them in the future."

About BlackBerry

BlackBerry (NYSE: BB; TSX: BB) provides intelligent security software and services to enterprises and governments around the world. The company secures more than 500M endpoints including 150M cars on the road today. Based in Waterloo, Ontario, the company leverages AI and machine learning to deliver innovative solutions in the areas of cybersecurity, safety and data privacy solutions, and is a leader in the areas of endpoint security management, encryption, and embedded systems. BlackBerry's vision is clear — to secure a connected future you can trust.

For more information, visit BlackBerry.com and follow @BlackBerry.

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