



CASE STUDY

STARFISH 360 UNITES FORTUNE 500 BUSINESS TO DELIVER 'BRING YOUR OWN DEVICES' CONSISTENCY

One of the World's biggest retail and business banks called on Starfish 360's digital and multi-channel expertise to help unify its assorted Bring Your Own Devices (BYOD) initiatives into one coherent strategy and policy with governing procedures and communication.

BYOD refers to an organisational philosophy allowing staff to use their own mobile devices and laptops for work - as opposed to using corporate provided software and hardware.

Through a secure login, employees can use personal handsets, tablets and notebooks to securely access corporate networks and systems. Not only does this deliver flexibility to where and how employees choose to work but can result in increased productivity.

Integrated procedures and a clear BYOD policy are vital because of the potential for corporate data leakage and the risk of malware.

Chris Brassington, CEO of Starfish 360, says: "The client had a range of different initiatives across the business that fell under the BYOD umbrella. They had been developed in isolation by different business units and different parts of the IT department.

"As a result there was a lack of clarity about what BYOD actually is, its potential impact on staff, current procedures and the company's policy and governance. There was also a general lack of control over the various elements and messages communicated to the wider organisation."

Starfish 360 was commissioned for a two-stage project. The first phase helped the client develop a foundation to unite its existing BOYD initiatives and to develop a proposal to engage and inform employees about the scheme.

Phase-two required Starfish 360 to help fully develop BYOD processes and advance the communications, resources, content and materials needed for the initiative.

Chris says: “The client is a huge global financial organisation and given the limited timescales; the need to ensure buy-in from different business units; the stage of development of some of their initiatives; and the sensitivities, we adopted a very collaborative approach in nature. This involved interviews and workshops with key stakeholders and departments and an in-depth review of existing BOYD material. It also enabled us to keep senior stakeholders engaged and informed at every step of the way.”

Upon completing the first phase of the project Starfish 360 delivered a clearly articulated BYOD proposition, a brand strategy and approach, an awareness campaign plan and innovative initiatives for the execution of the campaign.

The second phase saw the delivery of an agreed definition of BYOD, comprehensive, time-lined communications plan, with clearly defined creative initiatives, supporting propositions and messaging, product attributions for the individual services and definitions for each service and recommended next steps.

It is testament to Starfish 360’s expertise and approach to creating best-in-class mobile experience through multi-channel, digital devices that the client adopted the whole proposition, documentation, content and plans put forward and incorporated them into its overall business strategy.

The client started to benefit immediately from the work undertaken by Starfish 360 with senior management and teams receiving clarity and insight into the wider BYOD offerings. They knew exactly how to approach the initiative within their business unit, were given insight into the current status and all the relevant materials and plans required for the implementation and running of a BYOD scheme. Teams working on BYOD are now able to use a common language and have a clear understanding of the company's BYOD philosophy, policy and its practicalities.

For more information about Starfish 360 please click on www.starfish360.com or contact Starfish 360 at info@starfish360.com.