

ADS Securities Reduces Mobility Costs and Meets Industry Regulations with AirWatch

The Mission

ADS Securities is a leading financial services institution which provides high quality investment opportunities for institutional, private and retail clients. The company offers a full range of sophisticated forex, bullion and commodity trading solutions to investors in Europe, the Middle East and Asia. Strategically located between Europe and the Far East, the UAE-based company aims to help bridge cash flows and maintain liquidity in global trading markets around the clock.

As employees began using company-owned mobile devices to remotely access email and corporate data, the IT department realised a notable increase in mobile-related support issues. The majority of problems pertained to a suboptimal user experience with legacy handsets and limited device choice.

To tackle these concerns, the company pursued an enterprise mobility management (EMM) solution capable of supporting wider device choice, enabling telecom expense control and securing remote access to corporate data. Ultimately, the company wanted to reduce IT costs associated with mobility without sacrificing usability for employees. After researching its options in the enterprise mobility market, ADS Securities chose AirWatch® by VMware® to manage and secure its mobile devices, containerise sensitive information and define usage policies.

The Results

Eager to establish a mobile first approach, the company's director of information security, Illyas Kooliyankal, implemented the new IT strategy with AirWatch, resulting in optimised and lowered IT maintenance costs across the organisation. "With the exponential business growth we've recently experienced, we identified an opportunity to reduce our IT expenditure with the adoption of enterprise mobility," said Mr. Kooliyankal. "We performed a cost-benefit analysis of deploying AirWatch to manage new devices and telecom policies, and we found that we'd be making significant savings in the long run."

In addition to lowering maintenance costs, using AirWatch to manage a variety of devices and platforms offers employees a superior user experience, and it enables the IT department to have complete visibility of corporate assets. Moreover, by integrating with Microsoft ActiveSync and



Solution Overview

- Client: ADS Securities
- Industry: Financial Services
- Geography: Middle East, Asia, Europe
- Features: MDM, MAM, MCM, MEM
- Infrastructure Integrations: SharePoint, ActiveSync
- Devices: 100+



SharePoint, AirWatch solutions have enhanced employee productivity across the organisation. Employees who travel frequently for business are now able to have anytime, anywhere access to corporate data and business applications, allowing them to quickly respond to customers across different time zones and geographies. "For traveling employees who need remote access to their desktops, we use the AirWatch App Catalog to push the VMware Virtual Desktop application onto their mobile devices to allow them secure virtual access to corporate data," explained Mr. Kooliyankal.

ADS Securities also uses AirWatch to help keep corporate information protected and remain compliant with regulatory requirements. Using the AirWatch compliance engine, ADS Securities is able to remotely configure and enforce corporate usage and security rules based on employee business roles and device ownership types. "Whether new employees join our offices in Abu Dhabi, London or Singapore, we can ensure that their mobile devices are properly provisioned to allow immediate and secure access to email and corporate data," said Mr. Kooliyankal. "If a device is later reported lost or stolen, I can perform a remote device or enterprise wipe to safeguard company data."

In addition to mobile asset management and security, ADS Securities uses AirWatch[®] Content Locker to safely collaborate on and share corporate files and presentation materials. "From a compliance perspective, AirWatch Content Locker gives us an enterprise-grade file sharing option to safely distribute corporate data," stressed Mr. Kooliyankal. "In line with our corporate document sharing policies, AirWatch Content Locker offers us a granular level of control over the documents being circulated and reduces the risk of information leakage through email."

Up Next

As ADS Securities continues to grow and expand into new markets, the IT department expects deployment numbers to increase. ADS Securities plans to maximise the secure collaborative functions of AirWatch Content Locker to save on printing costs and allow controlled and flexible sharing of privileged information.

"In line with our corporate document sharing policies, AirWatch Content Locker offers us a granular level of control over the documents being circulated and reduces the risk of information leakage through email."

– Illyas Kooliyankal
Director of Information Security
ADS Securities

