

Blackboard Deploys Internal Mobile Initiative Using AirWatch

The Challenge

Going mobile is one of the most effective ways to instantly enrich teaching, learning, and campus life. Blackboard™ develops mobile applications that give students and faculty access to course information, grades, calendars, campus maps and more from the palm of their hand. Mobile apps assist in attracting prospects, provide learning opportunities to current students inside and outside of the classroom and help keep alumni connected long after graduation. After providing others with mobile solutions, Blackboard needed a way to manage their internal fleet of mobile devices and apps.

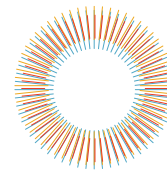
The Client

Headquartered in San Francisco, Blackboard is a leader in enterprise technology and innovative solutions that improve the experience of millions of students and learners every day around the world. "As a company that provides mobile solutions, we needed to 'go mobile' internally and manage all devices from one central platform," said Emily Wilson, director of product marketing, Blackboard. "Our team members were already using mobile devices to demo our apps and access email, calendars and contacts. We needed a streamlined way to centrally and securely manage everything."

The Solution

The Blackboard marketing team completed a successful deployment across iOS® and Android™ devices. With hundreds of mobile applications developed, Blackboard can now manage applications on smartphones and tablets to ensure field representatives have the latest application version installed. Blackboard will also use Secure Content Locker™ from AirWatch® to distribute and manage content securely on mobile devices.

"The AirWatch management platform makes it extremely easy to update and push content to all of our iOS and Android devices. Prior to AirWatch, our devices were managed manually. We backed them up using a common Apple/Google ID and kept track of their location using a spreadsheet," said Wilson. "AirWatch is the only way to ensure all of our devices are up to date, no matter where they are located."



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Solution Overview

- Customer: Blackboard
- Industry: Education
- Geography: International
- Features: MDM, MAM, MCM
- Devices: 1-500



When our sales reps take a device to an event, we're able to make updates over the air. This guarantees that our entire team is working with the same set of assets."

Blackboard's marketing and sales teams are using AirWatch-managed devices to demo mobile apps at client meetings and events. "We are pushing newly developed apps to the devices through AirWatch, as well as content for our employees," says Wilson, who selected AirWatch after learning about the company's strategic partnership with Blackboard. "We did not look at any other EMM providers because our company understands the value AirWatch provides."

Up Next

Blackboard is looking into using AirWatch to manage mobile devices within other departments of the company.

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– Emily Wilson
Director of Product
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