

Case Study- Nomura Group's Global communication

Introduction

Nomura Group is one of the largest financial service organisations in Japan. It comprises a group of companies that includes Nomura Securities Co. Ltd, Nomura Asset Management Co. Ltd, and Joinvest Securities Co. Ltd. It also has overseas subsidiaries in the U.S, Europe and Asia.

Issue

Earlier, Nomura group used laptops as a main tool for communication. As the laptops were not easy to carry and they also required complicated configuration, Nomura was looking for a secure and convenient mobile solution that would free them from these stresses.

Nomura group required a global communication environment which allowed employees to access their enterprise network from anywhere in the world and work as if they were in office.

Solution

In October 2006, Nomura Securities started investigating the usage of BlackBerry solution to solve their issues. In February 2007, it introduced about 50 BlackBerry smartphones, mainly in Nomura Securities Co., Ltd. In May 2007, it introduced the BlackBerry 8707h smartphone in full scale. The Information System departments at Nomura Holdings Inc. and Nomura Securities Co., Ltd. worked jointly to deploy and maintain the BlackBerry Enterprise Server, which controls the BlackBerry smartphones.

Reasons for selecting BlackBerry Solution

The convenience and high security of the solution made Nomura group to opt for BlackBerry smartphones.

The overseas subsidiaries of the Nomura Group had already benefited by the usage of BlackBerry smartphones. The introduction of BlackBerry solution facilitated the daily communication in the business

The BlackBerry solution is widely used in the financial world and the Nomura group appreciated the convenience and high security of the BlackBerry solution.

The key functions of BlackBerry that appealed to Nomura were message encryption and uniform device management. The BlackBerry Enterprise Server default functions allowed Nomura to adhere to the existing security policy.

Results

Nomura group enhanced their internal device management systems for introducing BlackBerry 8707h smartphone. It set up a user support desk and a network for wireless distribution of applications. It was able to distribute the Bloomberg application to convey important financial information to their securities business. Employees were able to get real-time news updates

throughout the business day. The BlackBerry solution allowed employees to check emails, view attachments, and manage their schedule.

Discussion Questions:

1. What were the issues faced by the Nomura group in their business communication?
2. Why did the Nomura group opt for a BlackBerry solution?

(Source: http://us.BlackBerry.com/newsroom/success/Nomura_ENG_BCS.pdf)
