Connecting over 30 million subscribers across many markets and regions daily is a significant undertaking for Banglalink’s fast-growing workforce. To support the team, Banglalink required a reliable information sharing platform that offers real-time access to data and business critical applications from anywhere in the world, on any device, to help staff continue to do their job effectively. Banglalink chose VMware Workspace ONE™, powered by VMware AirWatch®, to supercharge its team’s performance with the rollout of the software’s ‘virtual’ office functions.

Banglalink Digital Communications Ltd. (also known as Banglalink) launched in February 2005, which was a pivotal time for broadband adoption in Bangladesh.

In just over a decade, Banglalink amassed over 30 million subscribers, leading the company to become the largest provider of mobile telecommunication services in Bangladesh. In that time, it became the catalyst for making mobile telecommunications affordable for consumers in the country. That success is based on the cornerstone of the company’s strategy – to bring mobile telephony to the masses.

However, Banglalink’s ambition is to be more than a network operator. It aims to be an innovative technology company that brings the digital world to every customer and build a truly digital Bangladesh.

The Challenge

In order to be a truly digital and effective workforce, Banglalink’s growing core team – including C-suite level users and a select group of around 200 employees – required reliable, real-time information sharing and unified management across any device, anywhere.

Prior to deploying Workspace ONE, staff relied on legacy VPN connectivity for self-service tasks, including HR and reporting, when working remotely. The system was unreliable, often crashing due to major network latency and connectivity.

The relative inflexibility of the system was also problematic, with only a handful of people able to upload, edit and share information through a rudimentary content portal. This placed significant pressure on a relatively small administrative department to process requests from the wider team. A cumbersome log-in process, requiring multiple sign-in protocols and frequent password updates led to additional frustrations among the workforce.
“With VMware Workspace ONE, Banglalink no longer sees a barrier to working remotely. This has significantly changed the way we work and communicate internally. We are now a more agile and more productive unit.”

SHARIF MAHMOOD, PROJECT MANAGER, BANGLALINK.

BUSINESS BENEFITS
• Eliminated connectivity issues and disruption
• Employees can access data and other self-service functions from anywhere in the world, reducing approval processes from days to hours
• Saved cost on IT support call costs

APPLICATIONS VIRTUALIZED
• Virtual Office
• Internal Enterprise App
• Virtual Desktop

PLATFORM
• Huawei server

PARTNER
• Omega Exim Ltd.

Banglalink needed a robust solution to meet these challenges. In addition, it was paramount to the team that the changeover does not severely hinder network performance and that any disruption was kept to a minimum.

“The VPN connectivity was in such a state that much of the team shied away from trying to access any of the enterprise applications remotely,” said Sharif Mahmood, Project Manager, Banglalink. “This became a major issue when senior executives were unable to sign-off on tasks and requests, such as holiday forms or expenses, unless they were onsite. These delays seriously hampered the fluidity and efficiency of the team.”

The Solution
The deployment of VMware Workspace ONE gives Banglalink’s 200 employees remote access to internal applications and other business critical information anywhere, on any device, without disruption.

VMware Workspace ONE provides a user-friendly digital workspace that gives employees the freedom to choose how and from where they wish to work. Banglalink’s senior executives and team leaders can now confidently keep on top of projects from the palm of their hands as Workspace ONE allows seamless information sharing among all 200 users anywhere, on any device.

Because Workspace ONE is able to integrate with Banglalink’s applications and legacy solutions, it was easy for the IT team to align the old IT protocols with the new workspace suite. Furthermore, with the VMware PSO team on the ground to train the 200+ staff and deal with queries, Banglalink’s IT team were able to install Workspace ONE in four weeks and complete full deployment in just a couple of months after the initial installation.

“The pace of installing the platform and getting the selected team on board has been impressive. We’re particularly pleased with the fact there has been very little disruption to the team’s day-to-day work,” says Sharif Mahmood.

Business Results & Benefits
VMware has helped Banglalink transform its internal culture, by changing the way the team works and how information is shared within the rest of the organization – even to those outside the initial 200 employees selected to use Workspace ONE.

Every employee can now upload, share and use a range of previously unavailable features. All mission-critical applications are now available via VMware Workspace ONE, such as Microsoft SharePoint for approvals workflow management, Human Resource Management System, Enterprise Resource Planning, Internal Network Monitoring System, TABLEAU and corporate applications for employees. As a result, internal processes are streamlined, by removing unnecessary interactions, or meetings, for straightforward tasks and requests.

Sharif explained, “Employees no longer need to be onsite to upload data and worksheets, initiate HR requests such as holiday bookings, or report on projects. Because of the reliability of Workspace ONE, it’s faster for employees to send in their reports, while approval processes are cut from days to within hours. This flexibility has immensely improved morale.”

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Identity authentication, which was once a challenge due to the sheer volume of demands and applications in use, has been simplified. With a single sign-on (SSO) authentication system, users are no longer required to remember multiple passwords for different applications when working on offsite devices and workstations. The introduction of SSO, along with a user-friendly authentication process and governance, has led to an increase in front-line efficiency and reduced calls to IT support.

Since the introduction of VMware Workspace ONE, Banglalink has completely eliminated connectivity issues and disruption, with IT support calls falling significantly.

“With VMware Workspace ONE, Banglalink no longer sees a barrier to working remotely. This has significantly changed the way we work and communicate internally,” said Sharif. “Without the old frustrations that plagued us in the past, we are now a more agile and more productive unit.”

**Looking Ahead**

As Banglalink continues its transformation journey, the company plans to extend VMware Workspace ONE to the thousand-strong team across the entire organization. Banglalink is also looking to deploy VMware vCloud Suite® to better manage critical operations requirements for storage, network and application level resources.

Sharif added, “VMware Workspace ONE is a critical part of our digital transformation story and the pace of that change has been down to the VMware team’s excellent turnaround time and impeccable execution.”