

# HMD Global supplying smartphones for Nokia employees

## Smartphone fleet extension

In 2017, Nokia, a leading provider of network equipment, software, services and licensing, added a broad range of Nokia branded smartphones from HMD Global to the choices available for business use by employees.

Eighteen months later, more than 16,000 Nokia employees are using Nokia branded smartphones, mainly Nokia 6, Nokia 6.1 and Nokia 7.1, with around 75% enrolled in the company's enterprise device management solution.

## Project overview

### Objective

Nokia aims to offer its employees a selection of up-to-date smartphones from which they can choose their preferred model. Seamless mobile access to corporate productivity tools, highly reliable security, a long hardware lifetime and a performance to price ratio within the corporate guidelines are important criteria when purchasing mobile devices.

### Solution

Nokia selected HMD Global as a supplier of smartphones in 2017. The company delivered mainly Nokia 6, Nokia 6.1 and Nokia 7.1 smartphones to Nokia. Within 18 months, more than 16,000 employees selected a Nokia smartphone from the catalogue and most are enrolled in the corporate device management solution.

For Nokia, a leading network equipment, software, services and licensing company, mobile communication is an integral part of its corporate culture. The company aims to provide its employees with an up-to-date selection of smartphones to choose from. About 18 months ago, when HMD Global launched the Nokia 6, the Finnish company was able to add the first Nokia smartphone to its catalogue.

## Many reasons to select HMD Global as a smartphone supplier

It seems logical that Nokia would make Nokia branded smartphones available to its employees, being the licensor of the brand name. However, Mikael Forsström, IT Service Owner for Enterprise Mobility at Nokia, said: “We are very proud of our brand, but this was only one of our reasons to select HMD Global as a smartphone supplier. There were other important purchase criteria including seamless compatibility with our business productivity tools, delivery of regular and fast security patches plus a long hardware lifetime.”

## Seamless access to business productivity tools

As far as business productivity tools are concerned, support of Microsoft Office 365, OneDrive for Business, Microsoft SharePoint, Cisco WebEx®, and Cisco Jabber® IM and Presence are the most important to Nokia.

The company wants to give employees the choice of whether their smartphone is enrolled in the company’s device management solution, Microsoft Intune. Forsström explained: “If

someone only wants to access emails via the Microsoft Outlook app, we don't force them to enrol the device to the management solution. However, if they want to benefit from corporate services in Microsoft Office 365, they must accept that for security reasons we need to be able to manage their devices." Microsoft Intune automatically enforces corporate security policies to all managed devices ensuring a high security level.

## Over 12,000 Nokia smartphones are corporate managed

The penetration of corporate-managed mobile devices is pretty high. Mikael noted: "All in all, we manage over 40,000 devices using Microsoft Intune, of which 12,000 are now Nokia branded smartphones – mainly Nokia 6.1 and Nokia 7.1. – which is impressive in just 18 months. The swap from other brands is continuing. We are seeing growing demand for Nokia branded smartphones within the company."

As users may also use their smartphones privately and some country organisations have a pure BYOD (Bring Your Own Device) approach, the IT team really values Android Enterprise featuring Work Profile and will introduce it at a later stage. This will allow them to securely separate private data and apps from business data on their smartphones.

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"Next to the brand name there were other important purchase criteria including seamless compatibility with our business productivity tools, delivery of regular and fast security patches and a long hardware lifetime."

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Mikael Forsström  
IT Service Owner, Enterprise Mobility  
Nokia

## A high level of smartphone security is essential

Mikael Forsström highlighted another positive aspect: "We attach great importance to security. Therefore, it is important to us that the Nokia branded smartphones feature Android One, meaning that the devices come without bloatware and get regular and fast security patches." Nokia Android One smartphones receive monthly security updates for three years from launch date plus two major system upgrades in the same time frame. This exceeds Google's requirements for the Android Enterprise Recommended programme. HMD Global's security patch and system upgrade promise allows for a long lifetime and a low TCO (Total Cost of Ownership).

## Great performance to cost ratio complies with company policy

Cost is another important purchase criterion. Mikael Forsström explained: "Thanks to the very attractive prices of the midrange smartphones Nokia 6.1 and Nokia 7.1 – and also the Nokia 5.1 and Nokia 3.1 – we are able to keep within the price bands covered by our company policy. We

offer higher-end devices such as the Nokia 8.1 in some special cases.” The broad product range dedicated to business use was clearly another factor for Nokia choosing HMD Global as a smartphone supplier.

## Good user feedback related to hardware and UI

The feedback from Nokia employees to HMD Global has been extremely good. “Such positive feedback is not automatically guaranteed, even if the devices are Nokia branded. Nokia employees are naturally very loyal to the brand, but at the same time they are hyper-critical about any product, whether or not it carries the

Nokia brand” said Mikael Forsström. He continued: “Users have been very positive about the clean Android user interface and the hardware quality.”

The IT team is very satisfied with the Nokia branded smartphones too. They benefit from B2B support from HMD Global that provides quick assistance in case of any issues. “We have developed a close relationship with HMD Global,” said Mikael Forsström. He continued: “This good cooperation is reflected in the way HMD Global has responded to our hardware requirements in Nordics and around the globe. HMD Global has arranged deliveries to meet our needs with ease.”

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### About HMD Global

Headquartered in Espoo, Finland, **HMD Global Oy** is the home of Nokia phones. **HMD** designs and markets a range of smartphones and feature phones targeted at a range of consumers and price points. With a commitment to innovation and quality, **HMD** is the proud

exclusive licensee of the Nokia brand for phones and tablets.

For further information, see [www.hmdglobal.com](http://www.hmdglobal.com).

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