



Discover the many business opportunities of mobilising your CRM system



- Be more responsive to customers
- Leverage existing IT systems securely
- Reduce staff downtime and increase productivity
- Accelerate the sales process with better, faster data

Customer Relationship Management (CRM) has always been about enabling customer-facing teams to work more effectively by accessing business information as they need it. In today's challenging business environment, the way your company collects, accesses and analyses this data can be the differentiator that drives your competitive edge.

Mobilising email and Personal Information Manager (PIM) data like calendars and contacts is only the first step towards realising a truly effective mobility strategy. Extending CRM systems to professionals when they're out of the office enables them to provide better service to customers, optimise sales opportunities and record crucial business information accurately at the point and time of contact.

BlackBerry® solutions combine everything you need to mobilise your existing CRM system: industry-leading software that integrates seamlessly with your existing IT systems; easy-to-use and versatile smartphones which are secure and reliable; and a thriving network of third-party developers and

integrators who leverage the flexibility of the BlackBerry solution as a development platform to provide you with innovative software and services that will help you develop opportunities and satisfy your customers.

Utilising your CRM with a BlackBerry solution you can empower your key customer facing teams with access to client account information, pricing details and inventory status information, wirelessly and securely, no matter where they are. And when your IT administrators take full advantage of the industry-leading security inherent in the BlackBerry solution, you can mobilise your confidential corporate data with complete peace of mind, knowing that your data is secure and protected at all times.



Be more responsive to customers

Real-time access to customer account information and order details enables mobile workers to successfully query existing data, input new data and complete administrative tasks whilst out of the office. This enables customer-facing staff to respond faster to customer requirements, convert sales opportunities more effectively, and provide much more compelling customer service. Above all, this offers you a great way to increase your competitive advantage and retain valuable customers.

Leverage existing IT systems securely

Whatever the size of your company, you can leverage your existing technology investments by deploying mobile versions of solutions you already have in place. What's more, the security inherent in BlackBerry solutions means you can safely provide wireless access to confidential corporate data. In fact, the BlackBerry solution is the only mobile platform on the market approved to handle confidential data marked 'restricted' by government agencies.

Reduce staff downtime and increase productivity

Whether you're an executive, sales manager, marketer or field engineer, you want to get the most from your business tools when you're away from your desk. By augmenting mobile email with access to CRM systems and other corporate data, you can keep your teams connected, empowered and informed. An Ipsos Reid study has indicated that the typical BlackBerry user converts 60 minutes of downtime into productive time per day, which translates to an extra 250 hours of productivity per year per employee.

Accelerate the sales process with better, faster data

With faster access to better quality data on your prospects and customers, you can tailor your business strategy more promptly and effectively. This in turn will enable you to develop your CRM strategy to deliver even more value to your business. Mobilising key enterprise applications like CRM is surprisingly easy to achieve, and can rapidly deliver the significant and sustained return on investment that, today more than ever, is an essential requirement for all mission-critical technology projects.



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The most advanced mobile solution

Enterprising companies have been mobilising applications beyond email and PIM with BlackBerry solutions for years - more than a thousand companies worldwide have already mobilised their CRM systems in this way. The BlackBerry platform makes it straightforward for Alliance Partners, consisting of CRM vendors and systems integrators, to develop, deploy and support mobile enterprise applications. Whatever the size of your business, you can choose from a wide range of solutions, designed specifically for business needs and industry sectors as diverse as: financial services; manufacturing; professional services; the public sector; and SMEs.

BlackBerry solution and Softec improves productivity and workflow for Bayer CropScience SRL



In Italy, the Bayer Group operates in three specific business sectors: Health, Nutrition and Innovative Materials. The organisation comprises seven legal entities that allow the group to successfully operate in Italy across each of these different primary business sectors. One of these companies, Bayer CropScience, develops, sells and manufactures efficient pesticides and insecticides to protect crops. Its products meet the highest requirements of environmental compatibility, with the aim to encourage consumers to use innovative raw materials. This division alone earns annual profits of about 150 million Euros, is made up of 300 employees, 1,500 clients and has over 200 products to its name. A nationwide network of Bayer CropScience Srl technicians (business unit Crop Protection) offers farmers, corporations and the food industry quality support to identify the most suitable solutions to protect their crops, all over the country.

The Challenge

In line with the company's philosophy to 'simplify daily life', Bayer CropScience wanted to give its commercial technicians an easy-to-use tool that would allow them to connect with people and access information when on the move. Commercial technicians spend most of their time visiting agricultural sites, food processing companies and farms. The company needed a mobile solution that would increase productivity of the sales force, providing them with the ability to email on the move as well as file orders, access corporate reports and plan activities, without needing to return to the office.

Bayer CropScience required a secure, mobile solution that would integrate with the existing infrastructure to avoid additional IT investment and the devices needed to be user-friendly and robust.

Benefits

Improved productivity

Better workflow

Improved communications

The BlackBerry solution has allowed us to provide our mobile employees with a simple way to get the information they need when on the road, improve overall company workflow, as well as rationalise the management of orders - one of the most important processes for our business."

Paolo Zanzi, Head of Organization and Business Process Innovation at Bayer SpA.

The Solution

Following an evaluation process, Bayer CropScience opted for the BlackBerry® solution. The company implemented BlackBerry® Enterprise Server (already used by the rest of the Group) and began distributing BlackBerry® smartphones to its mobile technicians.

The company successfully deployed the solution and implemented three sales force applications with a simple and intuitive interface, developed by Softec S.p.a., a member of the BlackBerry Alliance program. These enabled remote access to orders, reports and personal schedules.

The flow of orders, previously administered without a standard, were soon managed through a client-based application designed for the BlackBerry solution. This allows sales staff on the road to quickly input orders directly at the customer's premises using an application-based form that provides users with relevant drop-down menus. Once complete, the order is automatically sent to the customer service team.

The reporting application provides Bayer CropScience's commercial technicians with access to two short reports using their BlackBerry smartphones. The reports are centrally created and they are sent via push mode to users. On their way to an appointment, they can access these reports on their BlackBerry smartphones to receive the most up-to-date sales figures and promptly respond to the client's needs.

The planning application provides mobile workers with customised diary management through their BlackBerry smartphones. Users can check how many times they have visited a customer or the products that customers might be interested in as well as plan the subsequent actions.

The Benefits

Bayer CropScience has created the environment to increase the productivity of its mobile sales force thanks to the BlackBerry solution, without making investments in new IT infrastructures. The BlackBerry solution has led to improved management of orders and guarantees users remote access to updated corporate information and planning tools.

Moreover, having structured the flow of information through forms and reports, communication has improved and the company can now analyse statistics relative to the activity of its staff, which was previously very difficult.

Paolo Zanzi, Head of Organization and Business Process Innovation at Bayer S.p.A commented: "Our strategy was 'make it simple'. We were looking for a solution that could simplify the work of our sales force, who are continually on the road visiting companies and small farmers. The BlackBerry solution has allowed us to provide them with a simple way to get the information they need when on the road, improve overall company workflow, as well as rationalise the management of orders – one of the most important processes for our business."

For further information: www.blackberry.com/uk/mobilecrm

BMW Group Italia S.p.a.

Improves productivity and workflow management with BlackBerry solution



BMW Group Italia S.p.a. is a leader in the automotive sales industry. Its managers and field staff often travel, both nationally and internationally. Enabling employees to stay connected to people and information on the move is key to BMW Group Italia's business.

The Challenge

Having deployed a mobility solution, BMW Group Italia was dissatisfied with the results. Although the system provided employees with access to email and the ability to make appointments, the devices had to be synchronised manually. On return to the office, managers had to check whether any overlapping engagements had been added into the central system during their absence. In addition, to receive and make voice calls, they had to have a second mobile phone.

The new solution needed to integrate with existing IT systems, be quick to roll-out, intuitive to use and have limited training requirements.

The Solution

For the Information and Communication Technology (ICT) managers of BMW Group Italia, the BlackBerry® solution soon proved to be the right platform for mobile email, advanced phone functions, internet browsing, diary management and wireless access to applications from an easy to use all-in-one BlackBerry® smartphone.

The move to the BlackBerry solution was made after only one month of testing and in a few days BlackBerry® Enterprise Server was implemented for Lotus® Notes® Domino®. The BlackBerry Enterprise Server tightly integrates with the existing operating system, using advanced encryption and IT policy controls.

The key reason for choosing the BlackBerry solution was the automatic, wireless synchronisation from a single device that was simple and intuitive to use. BMW Group Italia managers were soon able to answer e-mails, display attachments, make and receive phone calls and remotely organise their diaries and contacts, without having to manually synchronise the device with their computers.

The ICT managers realised that the potential of the BlackBerry solution went far beyond managing mailboxes and diaries and so they began to implement a series of applications that provided access to key data and business information.

Benefits

Automatic synchronisation of calendar with the central system

Constant access to company information and applications

Turn downtime into productive time

Faster responses to critical situations and decision making

Increased competitiveness and customer satisfaction

"Thanks to my BlackBerry smartphone when I'm travelling I can check the most recent sales data, I can answer email messages, or I can approve expenses for my team. I can also use the BlackBerry as a phone and I know it won't ever leave me stranded, which is really important for a director."

Enrico Mascetti, Sales and Marketing Director BMW Financial Services

The first application implemented by the ICT team provides managers with access to daily sales data when they are away from the office. In addition, BlackBerry smartphone users can now access the BMW corporate portal, which provides links that are useful for employees who travel, such as web check-in, the telephone directory and Google Maps™. Managers on the move can also access the corporate portal to authorise requests like the temporary assignment of service vehicles, reimbursements for overtime, travel and expense accounts and receive the necessary approvals – all on their BlackBerry smartphone.

The Benefits

Today, using their BlackBerry smartphones, BMW Group Italia employees on the move can access a wide range of company information and services in addition to the classic functions of telephone, e-mail, browser and diary.

Following the deployment BMW Group Italia quickly realised the benefits of improved productivity and workflow management. In a few months the investment was recovered, allowing greater individual and group productivity. Downtime has been reduced to a minimum and has increased the average profitability of the work force on the move. These benefits, together with the faster reaction times and fluidity of decision-making have translated into competitiveness and customer satisfaction.

For further information: www.blackberry.com/uk/mobilecrm

"This is a sales company, and our managers have to react quickly to the demands from the market. For them it is essential to be able to organize their diaries and access their e-mail at any time, wherever they are. But we understood very early on that the BlackBerry platform could support even more important processes for the success of our business."

Sergio Martina, ICT Director
BMW Italia S.p.a.

Schöck Bauteile GMBH

Transforms customer service with BlackBerry solution and Movento



Schöck Bauteile GmbH specialises in the assembly of construction parts. Located in the German city of Baden-Baden, the company was founded in 1962 by Eberhard Schöck. When it launched, Schöck only had a handful of employees and focused on the construction of basements for prefabricated houses. Today, it is a thriving business with 450 employees, and supplies and distributes innovative construction components and systems for concrete building and brickwork.

Schöck's motto is to 'build a better way' – an ethos that could be applied to its search for an effective communications solution. A solution that could help maintain its high levels of service to its existing clients and enable its employees to make the most of new business opportunities.

The Challenge

Schöck's one hundred strong field staff have a varied daily schedule. Customer meetings and appointments are often rescheduled at the last minute. Therefore, it's important the team are able to react quickly. Staff need to be able to arrange new meeting times but most of all, use spare time efficiently to complete tasks. While away from the office, rapid access to customer and project data is imperative.

The Solution

Schöck wanted to equip its customer facing employees with BlackBerry® smartphones to ensure they had consistent access to customer information when supporting existing clients on construction sites and make use of time between tasks to follow up on new business leads.

Movento, an expert Customer Relationship Management (CRM) solutions provider, introduced SAP's Mobile Sales Online application, a standard component of SAP's CRM software, to Schöck's workplace. This allowed access to important customer data via a BlackBerry smartphone.

Benefits

- Improved customer service
- Increased productivity and connectivity
- Cost effective to implement and manage

"Our field staff can now react quickly and directly with their business partners via their BlackBerry smartphones. They can also manage time away from the office more efficiently by pursuing their sales leads and writing reports remotely."

Hansjörg Beck, Project Manager,
Schöck Bauteile GmbH

Hansjörg Beck, project manager at Schöck says, "We really needed a solution that meant our field staff could have mobile data access, on the go, all the time. Therefore, we chose to use BlackBerry® Enterprise Server with Lotus® Notes and Movento software for data access to Mobile Sales Online by SAP. Our field staff can now react quickly and directly with their business partners via their BlackBerry smartphones. They can also manage time away from the office more efficiently by pursuing their sales leads and writing reports remotely."

Christoph Resch, CEO of Movento, comments on the uncomplicated and easy-to-manage solution, "We did not try to visualise the entire spectrum of possible features on the mobile device, but instead focused on mobilising those features essential for Schöck's staff when away from the office. Our CRM solution delivers applications tailored specifically for BlackBerry smartphones."

The Benefits

With the BlackBerry solution, Schöck's employees can access customer information quickly and easily; everything from reports, meeting notes, calls, and emails. New information can be added directly from the BlackBerry smartphone and existing data can be altered if necessary.

Schöck now benefits from faster reaction times in answering customer enquiries and increased availability of staff members. In addition, the intuitive interface of the device means that staff actually enjoy using them. Hansjörg Beck explains, "We are especially fond of the keyboard functionality which makes typing very easy." Other features typical of the BlackBerry smartphone, like the direct dial function, are closely integrated with the CRM core database. The user can directly call or email a person by clicking on the relevant contact details in the SAP CRM. Offline data storage is, therefore, redundant.

Hansjörg Beck adds, "This is clearly the easiest way to access customer data while on the go. We looked at the alternative of notebooks with a portal solution, but that would have been much more complicated and expensive. Training all our staff members and implementing the solution could not have been easier."

Schöck found the initial outlay on the BlackBerry solution to be minimal and that the implementation was inexpensive to both manage and operate. Hansjörg Beck confirms, "The solution has been very cost effective by drawing back on already existing core data and processes from both the activity management features of SAP CRM and the Movento project management tool."

BlackBerry smartphones are now used across the entire company throughout Europe. Members of the executive board, department heads, field staff, the product management team, and heads of staff units all use BlackBerry smartphones to ensure they are keeping on top of their day.

Schöck now plans to equip its entire mobile staff with BlackBerry smartphones. Hansjörg Beck concludes, "We are really focused on ways to enhance our business. We keep records of all activities regarding our customers, like interesting construction projects and always make notes on phone calls so that we do not miss any new business opportunities. Being connected with our database while on the go clearly meets the demands of efficient opportunity management."

For further information: www.blackberry.com/uk/mobilecrm

Leather goods manufacturer improves customer service and productivity with BlackBerry solution and Newmann



Valigeria Roncato produces and markets leather suitcases in Italy, Germany, Austria, Belgium and Holland. With annual sales of more than 40 million euros, the company produces around 1,500 suitcases per day and operates a logistics headquarters of 25,000 square metres, manufacturing products that are then sold in more than 50 countries.

The Challenge

Commercial managers in the field need to communicate with local stores, manufacturing plants and headquarters on a daily basis. One of their main tasks is to deal with customer orders and evaluate whether the warehouse has certain products in stock and whether they can meet shipping deadlines. The sales process in this sector is closely linked to the availability of merchandise. To maintain market leadership it is vital for Valigeria Roncato to be able to respond to shipping orders almost immediately.

"Traditionally, our sales force used laptops to view the availability of our products and gather product order information by accessing a company portal via the internet", explains Alessandro Chinellato, IT Director for Valigeria Roncato. "But the need to connect to the internet often caused problems and could lead to major delays."

This reflected badly on the company's image and reduced the productivity of its mobile workforce who were forced to return to the office to input the orders onto the company's ERP (Enterprise Resource Planning) system or to access necessary data.

Valigeria Roncato needed to tighten up its entire sales process in order to overcome this challenge.

Benefits

Integration with the company's ERP system

Improved reactivity of the sales force in the field

Increased productivity

Improved logistics management

"Commercial managers can verify the personal details of the client and availability of products and order status from anywhere by using their BlackBerry smartphones. At this point they have no need to return to the office."

Alessandro Chinellato,
IT Director, Valigeria Roncato Spa

The Solution

The company had previously distributed a number of BlackBerry® smartphones to its commercial managers, who used the devices for phone calls and receiving email. Valigeria Roncato realised that the devices could be used to provide mobile access to the data commercial managers needed to complete orders.

Thanks to the support of BlackBerry® Alliance partner, Newmann, a Systems Integrator and Software Development company, Valigeria Roncato quickly realised the potential of the BlackBerry smartphone. Newmann implemented an application that was accessible via the BlackBerry® Enterprise Server and allowed users equipped with the smartphones to view sales data and process orders no matter where they found themselves. The application, Mobile.res, was quickly integrated with both the BlackBerry solution and the company's software platform.

Valigeria Roncato's managers can view the personal data tables of the clients they are visiting directly on the screen of their BlackBerry smartphone. They can also verify the availability of requested products or even insert a product order directly into the central system from their BlackBerry smartphone. The moment that the product orders are registered, the ERP system automatically attributes the requested products to the respective client, thereby cancelling these requested products from the warehouse database. This ensures the timeliness of deliveries and effective inventory management in real-time.

Moreover, the Mobile.res software automatically applies discounts and offers available at the moment in which the order is placed via the BlackBerry smartphones. Managers are thereby able to supply their clients with the current price of the merchandise ordered, in real time.

The Newmann application was immediately appreciated by users, who have already familiarised themselves with the functions of the BlackBerry smartphone and appreciate its user-friendly interface and great versatility. In fact, since it is available in many languages, the platform application is being used in all of Europe and it permits users to view sales statistics and create reports which can be exported in PDF or Excel file formats.

The Benefits

Thanks to the BlackBerry solution, Valigeria Roncato's managers are now better able than ever to manage the entire sales process by using their BlackBerry smartphones while they are in their client's shops or on-the-go. The sales force's reaction times have been significantly reduced and the commercial agents are no longer forced to return to the office to access company data or insert product orders into the central system.

"The users have demonstrated that they are more inclined to use the smartphone as an instrument to get work done remotely, and therefore consider the laptop PC obsolete", said Alessandro Chinellato, "and this is due to the manageability of the BlackBerry solution. The BlackBerry ensures that our customers have the best possible image of our company."

The return on the investment is already tangible for Valigeria Roncato management in as much as they have increased the speed with which they respond to their clients and have also increased the productivity of their sales managers who, thanks to the BlackBerry solution and Newmann's order management application, have drastically reduced downtime.

Warehouse logistics management has been simplified and made more efficient, mostly due to the ability to automatically block off and appoint the products ordered via BlackBerry smartphones. The sales agents can manage their own work schedule in a more flexible way and are never put in a difficult situation by variations of promotions or availability of products.

The use of BlackBerry smartphones during the sales process has infinitely improved the company's image and has had a positive impact on the business overall. Given the positive outcome of the first phase of the BlackBerry Solution deployment, Valigeria Roncato intends to proceed with greater mobilisation of their company's operations. In particular, the company plans to distribute bar-code readers and portable Bluetooth printers to commercial managers in order to further enhance its on-the-go sales process.

For further information:
www.blackberry.com/uk/mobilecrm

BNP Paribas Lease Group

Provides real-time financial simulations in the field using the BlackBerry solution



By providing its 200 sales representatives with BlackBerry® smartphones, BNP Paribas has increased responsiveness and productivity. The deployment has also had a positive impact on the company's corporate image.

The Challenge

BNP Paribas Lease Group (BPLG) is the commercial equipment financing subsidiary of the BNP Paribas Group. Its 200 sales representatives compete in a highly competitive marketplace. "We have many strengths, including our business expertise," explains François-Régis Martin, BPLG Deputy Director of Marketing, "But such a competitive market puts a premium on responsiveness – the company that replies fastest with the best offer stands a good chance of winning."

BPLG equipped its sales representatives with PDAs in 2002. The PDAs came with a simulator application that enabled the sales reps to respond to customer queries in the field in real time. By 2004 the PDAs were obsolete and needed replacing. The simulator application, which had been developed in-house, also needed to be upgraded to keep pace with evolutions in process management. BPLG decided that the upgrade was an opportunity to move to a better technology.

The Solution

BPLG opted for BlackBerry smartphones over traditional PDAs and decided to redevelop the simulator in Java. BlackBerry push-technology was a decisive factor. As Martin points out, "Our objective has always been to increase responsiveness to give our customers an answer in the field as soon as possible. The PDAs, however, were not connected to our system. Sales reps had to stop by the office to synchronise their devices." BPLG realised that manual synchronisation was a time waster. "The ability of BlackBerry to keep sales reps connected 24/7 greatly appealed to us," says Martin.

At the end of 2004, the company began developing a new simulator for BlackBerry smartphones with Orange and Mosaic Développement, a service provider that had worked in close collaboration with Research In Motion® (RIM) on the development of the application. The first pilot application, designed in only three months, was soon tested.

Benefits

Integration into the group's security policy

Gains in responsiveness and productivity

Improved communications

Flexibility and competitiveness

Easy integration

"BlackBerry enhances our corporate image. It gives us a clear lead in an industry in which responsiveness and professionalism are crucial."

"The sales representatives can manage the whole process, from the proposal to the contract, using their BlackBerry smartphone."

François-Régis Martin
BPLG Deputy Director of Marketing

The new business application was more powerful than the previous version and integrated seamlessly into the BlackBerry solution. It enabled a sales representative in the field to simulate financing solutions using the latest system updates (financing rates, insurance costs, etc.), which are automatically pushed to the BlackBerry smartphone.

Sales representatives are able to draw up a financing proposal on the fly. Once a proposal is approved, it is converted into a PDF file and sent by email to the customer for final signature. The sales assistant also receives the document immediately by email. François-Régis Martin explains, "The sales representatives can manage the whole process, from the proposal to the contract, using their BlackBerry smartphone." The success of this first trial led to the solution being extended to the entire sales force.

The Benefits

"The BlackBerry solution ticked all the boxes," François-Régis Martin says.

"The business application demonstrates the benefit of this mobile solution and the BlackBerry smartphones integrate into the group's security policy. For example, the user must regularly log in, data communications are encrypted and the terminal can be remotely deactivated if lost or stolen."

The immediate advantages of the solution also helped François-Régis Martin to demonstrate the return on investment of the deployment: "The gain in responsiveness and productivity is tremendous. Sales representatives can work more flexibly and they are never caught out by rapidly changing financial data. Moreover, the BlackBerry smartphones enhance our corporate image. It gives us a clear lead in an industry in which responsiveness and professionalism are crucial." Implementing the BlackBerry solution has also helped to improve communication between the sales representatives and their assistants, especially with shared calendars.

BPLG is very satisfied with the first stage of this deployment and intends to go further: "Once you discover the kinds of applications that can be developed for BlackBerry smartphones, many paths open up. We are already thinking about application improvements, such as sending the contract rather than a proposal directly to the smartphone. We also want to integrate the BlackBerry solution into our CRM system. In the future sales representatives will have the opportunity to further personalise their offer and be even more competitive," François-Régis Martin concludes.

For further information: www.blackberry.com/uk/mobilecrm

Top-Ranked UK Law Firm Boosts productivity and time capture with BlackBerry solution



Addleshaw Goddard is a major UK law firm with three offices in London, Leeds and Manchester. It is ranked 15th in the UK according to fee income, and sixth according to the number of FTSE 100 Clients. It has nearly 1,500 staff members, including 182 partners and over 500 other fee earners.

One of the ways the firm delivers great value and differentiates itself from its competitors is through its investment in technology. According to Dan Simms, Head of IT Technical Solutions at Addleshaw Goddard, they were one of the first law firms in the UK to deploy BlackBerry® smartphones. Today, over half the firm's staff have BlackBerry smartphones – a total of over 800 users – running through BlackBerry® Enterprise Server.

The Challenge

"We tried other solutions, but our staff always returned them back to IT asking for something more intuitive. When we completed the trial of the first BlackBerry smartphones the response was unanimous, 'you're not having it back,'" says Simms.

With such a large user base, Simms and his team quickly realised that the BlackBerry® solution was the ideal platform for implementing more business-enhancement tools to increase productivity, client service, ROI and income. "We've carried out several developments for BlackBerry smartphones over the years, including a CRM integration that lets users look up contact details from their BlackBerry smartphone and provides mobile access to our central phone directory," says Simms. These developments have given Addleshaw Goddard staff more immediate access to client information and as a result increased their productivity.

A major business challenge has been to accurately capture chargeable time whilst on the move and working out of the office. "Our people are increasingly working flexibly – from clients' offices, from home and from other locations. The BlackBerry solution enables us to work from anywhere, so we need the tools to capture time when out of the office," explains Simms. Enabling staff to work on a more flexible basis is a key strand of the firm's aim to attract and retain the most talented people.

Benefits

- Enable flexible working
- Improve client service
- Increase chargeable hours
- Reliable and secure
- Ease of use and management

"Whether it's for time capture, communication, workflow or training, our BlackBerry solution lets our people and clients interact with our core systems in a decentralised way. It's one of the many ways we're identifiably different from our competitors."

Dan Simms, Head of IT Technical Solutions, Addleshaw Goddard

The Solution

After a successful pilot, the firm has started to deploy its BlackBerry time-recording solution. The solution is an internally developed application that fully integrates with all its systems giving Addleshaw Goddard the best possible set of features to match its requirements. The application lets staff log their time directly using their BlackBerry smartphones, which not only saves time, but improves billing details and reduces inaccuracy as time is recorded as it happens, rather than at a later date.

The updates entered on the BlackBerry smartphone are automatically entered into the firm's time-recording system via the BlackBerry Enterprise Server. "We believe it is of immense benefit for us," says Simms, "because it allows fee-earners to maximise chargeable hours and contribute to the firm's profitability."

The Benefits

The success of the time-recording solution for BlackBerry smartphones has further proven to Simms that the BlackBerry solution is the right choice for future projects. "The BlackBerry solution is such a versatile platform with a large body of third party developers behind it. It is reliable and secure, not to mention easy to administer and manage in a corporate context, all of which make the BlackBerry solution the natural choice," says Simms.

In the coming months the firm will be piloting several new applications for BlackBerry smartphones such as a corporate instant messaging system. Addleshaw Goddard is also exploring how it can bring some of its other innovations to BlackBerry smartphones to keep their competitive advantage. An example of this is the BlackBerry smartphone support for the internal workflows behind the firm's business processes.

"Whether it's for time capture, communication, workflow or training, our BlackBerry solution lets our people and clients interact with our core systems in a decentralised way. It's one of the many ways we're identifiably different from our competitors," concludes Simms.

For further information: www.blackberry.com/uk/mobilecrm

BlackBerry solution and BigHand Mobile deliver return on investment and improved client service for law firm



LG is a business law firm advising clients around the world. Its clients include multinational corporations from a wide range of industries including international banks, financial institutions and wealthy individuals with global investments. The firm has over 500 employees, including 240 lawyers and specialises in serving client needs in capital raising, risk and regulation and real estate.

LG began using BlackBerry® smartphones several years ago and deployed the BlackBerry® Enterprise Server with Microsoft® Exchange for voice, mobile email and calendar synchronisation. Today, all 240 of the firm's lawyers, IT staff and senior executives are equipped with BlackBerry smartphones. Years of trouble-free usage proved to LG that the BlackBerry solution is the perfect platform for extending important parts of the firm's workflow to its mobile workers.

The Challenge

In order to stay ahead of the competitive curve and maintain its reputation for excellence in client service, LG needed to address the issues of interrupted and delayed workflow if staff were out of the office. When key members of the team were unavailable, the company's responsiveness to its clients was reduced. LG needed to find a secure, reliable and robust solution to mobilise its essential workflows to remain a step ahead of its competitors, and keep its clients happy.

Jason Petrucci, IT Director of LG explains the challenges the firm needed to overcome: "The idea was to allow the lawyer to respond much more quickly to the client than we had in the past. We wanted to identify solutions and services to enhance the firm's ability to go above and beyond customers needs. So, we needed to find a way to enable lawyers to work and capture more time in situations or areas where historically they probably wouldn't have been able to, while still maintaining a secure environment for company data."

Benefits

Improved customer responsiveness and service

Low deployment costs

Time savings and increased efficiency

Ensures network security for VPN users

"BigHand dictation on BlackBerry smartphones has been a huge success. Now upon leaving a meeting, the lawyer can be in the back of a taxi and make some quick dictation. The secretaries are already working on it when the lawyer returns to the office or hotel."

Jason Petrucci, IT Director of LG

The Solution

LG identified several business systems and workflows that users would benefit from. The first was digital dictation.

Previously, lawyers employed standard speech microphones to record dictation at their computers using BigHand desktop software. To provide mobile dictation, LG could have equipped them with micro tape or memory card-based professional dictation devices. However this option was prohibitively expensive and would not address the workflow delays, as the tape or card still had to be physically delivered to the office before transcription could begin. Another option was to perform dictation over the phone, but this would be impractical and expensive due to call charges and time zone differences. LG was already using BigHand software, so when BigHand Mobile (The BlackBerry solution with BigHand mobile) was released, the firm began trialling it with a handful of users. The feedback was instant and positive, and it was soon deployed to all its lawyers.

The firm was able to roll out BigHand Mobile to BlackBerry smartphone users at a low incremental cost without the need to buy new hardware or pay additional mobile call charges. Petrucci estimated that for the price of one professional dictation device he could buy five or six BigHand Mobile annual user licenses. With BigHand Mobile (The BlackBerry solution with BigHand mobile), users can record, edit and submit dictations using their BlackBerry smartphone. The dictations are then uploaded over the mobile network via the BlackBerry Enterprise Server to the BigHand3 server, where they enter into the workflow just as they would in the office. In addition, mobile users can manage and monitor the workflow of dictations from their BlackBerry smartphones.

Petrucci also appreciates the security features of the BlackBerry solution, not to mention the simplicity of device management and application deployment. In fact, the BlackBerry solution plays a crucial role in ensuring network security for VPN users. "We use BlackBerry for session authentication. When lawyers log on to the system remotely from a PC, they receive an authentication code on their BlackBerry smartphones that they have to enter."

The Benefits

"BigHand dictation on BlackBerry smartphones has been a huge success," says Petrucci, "now upon leaving a meeting, the lawyer can be in the back of a taxi and make a quick dictation. The secretaries are already working on it when the lawyer returns to the office or hotel." For Petrucci, the return on investment is just around the corner. "If we look at the amount of hours worked and how and when those hours were captured and billed 12 months ago, and compare that to current improvements in our billing system, we're very confident that the BlackBerry solution will make us more effective in billing, which will in turn improve the firm's customer service." Jonathan Carter, Client Solutions Director at BigHand adds, "BigHand Mobile is very popular with law firms because of its rapid return on investment. One of our customers has even said that BigHand Mobile paid for itself in one afternoon."

Building on the success of BigHand Mobile (The BlackBerry solution with BigHand mobile), LG is about to begin deploying Interwoven WorksiteMobility. "As of next month our staff will be able to pick up their documents and work with them on their BlackBerry smartphone. Historically they would have had to use a laptop to access Interwoven Worksite," explains Petrucci.

Petrucci is also in the final stages of selecting the next crop of services that will be deployed for BlackBerry smartphones. He hopes to start using them for timekeeping, organising and holding audio conferences and even as desk phones. Using a BlackBerry smartphone and Microsoft®Outlook®, users will be able to manage how their landline handles incoming calls according to their situation. "For example, the solution currently being examined will forward calls to voice mail if Microsoft Outlook shows they're in a meeting and then notify the BlackBerry smartphone of any new messages when the meeting is finished," he says.

Petrucci concludes by saying that the popularity and simplicity of the BlackBerry solution has made it possible for LG to achieve its strategy of "removing dependency on laptops and enabling lawyers to work as if they were in the office, but from anywhere in the world."

For further information:
www.blackberry.com/uk/mobilecrm

Business consultants increase productivity and improve customer services with BlackBerry solution and MaxMobile from Maximizer Software



Collier Pickard is one of the UK's leading CRM (customer relationship management) consultancies, specialising in mid-market companies and divisions of global corporations. The firm offers a full range of CRM products, including Maximizer CRM, a proven and affordable CRM solution for small to medium-sized firms. Collier Pickard not only implements Maximizer for its customers, it also uses the solution as the firm's own CRM system.

The Challenge

According to Alan Joenn, Account Director at Collier Pickard, Maximizer CRM plays a crucial role in the firm's business, enabling it to generate profitable growth in today's highly competitive business climate, through better customer service and more efficient sales and marketing. The Maximizer CRM system was best suited to office-based staff as users had to connect to the CRM system via a PC. Collier Pickard realised that this was not always convenient for their field sales staff and wanted a solution that would, as Joenn describes, "put our full CRM application in the hands of mobile users. We wanted the system to synchronise the changes they made in real time so we didn't lose the 360-degree view of the client that the Maximizer CRM system provides."

The Solution

Collier Pickard decided it wanted to provide mobile access to Maximizer CRM via Maximizer's MaxMobile application for BlackBerry®, which integrated well with their existing BlackBerry® solution it already used for email. Joenn originally picked the BlackBerry smartphone because the firm considered it to be the "corporate standard" for smartphones, providing a superior level of security, ease-of-use and reliability that had won over the firm's mobile users since its initial deployment.

Now Collier Pickard wanted to increase the functionality of the existing BlackBerry solution by deploying MaxMobile, providing a simple, easy-to-use interface with access to all their corporate CRM information. Until recently Joenn had been unimpressed with the options available. "Several companies have tried to bring mobile CRM applications to different kinds of handhelds, and they've all been, at best, cumbersome, and at worst, unusable," says Joenn. This had been due to limited functionality, poor usability or slow data speeds.

Benefits

Intuitive and easy to use

Mobile access to customer information

Maximise existing CRM investments

Improved productivity and customer service

"I can walk out of a meeting, sit in my car and send the client an email confirming what we just agreed to. Or I can send an email to an office-based colleague asking him to send along the documents the client asked for. It's in the client's inbox five minutes after I walked out the door. It's a very effective way of working."

Alan Joenn,
Account Director, Collier Pickard

Things changed in 2008, according to Joenn, when Maximizer Software released the latest version of MaxMobile for BlackBerry, which Collier Pickard implemented in the autumn of 2008. "MaxMobile is a version of the Maximizer CRM system that runs in native mode on the BlackBerry smartphone. It's not a web-style look-up: you actually have full access to full CRM data on the BlackBerry via the application, including customer records, calendar and to-do list," explains Joenn. All changes made using MaxMobile are updated automatically on the Maximizer CRM system, and any changes to the system made by other users are immediately visible to the BlackBerry users. The synchronisation is handled by MaxMobile Wireless Server via the BlackBerry® Enterprise Server.

The Benefits

For Collier Pickard, MaxMobile for BlackBerry extends the benefits of the CRM system to mobile users by "closing the loop," as Joenn calls it. "Everything I'm doing on my BlackBerry I'm doing through my CRM application, so none of that communication is lost," he says.

With MaxMobile for BlackBerry, note taking is done in real time in the field, so information is never lost or forgotten. In the days before the MaxMobile solution, Joenn, like many users, would take handwritten notes of client meetings, which he would enter into the firm's CRM system on his laptop afterwards. Subsequently, it would take a while for his notes to enter the system. Worse, some users would forget to transcribe their notes.

"With MaxMobile for BlackBerry, a user can update the CRM database while on the move, something they couldn't do easily with a laptop." The usefulness extends into the meeting itself. Joenn frequently pulls out his BlackBerry smartphone to access the CRM system in the middle of a discussion, to schedule the next appointment or update contact details, for example. "MaxMobile for BlackBerry makes it possible for me to leave the office with just my BlackBerry, go to a client meeting, and be more effective than if I had my laptop with me," says Joenn.

One of the features he appreciates the most about MaxMobile for BlackBerry is being able to prepare for meetings without having to print out documents beforehand or call a customer service rep for an over-the-phone briefing. This feature alone recently won Collier Pickard a new deal with a major British financial services company with operations in London and Glasgow. "They're going to provide MaxMobile for BlackBerry to their account managers, eliminating the need for dedicated sales support staff, who used to compile customer briefings for the account managers. Now the managers can brief themselves, which reduces the company's fixed overhead costs," explains Joenn.

BlackBerry smartphones with MaxMobile also improve customer service. "I can walk out of a meeting, sit in my car and send the client an email confirming what we just agreed to," says Joenn, "or I can send an email to an office-based colleague asking him to send along the documents the client asked for. It's in the client's inbox five minutes after I walked out the door. It's a very effective way of working," he continues.

Joenn says the MaxMobile for BlackBerry application gives him the ability to be more productive overall, and not just for a single meeting. In between appointments he can "check my to-do list, make some calls while waiting." He does this all from the MaxMobile application on his BlackBerry smartphone, so his actions are captured. "It's something I wouldn't do if I had to bother with opening up my laptop." Joenn estimates that MaxMobile for BlackBerry saves him "several hours" a week during periods when he works out of the office.

Finally, Collier Pickard's experience with the MaxMobile for BlackBerry shows how it can be a positive agent for change. "When you deploy CRM in a company, there's one group of users who are the most difficult to get into a culture change – the sales force. The easier you make it for them to integrate the CRM system into their way of working, the more effective the CRM system becomes for everyone. In a nutshell, that's what MaxMobile for BlackBerry does."

For further information:
www.blackberry.com/uk/mobilecrm

IT firm improves customer communication by 20% and boosts productivity with BlackBerry solution and Maximizer Mobile CRM



Systony is an IT company in The Netherlands, specialising in Customer Relationship Management (CRM) deployment and customised software development for small and medium-sized enterprises (SMEs).

The Challenge

For the past five years Systony has been using Maximizer CRM, which is a proven and affordable customer relationship management (CRM) solution for small to medium-sized firms. While the company found Maximizer CRM ideal for office-based staff, it didn't meet the needs of mobile users, who could only connect to the CRM system via a PC. As a result, CRM data wasn't being captured in real time and users in the field couldn't access CRM records. In late 2008, as a first step towards solving the problem, Systony deployed MaxMobile, an add-on application that lets a user access the Maximizer CRM system from a smartphone.

Initially, Systony rolled out MaxMobile on their existing smartphones, but with mixed results. "The devices were too slow: it would take up to a minute to retrieve a customer record," says Martijn Rijnders, Managing Director of Systony. The slow performance stymied adoption of MaxMobile among the smartphone users at Systony.

The Solution

Rijnders was quick to share his experience with Diego Lunardi, Maximizer Sales Manager for Continental Europe, who suggested moving to MaxMobile for BlackBerry smartphones. Lunardi gave Rijnders a short demonstration, which showed just how much faster MaxMobile ran on a BlackBerry® smartphone compared to their existing smartphones.

As a small company, Systony has a hosted email service and didn't want to have to install new servers to use the BlackBerry smartphones for email or with MaxMobile. Lunardi explained that MaxMobile was available for BlackBerry smartphones using the BlackBerry® Internet Service. "Because Maximizer is very popular among SMEs, we made sure that MaxMobile runs on all BlackBerry solutions, including BlackBerry Enterprise Server, BlackBerry Professional Software and BlackBerry Internet Service. That way, it works with whatever email solution they have," explains Vivek Thomas, Managing Director, Maximizer EMEA. On this basis, Systony rolled-out BlackBerry smartphones with BlackBerry Internet Service from Vodafone.

Benefits

- Faster access to CRM systems
- Improved customer relationships
- Increased business productivity
- Better work/life balance
- Ease of use

"Everybody really likes MaxMobile on BlackBerry smartphones because it's so fast."

"I used to spend an hour a day updating the CRM database at the end of the day, now it's 15-30 minutes at most, and this gives me the ability to do what I do best, which is be in front of customers – and having instant access to up-to-date information allows me to be my most effective."

Martijn Rijnders,
Managing Director of Systony

MaxMobile enables users to update notes, look up accounts and leads, access the latest customer service cases, and update their sales forecasts – all while they're on the move – with real-time synchronisation to Maximizer CRM back in the office. In addition, MaxMobile is integrated with the BlackBerry smartphone's address book and email, so calls and emails to client are logged automatically on the client records.

The Benefits

"Everybody really likes MaxMobile on BlackBerry smartphones because it's so fast," says Rijnders, describing the users' reaction to the BlackBerry solution with MaxMobile. "It's very easy to search the CRM database. The customer record, with the tasks, the notes, even sales opportunities, is on the screen in a second. You have everything at your fingertips."

Rijnders prefers his BlackBerry smartphone to his laptop for CRM access. "I'm on the road much of the time, and it's easier for me to use my BlackBerry to see the CRM database than it is to open my laptop." During the day, as BlackBerry smartphone users make changes to customer records, the database is updated automatically every hour. Rijnders says that because of this real-time synchronisation, "my colleagues back in the office know who I called and what we talked about."

Another advantage is responsiveness. "If a customer calls the head office when I'm in a meeting, one of my colleagues adds a task to Maximizer telling me to call the customer back. When I come out of the meeting, the task appears on my BlackBerry as an alert and I can call the customer back right away, which means I can provide them a better service," says Rijnders.

From a business point of view, the BlackBerry solution with MaxMobile has increased the productivity and hence the business value of Maximizer CRM for Systony. Rijnders' personal experience is indicative, "since I started using MaxMobile on my BlackBerry my total number of phone calls to customers has increased 20%." Moreover, the number of calls logged by Rijnders has jumped by 60%. "My previous smartphone was so slow that I didn't bother to log most calls. BlackBerry is so fast that all my calls are made through MaxMobile." The same trend can be observed for email communications.

This increased productivity hasn't come at the expense to his personal life. In fact, Rijnders says that because he's more productive throughout the day he spends less time in the evenings and on weekends catching up on administrative tasks. "I used to spend an hour a day updating the CRM database at the end of the day, now it's 15-30 minutes at most," he estimates. In conclusion Rijnders says that the BlackBerry solution with MaxMobile "gives me the ability to do what I do best, which is be in front of customers – and having instant access to up-to-date information allows me to be my most effective."

For further information:
www.blackberry.com/uk/mobilecrm

Digicore improves response times and communication with BlackBerry solution



Digicore is a South African company providing asset tracking and management solutions for vehicle owners around the world using its C-track system. Operating in 36 countries, Digicore works with major multinational companies, including mining giant BHP Billiton and the Chevron energy company, as well as other leading organisations, including Royal Mail and Yorkshire Severn Trent Water in the UK, and the South Africa Police Services. The company has an annual turnover of about €90 million and has recorded growth of over 50 per cent year-on-year for the past seven years.

The Challenge

Digicore employs over 660 people in South Africa. Eighteen months ago, when the time came to upgrade its sales team's mobile phones, Digicore decided to offer them more than just voice communications. As the business grew and became more global, managers and salespeople were beginning to demand mobile email.

The Solution

Digicore opted for BlackBerry® smartphones using BlackBerry® Enterprise Server for Microsoft® Exchange and began by rolling out the BlackBerry solution to managers. "I believe that to implement any new system successfully, you've got to be sure to get the buy-in from the leaders. That's why I began with the managers," explains Mark Rousseau, Managing Director of Digicore. The firm then deployed BlackBerry smartphones to its sales teams which today use the devices for email, voice, calendaring and web browsing. In addition, some of the sales representatives use the BlackBerry® Browser to access the firm's CRM system via a web services platform. Rousseau says, "I'm very pedantic when it comes to my mobile phone. I've gone through more mobile phones than you can probably imagine. I've had a BlackBerry for 18 months and am very happy with it."

Benefits

Faster sales processes and communications between sales team and customers

Helping digicore to become a paperless business

Immediate return on investment

Reduction in phone bill by 15%

"We are always trying to streamline our processes and turn our company into a paperless business; BlackBerry is the conduit that will make this possible."

Mark Rousseau,
Managing Director of Digicore

The Benefits

"When you've been in business for many years, you get a gut feeling of the success of any implementation. Without having to spend time doing the calculations, we know that BlackBerry is extremely beneficial," says Rousseau. According to him, the speed of business processes and the communications between Digicore's sales teams and customers have improved tremendously.

BlackBerry push technology for email has also replaced the old, paper-based process.

The BlackBerry solution has improved Digicore's sales process. "Sales representatives can email details to the sales office and the estimate can be drawn up and sent to the customer immediately. It keeps sales reps out of the office and in the field, where they should be," says Rousseau.

When asked about user adoption, Rousseau replies, "The directors and managers absolutely love it. They like the ease of use of the BlackBerry smartphones." For directors who travel internationally,

"BlackBerry is more convenient than finding a spot where they can whip out their laptop, put in a 3G card and start downloading emails," says Rousseau.

Digicore has already seen its bill for voice drop by 15 per cent thanks to the BlackBerry solution. "It wasn't our objective, but it's a nice benefit. We will see it drop even more by implementing the application for our service technicians," says Rousseau. He adds that in terms of return on investment, the BlackBerry solution started paying for itself from the first day of its implementation. "We had to buy phones for our staff anyway. With BlackBerry we still get the phone, but we also get the tremendous benefits of mobile email. The monthly price you pay for BlackBerry is paid back each day you use it."

For further information: www.blackberry.com/uk/mobilecrm



About BlackBerry

BlackBerry is an end-to-end solution developed by Research In Motion Limited. Founded in 1984, Research In Motion is a world leader in the wireless communications market.

For more information

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