

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.