

**ANTHONY MORAN
SALES & MARKETING DIRECTOR
ASTECH**

**“BUSY EXECUTIVE TRAVELS
LIGHTER AND INCREASES
RESPONSIVENESS
WITH A BLACKBERRY
SOLUTION”**

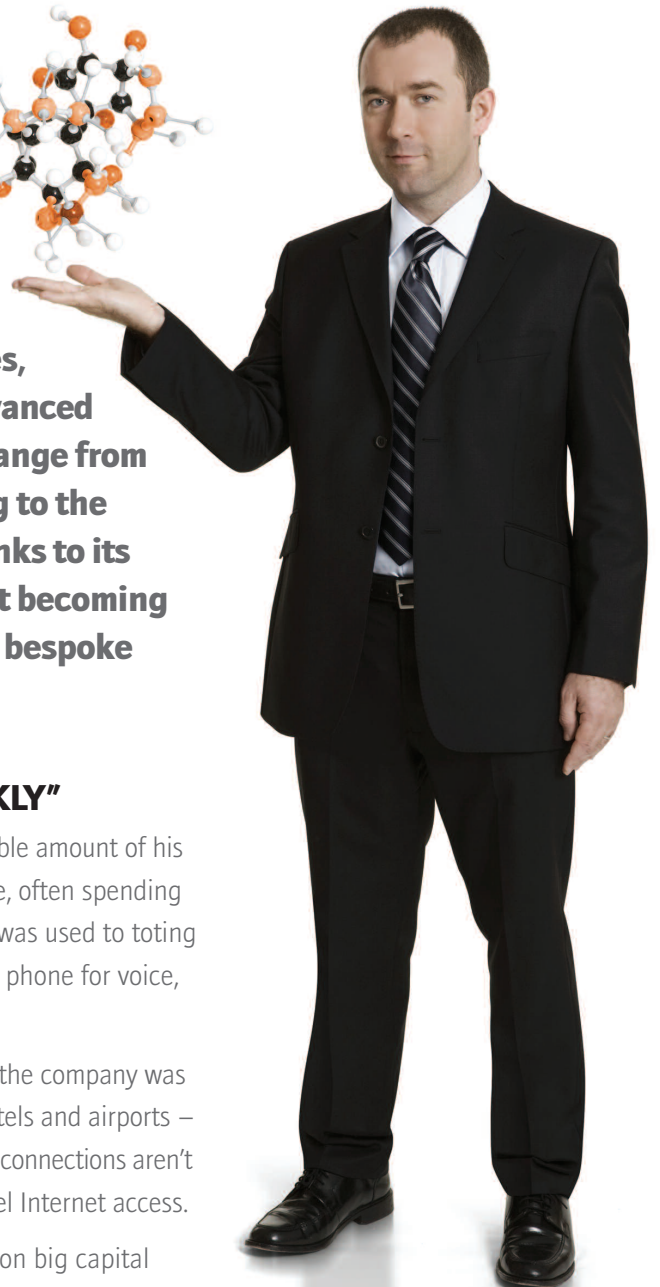
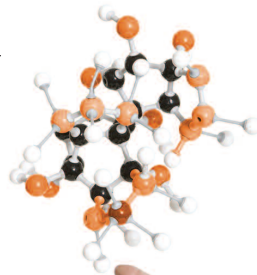
As the sales and marketing director of Astech Projects, Anthony Moran is a serial traveller. Astech is a British company, with global activities, specialising in the development and supply of advanced automated system solutions. Areas of expertise range from pharmaceutical development and manufacturing to the consumer health and petrochemical sectors. Thanks to its specialist knowledge and expertise, Astech is fast becoming renowned around the world for their high quality bespoke solutions and tailor-made products.

“WE HAVE TO RESPOND TO CLIENTS VERY QUICKLY”

Inevitably, Astech's growth has meant that Moran spends a considerable amount of his time travelling. He regularly travels to the US and continental Europe, often spending days at a time away from the office. Like many road warriors, Moran was used to toting around many different devices: a laptop for work and email, a mobile phone for voice, a GPS unit for navigation and a digital camera for site surveys.

“Like many users, I spend a lot of time in hotels and airports. Initially, the company was happy with the notebook-type arrangement, logging onto email at hotels and airports – but it just wasn't convenient enough for me. To be honest, a lot of hotel connections aren't great,” says Moran, who adds that he would often have to pay for hotel Internet access.

“We have to respond to clients very quickly,” he explains. “We work on big capital projects, so I need to be very responsive to customers. That's what they expect.”



AMBASSADOR CASE STUDY

"I'D BEEN THINKING ABOUT BLACKBERRY FOR A WHILE"

By 2008, Moran needed secure and reliable email access and a lighter, more streamlined device. He was sure there had to be an easier way. After attending a BlackBerry presentation Astech equipped him and one of his sales managers with BlackBerry smartphones and set up BlackBerry® Enterprise Server for Microsoft® Exchange.

Out of the box, the BlackBerry smartphone won Moran over. "The BlackBerry keyboard and trackball really work for me." And if the simplicity of the interface and installation facilitated Moran's adoption of the BlackBerry smartphone, its features that have cemented his enthusiasm.

"IT'S BEEN ABSOLUTELY BRILLIANT"

The BlackBerry solution has solved Moran's travel woes. He says that the biggest advantage of the BlackBerry solution is having multiple business tools in a single device. "I'd had PDAs in the past, and to be honest, they never really did everything that I wanted them to do. Having a phone and a PDA never really worked for me." He was equally frustrated by having to use his notebook for email access on the road, and having to carry other devices. "But having a BlackBerry has been absolutely brilliant," says Moran.

In addition, the seamless integration of the BlackBerry solution with Microsoft Exchange has solved a recurring problem. As Moran puts it, "The synchronisation between my desktop and my BlackBerry is effortless. That's a big plus," says Moran.

Soon after he started using his BlackBerry smartphone, Moran discovered some unforeseen advantages, "Recently in London, I was going to a conference, and couldn't for the life of me find the building. I knew I was close. The BlackBerry GPS worked absolutely great, and got me to the conference on time." The built-in camera has also proved to be very useful. "We need to take a lot of pictures of the site where our equipment will be installed. Having the camera in the BlackBerry is really handy," he adds.

For Moran, all these features have changed the way he works for the better. When he's away, Moran is able to reply to emails as they arrive and forward enquiries to the right people within the company to make sure the client gets an answer quickly, no longer having to wait for days for a response.

Moran's positive experience with the BlackBerry smartphone has shown Astech the value of mobile data access. In fact, Astech is examining the possibility of extending the company's CRM system to the BlackBerry smartphones and equipping other staff members with devices.

BENEFITS

**MULTIPLE BUSINESS
TOOLS IN SINGLE DEVICE**

**EASE OF USE AND
INSTALLATION**

**IMMEDIATE RESPONSE
TO CUSTOMERS**

TRAVEL LIGHT

"The biggest advantage of the BlackBerry solution is having multiple business tools in a single device."

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BLACKBERRY. DO THE IMPOSSIBLE EVERY DAY