



AIR DOLOMITI CONNECTS HUNDREDS OF MOBILE EMPLOYEES USING BLACKBERRY SMARTPHONES

Air Dolomiti, was founded in 1989 by Italian businessman Alcide Leali, and is today the leading Italian airline company for European inter-regional air transport. The company started operating in 1991, and in 1994 signed a partnership deal with Lufthansa. In 1999 Lufthansa made its first investment in Air Dolomiti buying a 26% stake in the business which it bought outright in 2003.

Today the company is the main feeder to Lufthansa for inter-regional flights with its shuttle service from Italy to Munich (Germany). From the beginning, Air Dolomiti has been recognised as an efficient and strongly customer-oriented company, and has received many certifications and awards for the high quality of its services. With 600 employees, Air Dolomiti is a member of the Regional Lufthansa Alliance and makes approximately 740 flights per week between 18 Italian airports and other central European destinations. Almost 1.5 million passengers traveled with the company in 2006, with the majority traveling on business.

THE CHALLENGE

Air Dolomiti wanted to provide its mobile employees with access to all the information, managers and personnel who were based in the company's headquarters. Improving internal communication, regardless of a mobile employee's location, was key, yet Air Dolomiti did not want to subscribe to a solution that would require in-depth training for end-users as flying personnel were the crux of the flight schedule.

Until 2005, voice communication was the main way employees communicated and shared information. To supplement this, many corporate processes and reporting tools were paper-based, causing a huge workflow for the back office staff to manage. In order to meet business requirements and avoid new technology investments, the IT team started to look for a solution that could exchange text-based information, access corporate applications and integrate with the existing corporate IT systems.

No frequent traveller wants to be laden with heavy and excessive baggage, and the same applies to airline crews. In the past, Air Dolomiti pilots and co-pilots needed to carry a laptop to administer their work which took up significant luggage space and was cumbersome to use. The IT department needed to find a solution that was small and simple to carry, fast to connect, and highly secure – data referring to flight safety is highly sensitive.

400 MOBILE EMPLOYEES: ONE ONLY SOLUTION

After testing a range of options, the IT department of Air Dolomiti found its solution in the BlackBerry® Enterprise Server and started deploying BlackBerry® smartphones to all its mobile employees.

Initially the BlackBerry smartphones were mostly used for voice functionality and the renowned push-email technology, which immediately helped avoid a common bottle neck when employees were not available – they can now respond when it is safe to do so. Email messages automatically reach the employee's BlackBerry smartphone without delay, eliminating the need to connect a laptop and download messages.

Air Dolomiti's deployment of the BlackBerry wireless system has encouraged the company to streamline its processes and methods of communication. In order to improve accuracy and efficiency of communication, employees are being encouraged to email rather than call. This also provides the company with a clear audit trail of information. In addition, the IT team at Air Dolomiti has developed HTML applications that enhance management processes, reduce usage of paper forms, and provide efficiencies in enabling mobile employees to complete their own back office work.

BENEFITS

**REDUCTION OF THE
MOBILE WORK FORCE'S
DOWNTIME**

**MAKING CORPORATE
PROCESSES MORE
EFFICIENT AND LESS
LABOUR INTENSIVE**

**IMPROVING THE NATURE
AND SECURITY OF INTERNAL
COMMUNICATION AND
INFORMATION SHARING**

**SECURITY AND
REMOTE MANAGEMENT
OF SMARTPHONES**

"Managing the internal processes of an airline company means managing hundreds of mobile employees. Thanks to their BlackBerry smartphones, pilots and co-pilots can always stay in touch with employees who are back at our headquarters, no matter where they are. BlackBerry smartphones enable mobile employees to access reports and technical data that are relevant to their job. This has improved the corporate communication flow and now the information that is exchanged is more accurate. Ultimately this results in a higher quality of service for our passengers."

Fabio Biancotto
Executive IT Manager
Air Dolomiti

Today all the executives and the flying personnel of Air Dolomiti use BlackBerry smartphones. The 400 end-users can now access their mailbox, browse the Web, view and edit their calendars and also access corporate applications that manage shift timings, flights and onboard procedures, no matter where they are in the world.

The BlackBerry solution is built with IT managers in mind. The BlackBerry Enterprise Server enables the IT department to retain complete control and remotely manage every single device, to ensure that corporate policies are adhered to. In case of loss or theft, the IT department has the ability to completely wipe and shut down a BlackBerry smartphone so that sensitive information cannot be read or transferred. Additionally the AES and Triple-DES encryption system guarantees data exchanged on the wireless network is secure.

CORPORATE PROCESSES FLY HIGH

Following the deployment of the BlackBerry solution at Air Dolomiti, employees are able to use three web-based applications from their BlackBerry smartphone. Through the corporate Intranet, employees can access an application that is used to manage flights and delays, an application that plans and monitors shifts, as well as an application to administer leave and time-off requests. The IT team have also implemented a Web-based application to visually display these applications for both desktops and BlackBerry smartphone devices.

The Air Dolomiti employees have been keen to start using their BlackBerry smartphones and are already starting to realise the time-saving benefits – without having to undertake any training. The BlackBerry smartphones can be personalised and set-up by end-users thanks to the setup wizard and intuitive user interface. The IT department only has to provide activation rights for security reasons.

Management and operations teams back at Air Dolomiti headquarters can communicate with employees regardless of their location. An email can be automatically conveyed to a remote employees if there is a shift change or a flight delay. The push email capability of the BlackBerry solution allows end-users to wirelessly receive email messages in real time, without the need to connect the device to a PC or actively synchronise with a mailbox.

With their BlackBerry smartphones, Air Dolomiti pilots can now access the shift rota and submit to requests for annual leave. Access to weather forecasts or and technical data about their next assignment can be accessed using a BlackBerry smartphone before getting onboard which can save time and turn-around of an aircraft. Any dead time spent waiting around in a terminal can now be used productively.

Co-pilots are able to submit flight reports in real-time using their BlackBerry smartphone, which other colleagues can access and refer to. For example a report may included new taxiing information for a certain airport. Previously this exercise was paper based and took sometime to administer, but now less time is used to complete the exercise and the information available can quickly benefit others.

By wirelessly enabling business processes and onboard procedures Air Dolomiti has achieved business productivity benefits that has resulted in enhanced passenger service and efficiency. The BlackBerry solution has streamlined the communication flow between mobile employees and has made the information exchanged more accurate and well-timed.

For further information: www.blackberry.com
www.blackberry.com/it

"While I'm preparing myself to start my shift, I can use my Blackberry smartphone to verify the weather conditions I will meet during the trip, or read flight reports of the airplane I'm going to fly or view any flight delays. When I get into the cockpit I already have all the information I need to start the journey. This is all possible thanks to a light and easy to use smartphone, and I don't need to carry any other bags in addition to my hand luggage."

Alberto Casamatti
Flight Operations Post holder
Air Dolomiti

BLACKBERRY CASE STUDY
AIR DOLOMITI

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