

Case Study

A Local Shop with a Global Reach

OnlyRoses™

Company: OnlyRoses is a London-based company specializing in Ecuadorian roses sourced from farms in the Andes which are certified to meet the highest social, labour and environmental standards.

Industry: Retail

Region: EMEA

Company Size: Small Business – 3 employees

Challenge: Handle the logistical challenges of an international shipping operation, while delivering a top-notch customer service experience in a local retail shop.

Solution: BlackBerry® Enterprise Solution for SMEs

Only Roses' Results:

- Their workflow is uninterrupted
- They keep on top of every last detail
- They stay connected to each other, virtually everywhere work takes them

“Our BlackBerry smartphones let us stay in touch and synchronize our manic schedules.”

- Sabine Schmitt, Co-Owner, OnlyRoses





The Challenge: Managing Business Close to Home and Around the World

Sabine and Anian Schmitt were ready to leave the London rat race. So, during their honeymoon in April 2007, they made a life-changing decision. They would set up a small business: a roses-only shop in one of the city's most glamorous districts.

After some intense research, they discovered that the world's finest roses are widely agreed to come from Ecuador. Could they import flowers from farms in the Andes to sell in the UK? It sounded like a logistical nightmare, especially for just two people - small business novices to boot. And that's exactly what it might have been - without the BlackBerry® solution.

Why the BlackBerry Solution?

The Schmitts had their answer mapped out from day one. From his extensive work in IT, Anian was well-acquainted with BlackBerry® smartphones – and insisted they play a fundamental role in the OnlyRoses business plan.

They Handle Complex Logistics from Wherever They Need To. From the outset, all communication at OnlyRoses – with the farms and freight company in Ecuador, customs agents in the US, and suppliers, prospects and clients in the UK – have run through the couple's BlackBerry solution. Confirming orders, applying changes, co-ordinating freight and collecting the roses – it all involves countless documents: Adobe® PDFs, Microsoft® Excel® spreadsheets, and Microsoft® Word files. "Without the BlackBerry solution, the transport co-ordination, clearing and handling would be a full-time, office-based job. Instead, we manage to run our entire operation with the help of just one employee – and that includes making deliveries all over London," says Anian.

They Run a Tight Ship. With Ease. Deliveries are all scheduled and administered via their BlackBerry smartphones and synched with Microsoft Outlook. It takes one click to 'accept invite' and Anian and Sabine are immediately up-to-date. They also receive calendar reminders on their BlackBerry smartphones, so deliveries are never delayed or missed.

The couple can also field email orders and inquiries no matter where they are at the time. OnlyRoses offers 200 different rose varieties, so clients often need detailed information about sizes, colours and arrangements. Sabine explains: "We can react with a quick reply from our BlackBerry smartphones from virtually wherever we are. And every day there's at least one joyful moment when a prospect, is so impressed when his inquiry is answered within minutes, becomes a new client."

And when roses are damaged en route – a regular occurrence – Sabine and Anian use their BlackBerry smartphones to make sure they don't pay the price. To claim a refund, they have to submit a picture of the damaged goods to the airfreight company or farm within 12 hours. As Anian puts it: "It's not a problem for us. Using the BlackBerry® Curve™ smartphone, we take a quick picture, add some comments and send it off. We now can realize 100% of all claims. Without the BlackBerry solution, we'd struggle to hit 20%."



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They Stay Close, Even When They're at Opposite Ends of the City. Growing OnlyRoses is an all-consuming affair for this young couple. Yes, the newlyweds work together – but usually this means rushing past one another in the shop. Anian spends a lot of his time on the road, driving around London in his Smart Car to deliver roses. And Sabine travels around the city networking and looking for new marketing opportunities. They use their smartphones to confer on important business decisions throughout the day. They also use them to co-ordinate a half-hour in the evening to share dinner. "We don't take days off. Just Sunday mornings if we're lucky," explains Sabine. "Our BlackBerry smartphones let us stay in touch and synchronize our manic schedules."

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~ ANIAN SCHMITT, Co-Owner, OnlyRoses

Only Roses' Results

Their Workflow is Uninterrupted: From virtually anywhere, they can send, receive and approve all the documentation it takes to get their shipments into the country.

They Keep on Top of Every Last Detail: Fielding client enquiries, arranging deliveries across London and maximizing revenue by claiming refunds on all damaged goods.

For more information on BlackBerry solutions for small businesses, visit www.blackberry.com/go/smallbusiness

For additional BlackBerry customer success stories, visit www.blackberry.com/go/success

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They Stay Connected to Each Other, Virtually Everywhere Work Takes Them:

Taking care of business means that most days, they hardly see each other. But thanks to the BlackBerry solution smartphones, they never feel disconnected.

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~ ANIAN SCHMITT, Co-Owner, OnlyRoses

Certain features outlined in this document may require a minimum version of BlackBerry Enterprise Server, BlackBerry Desktop Software, BlackBerry Device Software and/or additional RIM/BlackBerry software. Check with service provider for availability, roaming arrangements, service plans and features.

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