

LEADING FRENCH BUILDING AND PUBLIC WORKS SECTOR COMPANY INCREASES PRODUCTIVITY AND REINFORCES INTERNAL COLLABORATION WITH BLACKBERRY SOLUTION



Vinci Construction is the market leader in France and a major player in the world construction market. Its French business unit, Vinci Construction France, operates over 8,000 building sites annually and employs over 27,000 people.

THE CHALLENGE

Providing mobile communications to its business directors, work site teams and project managers had always been a challenge for Vinci Construction. "Staff couldn't be fully operational on a new site until a high-speed Internet connection was installed, which could often take weeks," explains Alain Vignon, Network and Telco Manager at Vinci Construction. To work around this problem, some individual users had experimented with a variety of mobile email solutions, but none of them offered the simplicity and manageability that would enable Vignon and his team to deploy them on a company-wide basis.

THE SOLUTION

In 2003, Vinci Construction's mobile operator introduced Alain to the BlackBerry® solution, which had just been launched in the French market and within the year they had installed the BlackBerry® Enterprise Servers in France. Today, the company has 1,500 BlackBerry® smartphone users in mainland France. "We started by issuing BlackBerry smartphones to directors. We now provide them to a wide range of users, from managers assigned to a project or contract to support staff who move from site to site, office to office," says Vignon.

Today, the BlackBerry solution has become the mobile communications standard at Vinci Construction France. "Before BlackBerry we didn't have a standard. Today it's BlackBerry only," Vignon continues, "and we won't support any other mobile solution. When it's time for someone to upgrade their mobile phone, they are issued with a new BlackBerry smartphone."

THE BENEFITS

Vignon's first interaction with a BlackBerry smartphone set the stage for the company's adoption of the solution. "As soon we got our hands on it we were surprised to see just how friendly the interface was. And the mobile email, calendar and corporate address book were more than enough to meet some of our most pressing needs," says Vignon. "It's so intuitive that we don't need to provide any special training to BlackBerry users."

BENEFITS

**REDUCTION IN TIME
SPENT MAKING CALLS**

**INCREASED
COLLABORATION**

**INCREASED
PRODUCTIVITY**

**NO NEED FOR EMPLOYEES
TO CARRY 3G CARD
AROUND WITH THEM**

"With the BlackBerry solution, the project team arrives on a new building site with our corporate email system in their pocket. Projects start faster, which is a huge advantage for us."

Alain Vignon,
Network and Telco Manager,
Vinci Construction France

Almost unintentionally, the arrival of the BlackBerry solution helped spark newfound collaboration. As Vignon explains, "The general manager of one of our subsidiaries was among the first people in the company to embrace his BlackBerry smartphone. As a result, he required that all of his employees start sharing their calendars. The BlackBerry solution helped develop the implementation of certain groupware features that hadn't been used up until then."

The BlackBerry solution has also had a direct impact on the company's productivity. "With the BlackBerry solution, the project team arrives on a new building site with our corporate email system in their pocket. Projects start faster, which is a huge advantage for us." Users also take photos with the BlackBerry smartphone camera. "It's a very useful feature for the construction business, especially on a building site," says Vignon.

Vignon considers the BlackBerry® platform to be a total mobile communications solution. "The BlackBerry is always connected to email and the calendar. And another big advantage is that the user always has access to Vinci's company-wide phonebook with almost 60,000 addresses. Finally, the BlackBerry smartphone can be used as a 3G modem, so laptop users don't need to carry around a 3G card."

Vignon also says that the BlackBerry solution has saved the company money, "We noticed after a few months that BlackBerry users were spending less time on calls. For example, they no longer had to ring their secretaries to get their agenda or call their colleagues with questions; they could do it all from the smartphone. I've seen some users drop from 200 to 50 minutes a month in call time, thanks to BlackBerry."

For further information: www.blackberry.com/go/success

BLACKBERRY CASE STUDY
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