

**DAVE SUMNER SMITH**  
CEO, WORDZONE

**"CAR KEYS, WALLET  
AND BLACKBERRY  
SMARTPHONE. THAT'S  
ALL I TAKE WITH ME  
WHEN I HEAD OUT  
THE DOOR."**

Dave Sumner Smith runs a creative agency called WordZone that specialises in making words work in spoken, written and electronic form. It is best known for running multi-media programmes aimed at small business owners and has clients such as the Telegraph Media Group as well as public sector organisations. These programmes involve producing weekly pages in the newspaper, organising business conferences and producing web content and video features.

#### **NO ORDINARY OFFICE**

Looking at its client list, one might imagine WordZone's premises are situated in a busy business district of London. Nothing could be further from the truth. Sumner Smith and his six person team work out of a converted barn in an English country village, an hour from London by train.

"Our location has enabled us to create a unique business culture that blends creativity with excellent customer service. It's what our customers appreciate about us," comments Dave.

But Dave does not take advantage of his company's unique workspace as much as he would like to. He estimates that he spends three or four days a week attending the business conferences organised by his agency and networking with business contacts. "My work takes me around the country, to Ireland and all over the continent," he says.

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# AMBASSADOR CASE STUDY

## NO ORDINARY MOBILE PHONE

With such a busy schedule, his email had become a real problem. "I used to call the office and ask someone to read my email to me over the phone. I hated not knowing what messages were waiting for me, who had tried to contact me and what was sitting in my inbox unopened," he explains. So when his mobile operator offered him an opportunity to move to a BlackBerry® contract, this self-confessed early adopter jumped at the chance.

After just a few hours of using a BlackBerry smartphone, Dave knew he had found the answer to his problems. Dave describes the difference, "I had tried several other mobile devices in the past, but the email function or the interface was never up to scratch. Using a BlackBerry smartphone is very instinctive. You can use eighty per cent of the functions without even thinking about it."

Like many small companies, WordZone does not have its own email server. "Setting up my email account on my BlackBerry was very straightforward," he explains. He syncs his calendar and contacts with his PC via a USB cable.

But it was while Dave was out of the office that his BlackBerry smartphone really proved its value.

"The fact that I can use it with one hand is fantastic. For example, I have 3,000 contacts on my BlackBerry smartphone. I can't tell you how many times I've been on the phone or at a business event when someone asks me for an address. I can look it up with one hand. No stylus to fiddle with," claims Dave.

Dave confesses to using his device for everything including; tasks, notes, calendar, contacts, phone, Twitter and even surfing the web. "Whilst at a concert in Hyde Park, my friends and I couldn't agree on the ages of Sheryl Crow and Eric Clapton, but we soon settled the question with a quick visit to Wikipedia," says Dave.

## ALWAYS IN CONTROL

Dave has gone from simply being a BlackBerry smartphone user to being an advocate. "I spend a great deal of time with small business owners, and of course, I am one myself. The BlackBerry solution is perfect for us. It's a great relief to always be on top of what I'm doing no matter where I am, whether it's at a conference, in a meeting or walking the dogs." Dave also says it has made him a more efficient businessman. "There are fewer wasted moments in the day. I don't like the idea of using a PC on the train into London, but with the BlackBerry smartphone I can take care of email en route – that's two hours I'm gaining everyday."

As someone who has been in the SME business space for over 10 years, he has come to the conclusion that the concept of "workspace" has shifted. "Being 'at work' is now a state of mind, not a question of where you're physically located. Now when I go to work all I take are my car keys, wallet and BlackBerry smartphone. That's all I need."

## BENEFITS

**INTUITIVE USER  
INTERFACE**

**IMPROVED  
FLEXIBLE  
WORKING**

**TWO HOURS  
TIME SAVINGS  
PER DAY**

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