

BLACKBERRY SOLUTION ENABLES BETTER DECISION MAKING FOR DOCUMENT STORE



In just 10 years, Document Store has grown to be a leading French Xerox reseller in Europe. Based in Paris, Document Store provides printing solutions to business customers throughout the Paris area.

THE CHALLENGE

Document Store has grown quickly, building a solid reputation for excellent service. "We pride ourselves on our flexibility, efficiency and proximity. Our customers appreciate the fact that we work closely with them," explains Hubert O'Delant, president of Document Store. However, this proximity can put a strain on communications. "Our sales force and managers spend most of their time out of the office with customers," continues O'Delant.

THE SOLUTION

Faced with this challenge, O'Delant had an idea about which mobile solution to deploy. Before joining Document Store, he ran a firm that provided mobile phone solutions for business users. It was at this time that he first learnt about the BlackBerry® solution, and immediately realised its business potential. "It was a true breakthrough; I knew it was the future."

Document Store's IT department installed the BlackBerry® Enterprise Server on the company's Microsoft® Exchange Server. Senior executives and sales managers were equipped with BlackBerry® smartphones to access email, voice, calendar and web browsing.

THE BENEFITS

"The BlackBerry solution is one of the most stable solutions we use. This reliability delivers the kind of peace of mind that small companies dream about," says O'Delant. "Small businesses like ours are fast moving. We make decisions quickly as a team not as a hierarchy, so it is important that staff can be reached, wherever they are. The BlackBerry solution has enabled us to enjoy instant communications," concludes O'Delant.

Document Store believes that phone calls are not always the most efficient way to communicate. "With BlackBerry smartphones, I can fire off an email and get an answer in the time it takes to look up and dial a phone number," he explains. Even though the staff spends most of their time with customers, BlackBerry smartphones have enabled them to keep in touch and never lose track of developments, thereby enabling business projects to move forward.

"The concept of being in the office has been turned upside down. Even when I'm travelling, my colleagues and clients think I'm in the office, thanks to my BlackBerry smartphone," says O'Delant. "When a team needs a quick answer during a client meeting in Paris on Friday, they can get it from me right away, instead of having to wait until Monday."

BENEFITS

**QUICK BUSINESS
DECISION MAKING**

**INSTANT
COMMUNICATIONS**

**RELIABLE, PROVIDING
PEACE OF MIND**

**FUTURE ACCESS
TO CRM SYSTEM USING
BLACKBERRY SMARTPHONE
INTERNET BROWSER**

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Hubert O'Delant
President of Document Store

Document Store's sales director spends a month every year working for an NGO in Cambodia and always takes her BlackBerry smartphone with her to handle any urgent business matters. Last year the team needed to get her approval on an important corporate decision. Instead of trying to reach her by phone, they sent her an email and she replied within the hour, allowing the project to move ahead without interrupting her voluntary work.

Following Document Store's success and the staff's widespread acceptance of BlackBerry smartphones, O'Delant is already thinking of expanding the solution. In the near future Document Store will be implementing a new CRM system with a web interface. O'Delant is investigating how to provide access to it using the BlackBerry smartphone internet browser. "I began using the browser to keep up with the news when travelling. I was impressed by the quality and speed. I think it would be perfect for accessing the CRM system."

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

BLACKBERRY CASE STUDY
DOCUMENT STORE

