

MARKETING AGENCY REVITALISES CLIENT RELATIONS WITH A BLACKBERRY SOLUTION FOR NOVELL GROUPWISE



Fox Parrack Singapour is an independent marketing agency specialising in the technology, telecoms and B2B markets. Some of the biggest names and the hottest start-ups in these sectors have trusted Fox Parrack Singapour to solve their marketing and communications problems.

THE CHALLENGE

Ten years ago it began using Novell GroupWise® collaboration and productivity software to provide e-mail, calendaring and scheduling for all its employees. At the time, GroupWise gave Fox Parrack Singapour an edge over its competitors. It enabled the firm to build strong customer relationships through collaborative teamwork and increased responsiveness. But in recent years, the firm's managers sensed that this lead was being undermined by a lack of mobile access to the GroupWise applications. Productivity and collaboration would slow to a crawl when staff and clients were away from their desks.

THE SOLUTION

Fox Parrack Singapour decided that it was time to extend GroupWise to its most mobile users. After examining the different solutions that were compatible with Novell GroupWise, Fox Parrack Singapour opted for the BlackBerry® solution. "As a boutique agency with limited IT resources, we had come to love the stability, security and cost-effectiveness of Novell GroupWise. So when it came to picking a mobile email platform, we wanted something that would offer the same three attributes," says Richard Parsons, Client Services Director at Fox Parrack Singapour.

The installation of the BlackBerry® Enterprise Server for Novell GroupWise was a smooth and painless process. And administration turned out to be very easy as well. BlackBerry Enterprise Server lets the IT manager do virtually all of the device management over-the-air. As Parsons explains: "our administrator can update the smartphones without requiring the owner to come into the office. And if their BlackBerry is lost or stolen, we can wipe any data off it."

THE BENEFITS

The introduction of the BlackBerry solution at Fox Parrack Singapour revitalised client relations. "We are now able to provide the high level of client service that we're known for when we're out of the office," says Parsons. "Our customers really appreciate being able to reach us and move projects forward, regardless of the actual location of team members."

The BlackBerry solution for Novell GroupWise has had other positive consequences. On the back end, it has proved to be incredibly robust and trouble-free. "We only had to restart the BlackBerry Enterprise Server once in the past two years," remarks Parsons.

BENEFITS

**IMPROVED
CLIENT SERVICE**

**ROBUST AND
TROUBLE-FREE SOLUTION**

**COST REDUCTIONS
THROUGH RATIONALISATION
OF DEVICE STRATEGY**

"We see BlackBerry as the ticket to taking full advantage of our investment in Novell GroupWise."

Richard Parsons
Client Services Director
at Fox Parrack Singapour

The convergence of voice, internet and data on the same device has generated real cost-savings for Fox Parrack Singapour. "Users no longer have to carry around multiple devices like laptops, PDAs and mobile phones and the IT staff no longer has to support them all. It's simpler and more efficient for everyone," comments Parsons.

The BlackBerry solution has also created a cultural shift at Fox Parrack Singapour. Although the smartphones were first issued to senior executives and the account teams, they rapidly made their way into the pockets of the creative teams. As Parsons explains, "Art directors and copywriters often spend hours out of the office, in search of inspiration for their creative work. Now they can nip out on the spur of the moment without leaving everyone else in the dark."

Fox Parrack Singapour is so pleased with the BlackBerry solution that it is currently examining how to provide senior managers with mobile access to its Customer Relationship Management and Enterprise Resource Planning software. "We see BlackBerry as the ticket to taking full advantage of our investment in Novell GroupWise."

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

BLACKBERRY CASE STUDY
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