

IFFCO IMPROVES APPROVAL TIMES FROM DAYS TO MINUTES WITH BLACKBERRY SOLUTION



Headquartered in the United Arab Emirates (UAE), the IFFCO group of companies is a major manufacturer of fast moving consumer goods, ranging from food & beverages to personal hygiene. With manufacturing facilities in the UAE, Oman, Egypt, Malaysia, Pakistan and Tunisia, the group's brands are sold in over 70 countries around the world, mainly in the Middle East, Africa and Asia.

THE CHALLENGE

IFFCO's recent growth into international markets and its widely dispersed operations were putting a strain on the company's communications channels, particularly its approval processes. The group relies on IBM® Lotus® Domino® for email and collaboration, but the system was unavailable to managers when they were travelling, which was slowing down the approval and decision processes when key managers were away from the office. IFFCO needed to find a way to bring Lotus Domino email and scheduling to mobile users.

THE SOLUTION

IFFCO's IT department studied the options available on the market and decided that a BlackBerry® solution would be the best choice because of its push email capabilities. Zafar Kapadia, IT Manager at IFFCO explains: "In our company, we need communications continuity and BlackBerry push email was clearly the best solution to offer us what we needed."

IFFCO installed BlackBerry® Enterprise Server for IBM Lotus Domino and began a trial with 20 users. Within just a few short months, it issued BlackBerry® smartphones to a further 100 users. "We have issued BlackBerry smartphones to our most mobile staff, which includes senior managers, export salespeople and IT managers," says Zafar. In addition to providing push email and calendaring to all BlackBerry smartphone users, the IT managers at IFFCO use the IM+ instant messaging solution to talk to each other. "It allows them to chat whilst out of the office performing maintenance or troubleshooting tasks, regardless of the country they are in," explains Zafar.

IFFCO's BlackBerry smartphone users no longer carry laptops, and with the BlackBerry solution they are still able to view a wide range of email attachments such as Adobe PDF, Microsoft Office and ZIP archives. To provide the same kind of document viewing functionality on newer BlackBerry smartphones, the company also uses the Documents to Go Suite. "When they receive an email with an attachment, they don't need to go to a cyber café and log into the system to read it, they can just open it right on their BlackBerry smartphone." Zafar states.

THE BENEFITS

Zafar has high praise for the BlackBerry solution, calling it "one of the best solutions in the world." IFFCO staff are very happy with the BlackBerry smartphones, requiring minimal training to get started and little support when they use it. From the trial through to implementation the use of the BlackBerry solution has been painless. "IFFCO has always used IBM Lotus Domino, and we know it very well. It was very easy to integrate Lotus Domino with the BlackBerry Enterprise Server," says Zafar.

BENEFITS

**REDUCED APPROVAL
TIMES**

**COMMUNICATION
CONTINUITY**

**IMPROVED
COMMUNICATION
CHANNELS**

**INTRODUCED NEW
GLOBAL COMMUNICATION
METHODS, LIKE INSTANT
MESSAGING**

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Zafar Kapadia
IT Manager at IFFCO

Zafar explains how the BlackBerry solution has improved staff efficiency, particularly for approvals. "IFFCO insists on an electronic trail of written approvals. In the days before the BlackBerry solution, users had to go back to their laptop to send a request-for-approval email or reply to a request. Time would be lost waiting for the people in the chain to check their emails. Now by using the BlackBerry solution, we have continuity. In the past we'd spend 2-3 days getting approvals – now it barely takes half an hour."

Zafar continues to add an average of ten new BlackBerry users a month.

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

BLACKBERRY CASE STUDY
IFFCO

