



Advertising firm improves productivity thanks to BlackBerry solution

Italtriest has been working in the field of outdoor advertising since 1952. The company runs an exclusive network of advertising systems located across Italy, each of which is maintained by teams that travel throughout the country installing and removing advertising billboards. Italtriest currently operates 12,000 systems across 1,950 Italian districts.

The Challenge

To provide a better service for its clients Italtriest needed to accelerate the way its teams were assigned to install and remove the advertising billboards that are hung on the company's systems.

Italtriest guarantees its clients a quarterly turnover of advertising campaigns and to meet this guarantee it needs a robust system to continuously monitor its logistical operations. Previously, the company's work allocation was entirely paper-based. The team had to come into the office each morning to collect the daily list of activities and report back with photographic evidence of the jobs completed during the day. These photographs would then be manually catalogued to report back to Italtriest's clients.

The teams wasted a lot of time travelling to and from the office, and the company was also facing significant courier costs, as the most remote operating units were forced to send their photographic feedback by courier.

The Italtriest IT department had long been seeking a wireless communication solution that would streamline the allocation of jobs to the teams and allow the teams to send photographic feedback of their work to the company's headquarters.

"We guarantee our clients that their campaign will be located on the chosen systems within the first three days of service," explains Andrea Tafuri, IT Director at Italtriest, "But running the process on paper made it more difficult to check the actual performance of the installations and it slowed down the feedback timetable; moreover, the manual cataloguing also made mistakes."

Benefits

Improved productivity

Quicker feedback to clients

Reduction in paper and courier costs

Improved accuracy of workflow tracking

Simplified e-mail communication



The Solution

Italtriest selected the BlackBerry® solution as it allowed the travelling teams to stay in constant contact with the head office via e-mail. Also, the simple and easy-to-use BlackBerry® smartphone did not require specific training – teams could instantly take pictures of the installations and email them to head office using the built-in camera.

The BlackBerry solution could also be immediately integrated with the company's Checking application, a field force automation application created by Softec, a member of the BlackBerry® Alliance Program. It is a client-based management system of personnel workflow in the field, which Italtriest distributes to every travelling team with no need for external technical support.

The Checking application enables Italtriest's staff to receive daily activity plans, modify them, take and send the pictures that certify the completion of the work and immediately flag any problems that may occur during the installation. All of the data sent via the BlackBerry smartphones is securely transmitted and automatically stored in a corporate database containing the vital statistics pertaining to each client.

The Benefits

"With this BlackBerry solution, Italtriest has significantly improved the productivity of its staff. It allows the teams to send jpg images; helps speed up the feedback process and has eliminated the high courier costs previously incurred.

Thanks to the BlackBerry solution and the Softec application, manual data entry of completed activities in the central database is no longer necessary. This has allowed Italtriest to make use of other business resources; reduce the margin of error and accurately track all client data.

Overall, the BlackBerry solution has significantly improved communications between the head office and the travelling operators. It has helped Italtriest to better monitor costs and offers secure and protected data transfer. The need to speed up the feedback process and the reduction of delivery costs has been fully satisfied. Today, thanks to BlackBerry smartphones, the Italtriest teams are able to take pictures of the system when they have installed a certain campaign and send the file to the head office in real time, thus making it available to the client upon request.

"The BlackBerry solution has brought great advantages with a relatively low investment," says Tafuri. "Alongside the improvement of the productivity and of the response to the client, the BlackBerry solution has allowed us to improve the manual data entry performance and to waste a lot less paper."

The Italtriest IT team is planning to equip all the squads with this solution in the near future (for national territory coverage) and to develop, together with Softec, an upgrade of its application that would allow for the tracking of the operators' routes through the built-in GPS on BlackBerry smartphones, while offering them a comprehensive tool for the localisation of the systems.

www.blackberry.co.uk/casestudies

"In order to guarantee our clients a quarterly turnover of the campaigns for the thousands of advertising systems that we manage, we employ a great number of on-field working teams. Thanks to the BlackBerry solution and the Softec application we have reduced the margin of error and we have the possibility to receive photographic feedback of the work performed in real time. In short, we can offer you better service."

Andrea Tafuri
IT Director
Italtriest

Softec is a leader in the mobile technology environment, specialising in developing software for tailor-made projects that harness the added value of the BlackBerry® platform by integrating applications and back-end systems. The partnership with Research In Motion® (RIM®) has allowed Softec to develop its offerings, to deliver service excellence in the mobile environment, gain valuable experience in the integration of technology and become a market leader.