



Today, Just Fun has issued a total of 30 BlackBerry smartphones and runs BlackBerry® Enterprise Server for Microsoft® Exchange. "All our executives, sales reps and managers have BlackBerry smartphones," says Treger. They use the BlackBerry solution primarily for email, phone and calendar.

## The Benefits

According to Treger, the primary benefits of the BlackBerry solution have been improved communications and increased productivity. "We communicate instantly now, whether it's between us and our customers, or between ourselves, thanks to the BlackBerry solution," he says. In addition to improved communications, the BlackBerry solution has also enhanced diary management, which has eliminated scheduling conflicts and missed appointments. "The BlackBerry calendar is really efficient," says Treger.

The reaction from users has been "very good," says Treger, because "it keeps them up to date. If you take a person like myself, who travels a lot, I'm up to date with my emails when I come back to the office; I don't have to go through a lot of messages. For me that's a major saving in time." For the IT department the built-in security of the BlackBerry solution delivers peace of mind, as it makes it easy to enforce security policies and wipe the data on a BlackBerry smartphone if it goes missing.

Treger estimates that the BlackBerry solution has freed up a couple hours of his time a week, a feeling echoed by Just Fun's other BlackBerry users. The time savings aren't just generated by email. For example, using the smartphone's built-in camera, the sales reps can take pictures of in-store displays or merchandising and send them immediately to a customer or a colleague for information and feedback. The overall benefit of this time saving is improved productivity, as BlackBerry users now make better use of their working day and have freed up time for other tasks.

Finally, the BlackBerry solution has also yielded substantial cost savings. "We spend less money on mobile calls with the BlackBerry solution," says Treger. "Instead of phoning for information, users communicate by email or use BlackBerry Messenger, which is much more cost effective, especially when travelling abroad. This is important because there's someone from our company overseas almost every month of the year on a buying trip."

Following the success of the initial BlackBerry deployment, Just Fun is now in the early stages of exploring how to use the BlackBerry solution for business applications, such as Customer Relationship Management (CRM). "We've seen what it's done for email, and the BlackBerry solution will let us bring the same efficiency gains to other business applications without having to invest in a new mobile communications platform," says Treger.

[www.blackberry.co.uk/casestudies](http://www.blackberry.co.uk/casestudies)

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CEO Just Fun Group