



## **LINKBYNET, EXPERT IN COMPLEX E-BUSINESS WEB SITE FACILITIES MANAGEMENT, IMPROVES PRODUCTIVITY OF ITS EMERGENCY RESPONSE TEAM BY DEPLOYING BLACKBERRY SMARTPHONES**

### **BLACKBERRY SOLUTION DELIVERS EASE OF USE, COST EFFECTIVENESS AND RELIABILITY**

LINKBYNET is a French business process outsourcing firm that provides facilities management and web hosting services to nearly 600 organisations, including some of the country's biggest enterprises and government agencies. It positions itself as an expert of facilities management of business critical, complex web sites and information systems.

### **THE CHALLENGE**

24/7/365 proactive supervision is one of LINKBYNET's quality of service touchstones. Day and night, its technicians ensure that its customer's websites are up and running in optimal condition. Thus when the monitoring system detects a problem outside of business hours, it sends an alert message to a member of the emergency response team.

Before deploying the BlackBerry® solution the emergency response team relied upon pagers. "We had always assumed that pagers were the most reliable way to deliver messages, but we were unhappy with the reliability of message delivery" says Patrick Aisenberg, Technical Director of LINKBYNET. "On numerous occasions, alert messages never made it to the emergency response team because the back-end system was down when the alert was sent out," explains Aisenberg. In addition, pagers were costly and inconvenient. LINKBYNET was billed per message sent, and the technicians complained that it was difficult to read alert messages on the pager's small screen.

### **THE SOLUTION**

LINKBYNET began testing push email with BlackBerry® smartphones connected to a BlackBerry® Enterprise Server. For six weeks, the members of the emergency response team put the BlackBerry solution through its paces. "The technicians were quick to adopt BlackBerry smartphones. They found them to be solidly built, lightweight, easy to use and the screen was much easier to read than the old-fashioned pagers," says Aisenberg.

More importantly, the BlackBerry Enterprise server, in conjunction with the Orange mobile network, turned out to be an extremely reliable solution. "We tested the solution in every possible situation. The BlackBerry solution met our requirements perfectly" says Aisenberg. BlackBerry smartphones were naturally soon to the entire emergency response team.

### **THE ADVANTAGES**

For LINKBYNET, the BlackBerry solution has solved the reliability issue. BlackBerry push-email technology ensures that alerts are delivered as quickly as possible to the emergency response team. The solution is also easy-to-manage and scalable.

### **BENEFITS**

#### **IMPROVED PRODUCTIVITY**

**A SOLUTION THAT IS EASY AND FAST TO INTEGRATE**

**EASY-TO-MANAGE AND SCALABLE**

**TERMINALS SOLIDLY BUILT, LIGHTWEIGHT, EASY TO USE WITH EASY TO READ SCREEN**

**EASY OF USE, COST EFFECTIVES AND RELIABLE SOLUTION**

*"The BlackBerry solution met our requirements perfectly."*

*"As our business grows, our reputation for quality of service is attracting bigger and bigger enterprises. Many of them require that we comply with strict standards, such as ITIL, which is the most widely accepted standard for IT service management in the world. Thanks to the BlackBerry solution, we know that our alert response system is able to meet these high standards."*

Patrick Aisenberg  
Technical Director of LINKBYNET

User friendliness is a plus. Users required no special training and detailed alert messages are much easier to read on the BlackBerry smartphone's big screen. As Aisenberg puts it, the BlackBerry solution is "a product that is easy and fast to integrate. It has provided us with quick answers to our technical queries."

Now that the reliability of the BlackBerry solution has been proven, Aisenberg says that LINKBYNET is considering expanding the deployment. To begin with, it plans to activate voice communications on the BlackBerry smartphones for the emergency response team. It is also testing the BlackBerry solution with its emergency response technicians based in Mauritius. Finally, LINKBYNET intends to issue BlackBerry smartphones to its technical platforms managers.

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For further information: [www.blackberry.com/go/success](http://www.blackberry.com/go/success)

**BLACKBERRY CASE STUDY**  
**LINKBYNET**

