

UK BUSINESS OWNER BUILDS UNIQUE COMPANY CULTURE AND MANAGEMENT STYLE WITH BLACKBERRY SOLUTION



Matt Titcombe is the director and co-founder of Workpl@ce UK, a London-based company that designs and builds office interiors and provides office relocation services. The company has grown steadily since inception eight years ago and today serves a wide range of pharmaceutical, financial and technology companies throughout the UK. It now employs 20 people in its head office in Mayfair and a number of consultants who work remotely.

ADAPTED TO HIS MANAGEMENT STYLE

Titcombe relishes a fast-moving business environment in which he's always on the move. He estimates that he spends at least three days a week out of the office, visiting clients or worksites. He's also a very hands-on business owner who likes to be involved in all of the company's projects.

With a business model that necessitates so much time spent out of the office, Titcombe knew that mobile email would be an essential tool in making Workpl@ce UK a success, even though the firm began with only two employees. Within a year of opening its doors, the founding duo began using BlackBerry® smartphones with BlackBerry® Internet Service. When the company's headcount reached five, it signed up for a corporate service plan, upgraded to BlackBerry® Enterprise Server for Microsoft® Exchange and now issues everyone at Workpl@ce UK with a BlackBerry smartphone.

Without the BlackBerry solution, Titcombe thinks it would have been impossible, or at least very difficult, to create a successful business so quickly.

"I'm always open to new solutions, but I've never seen one that does the job better or that is easier to use than the BlackBerry solution," says Titcombe. "As someone who is not very technical, the simplicity of a BlackBerry smartphone is very attractive and it gives me complete freedom to work anywhere. I can watch what is going on from wherever I am in the world," Titcombe adds.

FOUNDATION OF THE CORPORATE CULTURE

From day one, Titcombe has promoted a company culture where teams are very autonomous and focused on "doing the job in hand and doing it well."

To ensure business is running smoothly and on schedule, Titcombe will monitor dialogue between 15 and 20 staff members, clients and suppliers on a typical business day. "I know when there's a problem and I know when things are going smoothly," says Titcombe.

"Just the other day I saw an email in which our team was on the verge of agreeing to a supplier's fee for a job. I knew the supplier had done similar work not too long ago for less. So I shot off an email asking them to renegotiate for a lower fee," says Titcombe. This saved the company 10 per cent of the fee without having to pick up the phone or physically bring the team for a meeting.

"The business benefit over the course of a year is enormous compared to the price of owning the BlackBerry solution," adds Titcombe.

BENEFITS

**BETTER WORK LIFE
BALANCE**

**IMPROVED
RESPONSIVENESS**

**KEEP TO SCHEDULES
AND MEET DEADLINES**

"Using the BlackBerry solution has enabled us to function as a flat, open and free organisation. We wouldn't be the company we are without it."

Matt Titcombe,
Director of Workpl@ce UK

KEEPING THE BUSINESS MOVING

Workpl@ce UK prides itself on accountability and customer service. Projects typically run between six and eighteen weeks and can involve dozens of subcontractors. "Without a shadow of a doubt, the BlackBerry solution helps us meet our schedules," says Titcombe. "Whether it's sending a photo to a contractor from the site using the smartphone's camera or approving an important business decision, the BlackBerry solution keeps projects moving forward," he adds.

As well as improving responsiveness, Titcombe says the BlackBerry solution also helps him manage the company's finances. The accounts department is able to keep him up to date regarding client payments in real time, which enables him to manage inquiries from subcontractors and suppliers. "If my BlackBerry smartphone disappeared tomorrow and we were back to using mobile phones, it would be a constant case of 'wait until I get back to the office and I'll give you the answer,'" says Titcombe.

BETTER WORK-LIFE BALANCE

Titcombe says that using a BlackBerry smartphone has also had a positive impact on his time off. "I can see things happening but I don't have to get involved. That suits me. In the old days, if you wanted to find out how things were going you had to make a phone call, which would drag you back into the project." In fact, Titcombe's business partner has recently started taking his BlackBerry smartphone with him on holidays. "He's realised that he can quite privately and quietly manage his email and not interrupt his holidays with phone calls. At the end of the holiday, he always comes back to work more relaxed."

"If we didn't have the BlackBerry solution, I'd have to find another way of keeping up to date. I'd have to have more meetings, more phone calls, more bureaucracy," says Titcombe, which would cut down on his productivity. "Using the BlackBerry solution has enabled us to function as a flat, open and free organisation. We wouldn't be the company we are without it," he concludes.

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

BLACKBERRY CASE STUDY

