

# **MDP FIELD SALES TEAM GETS IN SYNC THANKS TO THE BLACKBERRY SOLUTION**



MDP is a French company specialising in small electric motors, the kind used in vending machines, cash points and robotic equipment. It also supplies motor control circuit boards and bespoke electromechanical solutions. With operations in France and Spain, it employs 90 people in the two countries.

## **THE CHALLENGE**

The company's recent growth had led to accelerated business cycles. The field sales team began to complain that they increasingly felt out of the loop. It was difficult for them to stay abreast of projects and customer orders using only their mobiles phones and laptops. Calling the head office for updates would often result in playing a frustrating and time-wasting game of "phone tag."

The situation was not much better when employees tried to stay up to date via email using their laptops. The company's project and order tracking system automatically sends out emails when tasks are accomplished, questions are asked or milestones are achieved. But it was not always easy to find a reliable internet connection when out the office and 3G data cards had proved to be too slow. This meant that the sales staff were always playing catch up, spending their evenings at hotels responding to queries that had gone unanswered during the day. This in turn was slowing down business.

It had become clear to Stéphane Berdin, MDP's IT manager, that the best solution would be mobile access to email.

## **THE SOLUTION**

At the time that Berdin was investigating his options, MDP's mobile phone operator came to him with an offer to try the BlackBerry® solution as part of a pilot programme. MDP decided to test the BlackBerry® smartphones with a selected group of senior executives and the field sales team in both countries. The operator installed a BlackBerry® Enterprise Server for Microsoft® Exchange and equipped the trial group with a mix of BlackBerry smartphones.

The immediate reaction was very positive. As Berdin puts it, "BlackBerry smartphones are extremely easy to use, so everyone adapted to it very quickly." MDP uses solution BlackBerry for push email, voice and calendar.

This ease of use extends to back office administration. "BlackBerry has not created any extra workload for the IT team. The server and devices are incredibly reliable and easy to administer," he explains. So easy in fact that the BlackBerry smartphones of the Spanish and French sales teams were migrated to a single BlackBerry Enterprise Server at the end of the trial without any interruption of service.

## **BENEFITS**

**IMPROVED  
PRODUCTIVITY**

**INCREASED  
RESPONSIVENESS**

**IMPROVED  
CUSTOMER CARE**

*" BlackBerry smartphones are extremely easy to use, so everyone adapted to it very quickly."*

Stéphane Berdin  
MDP's IT manager

## THE BENEFITS

The biggest gains have been in terms of productivity and responsiveness. According to Berdin, push email provided the missing link the company had been looking for. "The salespeople now receive the alerts on their BlackBerry smartphones automatically. They can keep track of customer orders and contribute to projects in real time," says Berdin. "Because their BlackBerry smartphones are in sync with the system, they are in sync with the business."

Berdin's own experience with the BlackBerry solution is indicative of the advantages that the rest of the team enjoys. He receives IT system alerts on his BlackBerry smartphone. "This enables me to fix problems before users notice that something is broken, instead of waiting until I get back to my desk" he says.

Berdin and MDP's 15 other BlackBerry smartphones users all agree: BlackBerry solution has become an essential part of MDP's business. "Like our motors, the BlackBerry solution plays a crucial role in keeping everything working smoothly," concludes Berdin.

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

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