



# **BLACKBERRY SMARTPHONES HELP METRO DE MADRID MAKE FASTER CONNECTIONS**

The first train on the Metro de Madrid network set off in 1919 and ran a distance of 3.5 km from Cuatro Caminos to Sol, the famous central point of both Madrid and Spain. Today, with a total extension of 235 km, Metro de Madrid boasts Europe's third largest underground network. It has a total of thirteen lines servicing the growing metropolis of the Spanish capital and has found its BlackBerry® solution indispensable for keeping its mobile workforce connected.

## **THE CHALLENGE**

With so many of its managerial staff constantly on the move, Metro de Madrid needed a solution that not only offered a single device to use for calls and emails, but one that the company could also use to mobilise its SAP workflows.

The majority of Metro de Madrid's mobile workers are at senior manager level or above and a large number of them are responsible for authorising investment and expenditure within the company. If one person in the chain of authority was away, it disrupted the entire process. Metro de Madrid's Head of Planning, R & D and Quality for the Information Technology Unit, Emilio Bolívar, explains: "If a person in the line of the workflow was away from the office when their authorisation was required, it paralysed the approval process until their return. If they were away from the office for several days at a time it meant that the whole process was brought to a complete standstill. It slowed everything right down."

## **THE SOLUTION**

Metro de Madrid contacted Telefónica Móviles, one of RIM's partners in Spain, to discuss which option would best suit its needs. After assessing a range of mobile solutions and devices the BlackBerry® Enterprise Solution was chosen.

Having successfully implemented the BlackBerry solution within the company, the next phase was to mobilise the SAP workflow on the devices. After initial tests, the application was a success.

## **THE BENEFITS**

Metro de Madrid soon realised the advantages of investing in the BlackBerry solution, as it saw how quickly the new devices were adopted by their employees.

The multi-functionality and ease of use of the BlackBerry solution were central to its selection by Metro de Madrid. Bolívar explains: "One of its key advantages is that the user doesn't need to have sophisticated technical knowledge of how it works. It really could not be simpler to use. For a company to make its mobile solution successful, it needs to ensure that the user feels comfortable with the device and understand its benefits. Otherwise the device is carried around, but isn't actually used. Furthermore, the BlackBerry solution allows the user to send and receive calls and emails as well as open attachments and make changes to their contacts."

## **BENEFITS**

**IMPROVES  
BUSINESS-CRITICAL  
WORKFLOW**

**EASY TO IMPLEMENT**

**FLEXIBLE FOR  
FUTURE PLANS**

*"Since we implemented the BlackBerry solution and started giving our employees BlackBerry smartphones, we have seen a considerable improvement in time efficiency. There is no doubt whatsoever that this has been a profitable investment."*

Emilio Bolívar  
Head of Planning, R & D and Quality  
for the Information Technology Unit,  
Metro de Madrid

The mobilisation of the SAP workflow solved two serious, long-term problems. Bolívar confirms the benefits of the BlackBerry solution: "The mobilisation of our workforce means that staff can now approve or access work in the SAP workflow when they are out of the office, via their BlackBerry smartphones. Wherever they are in the world, if they need to authorise a proposal they can do so immediately and the workflow can continue without impediment."

Since choosing the BlackBerry solution, Metro de Madrid has successfully mobilised a second workflow using the smartphones. The application deals with authorisation requests for external training sessions. Again, the mobilisation of the workflow has offered highly tangible benefits. Bolívar confirms its success: "Previously, application dates for training courses may have been missed because of authorisations not being cleared on time. Now, with our BlackBerry solution, requests can be made and processed without any delay."

Thanks to the functionality and ease-of-use of the BlackBerry smartphones, Metro de Madrid is now seeing an increase in worker productivity. Bolívar reports: "Since we implemented the solution and started giving our employees BlackBerry smartphones, we have seen a considerable improvement in time efficiency. There is no doubt whatsoever that this has been a profitable investment."

## **FUTURE PLANS**

Having successfully mobilised two of its corporate workflows already, Metro de Madrid plans to continue expanding in the same direction, mobilising more workflows so that more of its employees can share the benefits of this technology.

Bolívar concludes: "As we mobilise more applications for use on BlackBerry smartphones, our employees will continue to see that these devices can be used for much more than just e-mail."

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

**BLACKBERRY CASE STUDY  
METRO DE MADRID**

