

UK SECURITY FIRM REALISES COST SAVINGS WITH BLACKBERRY SOLUTION AND BERKLEY TS



Founded in 1990 and based in Colchester, Panther Security is a specialist security firm, providing property protection for domestic and commercial premises across East Anglia, Kent and East London. Its customers range from local authorities and police forces to construction companies and private individuals. The firm's 10 engineers install, maintain and repair alarm systems on customers' premises.

THE CHALLENGE

Previously, a typical day for Panther's engineers started at the company's headquarters where they would pick up a paper copy of their daily schedule of service calls. They would then head out in their vans, which are equipped with vehicle tracking devices. In the field they would receive schedule updates and questions from other engineers by phone. Last-minute requests would be called into the engineer nearest the customer, based on their tracking system location.

As the business grew, the service department was spending more and more time on the phone with the engineers, who began to see the calls as an intrusion: it was inconvenient and dangerous to pick up a mobile phone while at the top of a ladder. Panther Security needed to find a solution that did not rely so strongly on voice communications. They wanted a cost-effective, automated, mobile solution that would enable the service department to send job related information to engineers in the field.

THE SOLUTION

Panther Security presented the problem to their IT partner Berkley TS, a member of the BlackBerry Alliance Program, who recommended upgrading to the BlackBerry® platform for mobile business applications. The BlackBerry solution offers further benefits by replacing their existing solution and consolidating all their mobile systems onto one platform. Today all of Panther's staff use BlackBerry smartphones for voice, email, web access, calendar and instant messaging.

Berkley TS managed the installation of the BlackBerry® Enterprise Server and the training for the new BlackBerry smartphone users. The engineers now receive details of their daily planning, scheduling changes and last-minute jobs by email direct to their BlackBerry® smartphone.

THE BENEFITS

"BlackBerry is much more than just a mobile phone," says Don Henshall, chief executive officer of Panther Security. "It fits in very nicely with a small business like ours. It was obvious to us that the main benefits were value for money and efficiency."

BENEFITS

**EFFICIENCY GAINS
IN THE SERVICE
DEPARTMENT**

**OPTIMISED USE
OF TRACKING SYSTEM
AND REDUCTION
IN UNNECESSARY TRIPS
BACK TO THE OFFICE**

**OPTIMISE TIME SPENT
WITH CUSTOMER,
DELIVERING IMPROVED
CUSTOMER SERVICE
AND GROWTH**

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The financial payoff has been immediate. According to Shaun Dexter, managing director of Panther Security, "the BlackBerry solution has reduced our monthly phone costs by £200-£300. That's a significant saving for a small company like ours." The savings on phone calls is the result of fewer calls between engineers and the service department and replacing text messages with BlackBerry® Messenger.

The BlackBerry solution has also cut down on the distances driven by the engineers. The engineers use the BlackBerry smartphone's built-in GPS capabilities to plan the shortest routes for their schedule. Because they now receive their schedules by email, they no longer have to make a trip to the office before heading out to a job. When an engineer needs on-site assistance from a colleague, they can see who is closest using their device's BlackBerry® Browser and the tracking system's web access. "It has optimised our use of the tracking system," adds Henshall.

Often the BlackBerry solution can entirely eliminate the need for unnecessary trips or follow-up visits, thanks to the smartphone's built-in camera. "We have had engineers send colleagues photographs of control panels that they've been working on for hours and haven't been able to fix. A fresh pair eyes will spot the problem instantly, fixing the problem - the engineer is happy and so is the customer. And because there's no return visit, no additional labour, mileage costs or fuel costs, I'm happy too," says Dexter.

The sales team also use the camera application when on surveys. They use the pictures to draw up customer specifications. "It gives the engineers information about the type of premises we are visiting and the exact position where the customer expects the equipment to be installed," adds Dexter.

The efficiency gains also extend to the service department which, continues Dexter, "can now support more engineers, which will enable us to grow the revenue generating side of our business."

Everyone at Panther Security has been quick to adopt the BlackBerry smartphones. "The engineers tell me that the BlackBerry is like a breath of fresh air, and it's given them a boost. They would complain about just having a standard mobile and no email. Now they're treated the same as everyone else, so they feel like an integral part of the team." Panther considers the contribution of the BlackBerry solution to be so positive, that the firm plans to integrate it with the company's CRM system in the coming months.

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

BLACKBERRY CASE STUDY
PANTHER SECURITY

