

# “BLACKBERRY IS ONE OF THOSE THINGS YOU DON’T KNOW YOU’D MISS UNTIL YOU OWN ONE”



## **Business education entrepreneur teaches himself new tricks with the BlackBerry solution.**

CEO of [www.expertsonline.tv](http://www.expertsonline.tv), Philip Crowshaw is a successful entrepreneur. His own experience as a business owner led him to found the web portal in 2004 and it is now one of the web’s premier business TV channels. According to Crowshaw, successful entrepreneurs and executives share a common trait: a hunger for learning and personal development. But finding relevant, interesting information is not always easy. Expertsonline.tv addresses this need by delivering distilled, accelerated learning and development in business to members through video, audio and text-based content.

## **TIME FOR NEW TRICKS**

Like most business owners, Crowshaw is a chronic multi-tasker, juggling his time between the day-to-day running of his company and helping it to grow through publicity, partnerships and new opportunities. “I deal with 40-50 emails a day, half of which are business critical,” says Crowshaw. Earlier this year, he realised he needed to find a better way to stay in touch with his colleagues, suppliers and customers. This realisation also coincided with the arrival of someone new in his life: his newborn daughter.

So Crowshaw set out to teach himself a new trick or two. His focus turned to the BlackBerry® solution, which he’d heard a lot about but wasn’t sure it was right for him. “I was like many small business owners; I thought BlackBerry was for big organisations,” he explains. Moreover, he doesn’t consider himself to be a technology specialist. “I like technology for what it can do for me, not what’s inside,” he says. Despite his reservations he decided to put the BlackBerry solution to the test.

## **A CHANGE OF PACE**

Crowshaw started out using a BlackBerry® smartphone and the BlackBerry® Internet Service for email, voice calls, browsing the web and SMS texting.

Within just a few days, his BlackBerry smartphone had proved itself to be invaluable. As Crowshaw explains: “while shopping in the local supermarket with my daughter in the trolley, I received an email from a client asking questions about a proposal I’d sent him. As I worked my way around the aisles we exchanged a series of emails, hammering out the details of the contract. By the time I got to the check-out I’d closed a £5,000 deal.”

## **BENEFITS**

**ENHANCED  
RESPONSIVENESS  
AND PRODUCTIVITY**

**INCREASED  
FLEXIBILITY**

**MORE FREE TIME  
FOR FAMILY LIFE**

*“The BlackBerry smartphone is a classic example of one of those things you don’t know you’d miss until you own one. It would be a struggle to live without it.”*

Philip Crowshaw  
CEO, [www.expertsonline.tv](http://www.expertsonline.tv)

Crowshaw describes the main advantage of his BlackBerry smartphone as a mix of responsiveness and flexibility. "We're always trying to source new content from well-known business people and experts – and we're not the only ones competing for it. I've been able to secure numerous interviews when I've been out of the office with my BlackBerry. Without one, I would have definitely missed those opportunities," he says.

This increased responsiveness has also enabled Crowshaw to improve his productivity. "Recently on a train trip between London and Peterborough I closed a deal with a supplier in India and settled the invoice using an online payment service on the BlackBerry smartphone. It was one less thing to do when I got back to the office," he explains. Equally, the BlackBerry solution has improved teamwork. "The production director and technical director also now use BlackBerry, which is very useful as it makes communication between us and clients much more efficient" he adds.

Crowshaw also appreciates the newfound flexibility that the BlackBerry solution delivers. "I'm no longer afraid to leave the office in case I miss an important email or call. I can now go home during the day, check in on the builders or do chores during down time. I'd say that it has easily allowed me to reclaim two hours of family life a day," he explains. "The BlackBerry smartphone is a classic example of one of those things you don't know you'd miss until you own one. It would be a struggle to live without it," he adds.

The next step for Crowshaw; "I want to test mobile versions of the video content from expertsonline.tv using the BlackBerry smartphone's built-in media player. I think there's a market for online business education for mobile users – and BlackBerry owners are the perfect market," he concludes.

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

**BLACKBERRY CASE STUDY  
ONLINE**

