



# PHOTOMATON BOOSTS PRODUCTIVITY WITH BLACKBERRY SOLUTION

The leader in the French passport photo market, Photomaton has equipped its technicians with BlackBerry® smartphones to increase responsiveness and productivity. Thanks to BlackBerry smartphones, technicians have real-time access to the company's information system so they can easily obtain information and report the progress of service calls when out in the field.

## THE CHALLENGE

Founded over 70 years ago, Photomaton ranks number one in self-service photo booths and digital photo development kiosks in France. A household name in France, Photomaton also benefits from the strength and experience of an international group; it is a 100%-owned subsidiary of the Photo-Me Group. The company employs a 310-strong workforce in France, and operates over nine thousand machines used by 44 million people annually, or 1.5 customers per second.

Keen to maintain its quality of service and optimise the productivity of its field services staff, Photomaton decided to equip its 260 maintenance technicians with a mobile tool that would allow them to perform a wide range of fieldwork, including maintenance, machine management and consultation. In 2003 when the mobile devices the company had been using became obsolete, it decided to replace them with BlackBerry smartphones.

## THE SOLUTION

"We had explored several mobile solutions," explains Romuald Durand, Information Systems Manager at Photomaton, "the BlackBerry solution's push technology was a clear winner. It offered us so many possibilities to improve our performance." The decision was made to entrust the implementation to Micropole-Univers. The plan was to adapt the existing business system to be BlackBerry enabled by re-developing it in Java. The system consists of a back-office interface with the company's IT system and a mobile client application.

Using the client application on the BlackBerry smartphone, technicians can upload information about kiosk sensors or coin receptacles and order spare parts in the field. Technicians receive service calls on their BlackBerry smartphones, either by email or by logging on to the company's Intranet site.

Photomaton uses BlackBerry® Enterprise Server as a gateway between the BlackBerry smartphones in the field and the company's management software. The entire system took under a year to set up. Today, Photomaton has issued 300 BlackBerry smartphones to technicians and sales representatives, who use their BlackBerry smartphones to monitor the status of orders via the company's Intranet site.

## THE BENEFITS

According to Romuald Durand, migrating from obsolete devices to BlackBerry smartphones has significantly improved productivity: "Technicians receive service calls directly on their device and track everything they do using the application. The data is automatically uploaded to our IT system. This lets us monitor the technicians' progress in real time and accurately calculate the profitability of each machine. As a result, Head Office administration is more efficient. We expect to achieve a return on investment within two years."

## BENEFITS

**CREATES OPPORTUNITIES  
IMPROVED PRODUCTIVITY  
AND RELIABILITY**

**FASTER RESPONSE**

**SIMPLIFIES OPERATIONS  
AND REDUCES EQUIPMENT  
COSTS**

**RETURN ON INVESTMENT  
WITHIN TWO YEARS**

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Romuald Durand  
Information Systems Manager  
Photomaton

The technicians can also use a search tool to look up what maintenance and repairs have been performed on a particular booth or kiosks, including what parts have been replaced. Finally, the data they capture and transfer to Head Office is used to generate metrics on reliability, intervention times and service levels. Thanks to the BlackBerry solution and its push technology, sales reps no longer have to stop by the office to consult the system or exchange data.

Photomaton plans to upgrade to BlackBerry® Curve™ 8300 devices in the near future.

"We are really looking forward to using these devices for two main reasons," Romuald explains.

"The BlackBerry Curve 8300 smartphones have enough memory to receive and store software patches for photo booths." At the moment, the company sends CDs that the technicians use to install patches on the machines. By sending updates directly to the BlackBerry smartphones, Photomaton will gain in responsiveness and avoid the cost of burning and posting the CDs.

"The BlackBerry Curve 8300 also has a built-in camera," Romuald adds. "Technicians sometimes need to take pictures and they currently carry digital cameras. Taking photos with the BlackBerry would simplify operations and reduce equipment costs."

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

**BLACKBERRY CASE STUDY**  
**PHOTOMATON**

