



## San Benedetto improves management productivity and workflow thanks to BlackBerry solution

San Benedetto is one of the principal players in the non-alcoholic beverage sector in Italy, with a varied and complete product line including bottled water, tea, carbonated beverages, fruit based beverages, sports drinks, and probiotic drinks with big-name prestigious brands such as San Benedetto and Schweppes. These beverages represent value for both the company and the consumer who is always assured of San Benedetto's guarantee of healthy natural products. The company has an established presence in the Italian territory with four production sites and a strong presence abroad which has led to important partnerships.

### The Challenge

San Benedetto's managers are often required to travel between the company's various world-wide sites and it was important that they remain connected. To allow them access to email while out of the office the company needed an easy-to-use mobile solution with high-end email capabilities. The company's IT managers wanted a wireless platform which would improve the management of email for employees on-the-go whilst allowing for the secure and fast transfer of data. The company required a wireless communication solution which would provide managers with access to corporate information while travelling or visiting clients, to improve their response time and reduce their reliance on voice communications. San Benedetto was also keen that the solution could be implemented without having to make additional investments in technology infrastructure.

### The Solution

Having evaluated the functionality offered by the BlackBerry® solution, San Benedetto decided to implement the BlackBerry® Enterprise Server and distribute BlackBerry® smartphones to the managers and directors in the commercial department.

#### Benefits

**Increase mobile employee productivity**

**Improvement of company communication**

**Completely secure access to company information**

**Faster decision making and workflow**

**Cost savings**

 **BlackBerry®**

Customer Success Program

Initially, the BlackBerry smartphones were used by the mobile San Benedetto employees to receive and send e-mails wirelessly, regardless of location, reducing the amount of time spent making phone calls. End users immediately appreciated the push email system, and the IT managers decided to take advantage of the potential of the BlackBerry solution to improve the management of corporate information.

San Benedetto's IT team developed a company web portal, accessible via the BlackBerry® Browser, through which data can be inputted and updated at any time. Employees can view the data on their smartphones simply by registering on the Intranet with a password. The sales directors can verify price lists, updated discounts, production status, shipping and even the status of individual invoices while they are out of the office or waiting to meet with a client.

The security of company information is guaranteed by two means: on one hand the BlackBerry solution encrypts information sent wirelessly securing the integrity of the information. On the other hand, access to the Intranet via the BlackBerry Browser is only permitted when the user logs in with a password, allowing managers to centrally monitor access to the company network.

To improve efficiency, San Benedetto's IT managers developed an application which allows employees to search for company information without having to use the Intranet. By taking advantage of the push system for receiving email on BlackBerry smartphones, the application automatically sends messages from the company's central servers to a list of pre-established users. When a sales manager is at a work site in another country he receives 'alert' messages directly to his device throughout the day which can contain information regarding production, sales or the client's order status, and is therefore always up-to-date on what is happening at headquarters and can even intervene in case of an emergency.

## The Benefits

The 'alert' messages sent from San Benedetto's central servers to the BlackBerry users' smartphones enable all relevant information to be instantly sent to the sales teams while keeping the sales directors updated on crucial company information. This provides them with real-time access to data, enables quicker decision making and improves their business workflows.

The time that managers spend on the phone has dramatically dropped, leading to a reduction in monthly telephone bills, and the company's communications are now more accurate and secure because they principally happen by email through the BlackBerry smartphone. Response times have become quicker and this has notably improved the decision-making process. The productivity of each user has improved immensely as the BlackBerry solution allows employees to proceed with their tasks, even when they find themselves away from the office. San Benedetto's employees are enjoying a better work-life balance because, thanks to their smartphones, they can stay in touch with colleagues, family and friends no matter where they are in the world.

San Benedetto has enjoyed increased productivity, greater communications, information security and improved mobile access to corporate data without the need to invest in any upgrades to the IT infrastructure.

[www.blackberry.co.uk/casestudies](http://www.blackberry.co.uk/casestudies)

"When I travel for business I know what is happening in the company because the 'alert' messages that I receive on my BlackBerry smartphone have all the data that I need. If something isn't going right, I can immediately send an email to my colleagues and make the right decision to solve the problem, no matter where I am. While I am waiting for an airplane I can even check on the internet to see what's on at the theatre in my city and book myself tickets for when I return."

Dr. Luigi Tesser  
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San Benedetto