



Leading publisher in Hungary saves time and provides faster communications with BlackBerry solution

Sanoma Budapest Zrt. is the leading publishing house and the biggest media corporation in Hungary. It publishes business and entertainment magazines as well as a substantial portfolio of online content. Since March 2006, the publisher has also been the majority shareholder of Hungary's first thematic celebrity channel called storytv.

The Challenge

As the leading publishing house in Hungary and one of the largest players in the domestic market, Sanoma Budapest has to operate efficiently to fulfill the various needs of its customers in both the print and online spheres, not to mention in television. The news flow is continuous and deadlines are always pressing, so efficient communication is vital from the employees' point of view.

Sanoma Budapest is not under any obligation, either from the government or the publishing industry itself, to use a certain type of software. Therefore, when selecting a communications solution, the company was at liberty to make an independent decision based on the relevant services that best met its employees' needs.

A key challenge the company faced was to incorporate its Task Ticketing System, the company's internally developed IT helpdesk system, into the selected mobile solution. Formerly the employees had to be in the office to report tasks via the Task Ticketing System.

"Managers who travel frequently needed instant access to their contacts, calendar and notes, which contain all the important data related to their day-to-day work," explains Tamás Hermann, ICT procurement specialist of Sanoma Budapest Zrt.

"They also had to track all incoming and outgoing information whilst on the move so a superior mobile communications solution had become increasingly important."

Benefits

Significant time savings

Increased mobility

Greater flexibility

Improved work/life balance

Improved customer and partner service

The Solution

Having reviewed the options available, Sanoma Budapest decided to introduce the BlackBerry® solution because it believed it could help to address many of its challenges – it was the obvious choice due to the user-friendliness and the high-level security it provides. The company's IT team and key managers deployed the solution following a three month trial period involving five BlackBerry® smartphones. It found the push email functionality and security to be the most attractive features of the BlackBerry solution and it was selected based on the fulfilment of these business criteria.

Within the organisation it is mainly the managers, members of the online division and IT specialists that have BlackBerry smartphones. Each employee is given training on how to operate the device which usually takes less than an hour. Employees use their BlackBerry smartphones for email, Personal Information Management (PIM), internet access and Bluetooth tethering to use the device as a wireless modem, as well as for WiFi, which is available on most of the newer BlackBerry smartphone models.

The Benefits

The decision to start using BlackBerry smartphones had a very positive impact on the company's day-to-day performance. Previously, the company's Task Ticketing Systems required a heavy time investment but by using the BlackBerry solution, employees are able to react more quickly because they can access the entire system, wherever they are. Now that the company is using BlackBerry smartphones, the time investment has been reduced by an average of 23 per cent.

"It is difficult to calculate the exact time savings achieved through the use of BlackBerry smartphones but in an opinion poll, employees noted increased mobility, greater flexibility and improved work/life balance as key benefits," comments Hermann.

"In addition, communications within the company and with partners and customers is now much faster, meaning that they have also benefited from the implementation of BlackBerry services at Sanoma."

From a productivity point of view, managers can use their time more effectively, especially for important tasks, by taking advantage of functions such as PIM and push email, which are also cost effective. Moving forward, Sanoma is planning to increase the number of users, as well as installing a BlackBerry application that will operate with the company's intranet.

www.blackberry.co.uk/casestudies

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Tamás Hermann
ICT procurement specialist
of Sanoma Budapest Zrt.