

SONY BMG STAYS CONNECTED WITH BLACKBERRY



SONY BMG MUSIC ENTERTAINMENT is a global music recording company with a roster of popular artists including local and international superstars. The company boasts one of the most impressive and vast catalogues of musicians who have created some of the most important music recordings in history. SONY BMG MUSIC ENTERTAINMENT is 50% owned by Bertelsman A.G. and 50% owned by Sony Corporation of America.

THE CHALLENGE

SONY BMG MUSIC ENTERTAINMENT needed a wireless communication solution that enabled employees to electronically manage personal schedules and contacts during long trips abroad. Before using the BlackBerry® solution employees had to connect to the corporate network using a PC or laptop to download the emails. This meant they were unresponsive when they were abroad, creating a bottleneck for their colleagues and partners. They would also return to the office to a full inbox.

A crucial factor in choosing a mobile solution was security. The solution had to provide the very highest standards of data protection, both during the transmission of information and to protect against a smartphone being lost or stolen.

For the IT managers, the new solution had to be able to integrate with the company's messaging systems and require no further software or hardware investment. As Sony Music and BMG were originally two separate companies with two different messaging systems and infrastructures that were being aligned, the chosen wireless communication solution had to be able to integrate both with Lotus Notes Domino, on which the Sony Music employees worked, and with Microsoft Exchange, which is used by BMG.

THE SOLUTION

Today all members of the SONY BMG MUSIC ENTERTAINMENT management team have been given BlackBerry smartphones to stay constantly in touch with their contacts, manage their inboxes and update electronic appointments no matter where they are.

SONY BMG MUSIC ENTERTAINMENT management team use BlackBerry® Curve™ 8300 smartphones and BlackBerry® 8800 smartphones – both models feature a multimedia player with cutting-edge audio technology.

BENEFITS

**MORE EFFECTIVE
TIME MANAGEMENT**

INTUITIVE INTERFACE

**EASY ACCESS TO
VITAL INFORMATION**

"Our manager's diaries contain hundreds of contacts, in some cases thousands! Their days consist of appointment after appointment and they often have to extensively travel with the artists they look after. It is important for them to be able to access emails and update their diaries at all times, wherever they are, but also have the reassurance that their precious contacts are protected by cutting-edge security. The BlackBerry solution is perfect, meeting all these requirements and more..."

Salvatore Lepore
System and Network Administrator
Sony BMG Music Entertainment Italy Spa

THE BENEFITS

BlackBerry smartphones provide an immediate advantage. The BlackBerry 'push' email solution means that employees can use their time effectively when on the move and do not feel constrained to their desk. Email messages are sent immediately to their BlackBerry smartphone wherever they are. Combining easy access to all kinds of information with the simple and intuitive user interface that BlackBerry smartphones are renowned for has made email management smooth. Replies to messages are now prompt, and the risk of overloading an employee's mailbox when they are away is gone. BlackBerry smartphones facilitate opening attachments in the most common file formats and in particular support the MP3 files which are the most frequently communicated among SONY BMG MUSIC ENTERTAINMENT users.

When they return to the office, or before a trip, they do not need to manually synchronise their device with their PC, and if they wish to acquire information online while they are out of office, they can link up to the Internet through the company network, thanks to the BlackBerry smartphone browser.

The end-to-end encryption of the BlackBerry solution ensures that the exchange of data on the wireless network is fully protected, according to security standards that have more than satisfied the expectations of SONY BMG MUSIC ENTERTAINMENT.

BlackBerry® Enterprise Server also allows BlackBerry smartphones to be remotely controlled by the IT manager who can activate or deactivate devices over the air in case of loss or theft. The IT department can set rules for Internet navigation and voice communication at a central level to ensure company policies are adhered to. The rules can remotely be updated, modified or even personalised to each single user, directly from headquarters. The smartphones support the most commonly used audio and video file formats and, thanks to the expandable microSD memory card, it is possible to store all the music files, images or videos that are required. While in a cab or waiting for a flight, the management team can connect their BlackBerry smartphone to their preferred stereo headphones and listen to an original piece of music while they are checking their email or writing notes. And the only thing they no longer have to wait for is to return to their office.

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

BLACKBERRY CASE STUDY
SONY BMG MUSIC ENTERTAINMENT

