

# **UBISOFT ESPAÑA EMPLOYEES HAVE MORE TIME FOR WORK AND PLAY, THANKS TO BLACKBERRY SOLUTION**



Founded in Barcelona in 1994 as a subsidiary of the Ubisoft Entertainment distribution group, Ubisoft España moved its headquarters to Madrid in 2001. The 22 people that make up its staff, including management, sales and marketing personnel, need to be in daily contact with their central office in Paris.

## **THE CHALLENGE**

Success, for both Ubisoft España's marketing team and sales force depends greatly on their ability to respond quickly to requests and sales opportunities that are brought to them by their customers. If they are unable to do so the competition inevitably gains the advantage. Ubisoft found itself facing a very simple problem – its staff needed to have constant access to their email accounts while travelling and attending meetings outside the office. In the past, the company depended solely on PCs and mobile phones to communicate, but it was increasingly evident that a more efficient solution had to be found - one which would overcome both time and distance, which were rapidly becoming obstacles to the free flow of communication between employees, customers and the central office.

## **THE SOLUTION**

After considering different mobile solutions available on the market, Ubisoft chose the BlackBerry® solution. The company installed BlackBerry® Enterprise Server and BlackBerry® smartphones were rolled out quickly and easily to employees. Fernando Grinón, the technical director of Ubisoft España, says, "The initial configuration was easy and the maintenance of the devices required is minimal." Following the deployment, employees did not need any special training to start using their smartphones, as Roberto Rollón, director of marketing at Ubisoft, explains, "Our employees haven't had any problems with the devices whatsoever. They couldn't be easier to use."

## **THE BENEFITS**

Providing employees with BlackBerry smartphones has been a solution that has proven to be as simple as it is effective, for Ubisoft Espana. As Roberto Rollón explains, "having a BlackBerry smartphone means you don't get left out of important decision-making just because you're on a trip or out of the office for a couple of hours. It means that when a customer invites you to participate in a special promotional campaign or event, you get the email and you can reply in real time, not days later when you get back from your trip, only to discover that the competition has taken advantage of your absence to close the deal. This tool is invaluable in our line of work." Antonio Alonso, product manager, Ubisoft agrees, "I take advantage of a lot of previously wasted time, for example when I am waiting at airports while travelling."

Communication with customers is just one of many improvements enjoyed by Ubisoft since the rollout of BlackBerry smartphones. The adoption of BlackBerry technology has also encouraged unanticipated communication and collaboration benefits for the business. As Roberto Rollón explains, Ubisoft's

## **BENEFITS**

**ALLOWS FOR RAPID  
COMMUNICATION  
AMONGST OFFICES  
AND COLLEAGUES**

**FACILITATES  
RAPID RESPONSE**

**FEWER LOST  
OPPORTUNITIES**

**INCREASED  
EFFICIENCY**

**IMMEDIATE RETURN  
ON INVESTMENT**

*"From our point of view, the return on investment is obtained the very moment the user receives the smartphone."*

*Roberto Rollón,  
director of marketing at Ubisoft*

philosophy is one of accessibility and flexibility; all employees are encouraged to contact each other directly, regardless of their respective positions in the firm. He says, "this helps us work in a faster and more efficient manner because we do not have to go through vast hierarchical circles to contact the person we need to speak with. The BlackBerry solution has increased our flexibility and made communicating with each other even easier."

As to when he thinks the investment will show a return on investment, Rollón's response is unequivocal: "From our point of view, the return on investment is obtained the very moment the user receives the smartphone."

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

**BLACKBERRY CASE STUDY**  
**UBISOFT**

