

WARREN CASS
MANAGING DIRECTOR, BUSINESS SCENE

“BLACKBERRY IS SO MUCH MORE THAN JUST EMAIL. IT’S MY OFFICE, MY MOBILE ACCESS TO MY BUSINESS AND SOCIAL NETWORKS AND HELPS ME NEVER MISS A BEAT.”



Warren Cass is managing director of Business Scene, a fast growing online business community for SMEs (Small and Medium Enterprises). Business Scene has a strong focus on face-to-face networking and profiles over 7,500 events annually across the UK.

“We hold events around the country and I attend many of them,” says Warren, this results in regular and lengthy absences away from the office and desktop email access. He estimates that he spends 80% of his time out of the office. He began to loath the stress of not knowing what was waiting for him in his inbox: “I would miss important emails and spend hours catching up.” Frustrated, Warren decided to replace his old mobile phone, which he was using for calls and text messages, with a BlackBerry® smartphone in order to alleviate the problem.

Warren was impressed. “I found it very intuitive. BlackBerry is a great example of ‘less is more.’ Everything is simple, but the results are profound.” BlackBerry mobile email quickly relieved Warren’s inbox anxiety. It also enabled him to make better use of downtime, particularly useful during his frequent train journeys. “It’s a relief to deal with issues right away, instead of worrying about them until I get back to the office.”

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AMBASSADOR CASE STUDY

GO BEYOND EMAIL

Warren hasn't limited himself to BlackBerry for email: "BlackBerry is my office and my link to my social network." In addition to phone, email, contacts and calendar, he also uses it to track expenses, post blog entries and update his Facebook page. He also uses Impatica ShowMate to project PowerPoint presentations stored on his BlackBerry smartphone via a Bluetooth dongle that connects to the video projector. His BlackBerry smartphone is such a complete solution that Warren no longer carries a laptop to his meetings. As a case in point, he explains that Business Scene sells exhibition space at many of its events. "I carry a blank exhibitor's contract on my BlackBerry. When I receive an enquiry for space, I send them the contract via email. The entire transaction can be handled by email, so deals are closed faster."

ENABLING SOCIAL NETWORKING

Warren firmly believes that BlackBerry smartphones can help users to keep their social network presence "fresh", as he puts it. To get the point across, he recently decided to perform a live demonstration. Invited to speak at a social media conference in California, Warren took a photo of the audience using his BlackBerry smartphone while waiting to go on stage. He uploaded it to his Facebook page as was walking to the podium. "In the middle of my talk I opened my Facebook page and there was the audience, staring back at themselves. It was a perfect example of how BlackBerry can help you have a nearly 'live' social media presence," says Warren.

Warren is convinced that the immediacy and responsiveness that the BlackBerry solution provides social media users is also a wonderful tool for small business owners: "In business, if you can't react, you've lost an opportunity. BlackBerry helps you never miss a beat and be on your game in a moment, rather than worrying about what you might have missed."

BENEFITS

**BETTER USE
OF DOWNTIME**

**DEALS CLOSED
FASTER**

**FEWER MISSED
OPPORTUNITIES**

**NEARLY 'LIVE'
SOCIAL MEDIA
PRESENCE**

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