

UK CONSULTING FIRM IMPROVES PRODUCTIVITY AND REDUCES COSTS WITH HOSTED BLACKBERRY SOLUTION



Blueprint is a small UK-based consulting firm specialising in the creation of business intelligence, performance management, budgeting and financial planning systems. Its consultancy, project implementation and system support services help clients, from global firms to county councils, harness and make full use of their valuable company data.

THE CHALLENGE

Working closely with their customers, Blueprint consultants spend the majority of their time on the customer's premises. Blueprint needed to find a way to provide its consultants with secure wireless access to their office email, calendar, internet browser, data applications and telephone when working on site with customers. The firm had tried a "pull" email solution for mobile phones, but were not satisfied with results. As Mike Hayman, IT Director, explains: "We could see the value of mobile email, but the users were frustrated by the inconvenience." According to Phil Mulley, Systems Administrator at Blueprint, remote access to email via a PC was out of the question, as consultants do not have permission to access external systems when they are at a customer's location. "The consultants work in very locked down environments. Often they cannot even use their laptops."

THE SOLUTION

"In my previous company I had implemented a mobile email solution using PDAs. I found that you had to continually fiddle with it to keep it going. The real requirement for our consultants was seamless access to email. My judgement was that the most reliable way of doing this was through the BlackBerry solution," says Mulley. "BlackBerry was the only real alternative, and for the modest monthly fee it was worth trying," explains Hayman.

As Blueprint was already a mobile phone customer of Orange, it purchased a range of BlackBerry® smartphones from the operator for its consultants and senior managers.

Blueprint decided on a hosted solution for BlackBerry® Enterprise Server from Blue Sky Hosting, which was already hosting the firm's IBM® Lotus® Domino® email server. Mulley says that as a small firm, Blueprint preferred to leave the hosting up to an experienced, specialist provider. With Hosted BlackBerry® Enterprise Server, there's no need to buy, install or manage server software. Instead, businesses can leverage the functionality and security of the BlackBerry® Enterprise Solution, through a Hosted BlackBerry Enterprise Server – the ideal wireless solution for businesses that have already outsourced or plan to outsource their email systems.

BENEFITS

**SIGNIFICANT
COST SAVINGS ON
CONSULTANTS TIME
AND RESOURCES**

**REDUCED UNNECESSARY
TRAVEL TIME**

**MORE EFFICIENT AND
RESPONSIVE PROJECT
MANAGEMENT**

**IMPROVED TEAM
COLLABORATION**

*"The BlackBerry solution
is competitively priced and yields
an important strategic gain."*

Mike Hayman,
IT Director, Blueprint

THE BENEFITS

According to Hayman, "BlackBerry was a strategic decision. The real benefit is higher productivity." He says that when the firm is trying to "put together a tender or is at the early stage of a project, when things are really quite critical, the fact that we're able to respond quicker can make the difference between winning and losing."

Moreover, the hosted BlackBerry solution delivers this strategic advantage at a near-zero net cost. "It gives us access to an enterprise level of features, security and functionality at a manageable monthly fee," says Mulley. The fee represents less than 2% of a consultant's average day rate and the BlackBerry smartphone enables each consultant to save one hour a week, which pays for six months of the hosted BlackBerry solution for one person. There are further cost savings for those consultants who travel the most. Hayman estimates the BlackBerry solution easily saves them an hour of down time each day.

"The BlackBerry solution is competitively priced and yields an important strategic gain" says Hayman.

"They love it," says Mulley of the consultants' reaction to the BlackBerry solution. "It's allowed our consultants to work from outside while having full access to the tools from our office." Mulley says that in addition to more efficient project management and team collaboration, the BlackBerry solution is contributing to the bottom line. As Mulley explains, "Consultants don't need to physically come into the office as much. They can also conduct billable work on the train or bus, whereas before there was no way to do this."

Mulley wants to extend communication applications, such as instant messaging and in-house data to BlackBerry smartphone users. He is currently examining the possibility of publishing Lotus Domino databases in a web-accessible format that will be accessible via their BlackBerry® Browser. He is also looking into using Lotus Quickr® to enable BlackBerry smartphone users to access and interact with project-related content, such as document libraries and wikis.

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