

Integrated smartphone solution boosts productivity for top-level Project Delivery team

Case Study: Nokia smartphones with Mail for Exchange and Microsoft Communicator Mobile for Vodafone Enterprise On-Boarding Team

Vodafone UK plc

NOKIA
Connecting People

Company:

Vodafone

Primary business:

Global mobile telecoms network

Professional overview:

Vodafone is the world's largest mobile telecoms company by revenue, with over 358 million registered users, and one of the largest companies in the FTSE 100 Index. It aims to lead the industry in the provision of mobile voice and data services.

Number of employees:

83,900 worldwide (March 2011)

Flagship office:

Newbury – World HQ

Website:

www.vodafone.com

Customer challenge

To give a high-pressure customer facing Project Delivery team fully reliable mobile voice, email and data communications.

Specific challenges included:

- To eliminate dependence on laptops by working with email-enabled smartphones
- To reduce travel time by finding effective navigation support
- To be able to host relevant third-party software to optimise working time
- To support personal communication needs, improving efficiency and work/life balance

Solutions

- Nokia Eseries smartphones: Nokia E7, Nokia E6, Nokia E5
- Mail For Exchange for Nokia smartphones using Microsoft® Exchange ActiveSync®
- Microsoft® Communicator Mobile for Nokia smartphones
- Ovi Maps with free navigation for Nokia smartphones with clear, effective mapping in over 70 countries
- Nokia partner apps - including Salesforce for Symbian and JoikuSpot Premium WiFi Hotspot

Business results

- Increased business efficiency, increased employee productivity (and positive feedback), and increased customer satisfaction due to rapid email responses by the Enterprise On-boarding Team
- No extra investment required for the switchover to Mail for Exchange or Communicator Mobile, and no expenditure on servers, licences or service fees
- No additional middleware required, no specialised training necessary
- High level integration between Microsoft email platform and Nokia smartphones, representing a major improvement on previous systems
- Built-in navigation on the Nokia smartphones removes the requirement to invest in additional navigation tools

"I could quickly see that the Nokia package was right for us. I used the smartphone and knew it would work for my team, because it's solid, well built, and loaded with everything to make it a fantastically efficient communicator. Nokia has given us exactly the right tools for a high pressure job."

- Chris Morley, Head of Department, Vodafone Enterprise On-boarding Team



Global leader's flagship Project Delivery team gets the best possible mobile support, with Nokia smartphones and communication solutions

As one of the largest world telecoms providers, Vodafone is also a major player in the operator market. To set up a dedicated point of contact for large clients, the company created the elite **Enterprise On-boarding Team**, headed by Operations Manager Chris Morley. This 18 member strong team includes 10 field based project managers who work with clients having anything up to 45,000 smartphones.

To ensure seamless communication between both the on-boarding team and Vodafone specialist support, Chris wanted to start with an all-new mobile solution that could also make the most of mobile productivity software - such as Mail for Exchange and Microsoft Communicator Mobile.

Chris drew up a shortlist that included BlackBerry and HTC. But after taking a close look at the specifications, and consulting with Nokia's Vodafone B2B Technical Account Manager, Chris chose Nokia's solution. He believes this offers a unique combination of reliability with the best communication applications. Specifically, he was impressed by the superior build quality of the handsets, and the exceptional level of support Nokia provided to get the Vodafone team up and running.

Chris selected Nokia E7 and E6 smartphones for the field teams, and Nokia E5 smartphones for company-based team members, operating Mail for Exchange for Nokia Smartphones using Exchange® Active Sync® and Communicator Mobile. He believes this combination of smartphones and applications provides the most efficient way to work in groups, while accessing Vodafone servers and updating project information on the move.

Performance under pressure

The team's project managers spend four days each week with clients, with a constant need to refer back to colleagues and contact Vodafone specialists. They also need their smartphones to give high-end calendar synchronisation, provide navigation assistance, and run advanced sales software such as Salesforce to get customised CRM applications on the go.

Because the smartphones run **Mail for Exchange**, each team member has his or her inbox, calendar and contacts synchronized on their smartphone. As Chris puts it, 'the synchronisation works as well as anything I have seen out there.'

The Nokia solution also provides an intuitive live communicator client. With **Communicator Mobile**, team members can see their colleagues' presence and availability and communicate with them using their method of choice - from instant messaging or e-mailing to texting or voice. Because the names and status of colleagues are embedded directly into each smartphone's contacts application, users can update their own presence and start and join instant messaging sessions.

This is simple and intuitive, as it's the same, familiar interface used by the PC version of Office Communicator. It provides a new capability for Chris and the team, which they regard as a 'major breakthrough'.

The team is supported by **SalesForce for Symbian**, a Nokia partner app, which allows everyone to see how their projects

are developing, and make updates directly on their smartphones while on the move. This both frees project managers from having to carry laptops, and cuts the time they need to spend working late in the office, further increasing efficiency and protecting the work/life balance.

Ovi Maps with free navigation for Nokia smartphones also keeps the team well connected when away from base. This is preloaded on each smartphone, so it can be used when the phone is offline (and there are no extra charges).

The key advantage the Nokia solution delivers, however, is increased efficiency. In particular, Chris Morley singles out being able to update the sales force on the go. With the mobile unified communications available through Communicator Mobile, everyone stays in touch - and there's no more need to carry and boot up laptops.

Positive feedback from day one

To take just one example: while helping Tate Galleries organise new smartphone deployment, Mark Alderson, Transition Specialist, used the **JoikuSpot** application to keep spreadsheets open and updated for over eight hours, while communicating with the office throughout. All without dropping the VPN even once. Battery power held up too, as Nokia's Symbian software is designed to have low power demands. This kind of sustained performance was beyond anything the team had been able to achieve before, even using a data card.

Users have also commented on the Nokia E7's "fantastic" 8 MP camera and excellent video resolution - "way ahead of anything you're going to get out of a BlackBerry". The smartphones are enabled for personal social media accounts too, including Facebook and Twitter.

When asked about specific cost efficiencies, Chris comments that being able to use Microsoft Communicator Mobile, in particular, is "invaluable - probably worth the investment on its own". He's convinced that Nokia's mobile solution has paid for itself many times over. And he finds the smartphone itself also gives him everything he needs outside of his professional life. "I've stuck with the E7 and I haven't used anything else."

"Life has become considerably easier with the support we get from the new smartphones. Nokia definitely understands what people at the sharp end need."

- Chris Morley, Head of Department, Vodafone Enterprise On-boarding Team

More information

Read more about Nokia business solutions as well as additional case studies, at www.nokia.com/business

Read more about Mobile SalesForce, at www.salesforce.com

Read more about JoikuSpot, at www.joiku.com

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