

# Leading automotive specialist relies on mobile email solution from Nokia

Case Study: Nokia Mail for Exchange for Nokia smartphones

**NOKIA**  
Connecting People

**Stahlgruber GmbH**

## Company:

Stahlgruber GmbH

## Primary business:

Sale of auto parts and tools for car repair shops

## Professional overview:

Original branded parts and accessories with a focus on passenger and light-duty commercial vehicles

70 sales outlets in Germany and Austria and a product range of more than 500,000 items for automotive repair shops and spare part retail

## Number of employees:

2,479 in Germany

## Flagship office:

Gruber Strasse 65, 85586 Poing

## Website:

<http://www.stahlgruber.de>

## Customer challenge

- To introduce a mobile solution for accessing email and calendars as well as customer data
- Seamless integration into existing server infrastructure
- Optimal administrability of deployed smartphones

## Products

- Nokia smartphones, mainly Nokia E71
- Mail for Exchange for Nokia smartphones utilising Microsoft® Exchange ActiveSync®
- Vodafone data plan

## Business results

- Number of employees with mobile email access via smartphones increased from 30 to 450
- More time-efficient data management in the field
- Significantly less time needed to configure and administer devices
- Implementation of solution without investment in middleware or licences



**vodafone**

## Stahlgruber takes its service on the road with Nokia. Automotive specialist relies on smartphones with Mail for Exchange

Stahlgruber GmbH specialises in automotive accessories and repair shop equipment. Mobility has been a key driver of the company's success ever since its founding in 1923: with spare parts and tools from Stahlgruber, automotive repair shops all over Germany as well as in Austria, the Czech Republic and Slovenia make sure their customers stay mobile. Stahlgruber itself mobilises the sales of its more than 500,000 articles using an efficient, state-of-the-art logistics system encompassing its headquarters in Sulzbach-Rosenberg and numerous sales outlets – 64 in Germany alone.

Stahlgruber has nearly 2,500 staff members in Germany. Of these, 300 work exclusively in outside sales. In order to access important customer data, emails, calendar entries or telephone numbers, they depend on mobile and flexible communication solutions. Working with them are about 150 employees – in particular executives at the sales outlets and internal administrative and support staff – who must be reachable at all times in order to ensure that customers rapidly receive their orders.

The solution deployed up to now, based on laptops and UMTS cards proved inflexible in daily use, as calling up the required data was usually quite time-consuming. What's more, the devices could only be administered – uploading software updates for example – locally in the company's in-house IT department. There was no decentralised solution. "In order to continue providing optimal customer service, it was essential to switch over to a more modern mobile office solution", explains Christian Czech, Network Director at Stahlgruber GmbH.

### Simple integration into existing IT infrastructure

As one of the main specifications, Stahlgruber's IT department wanted to find a user-friendly and flexible mobile email connection for employees while minimising extra technical commitments and costs as much as possible. Also required was a method for decentralised administration of the mobile end devices. A solution was needed that could be technically integrated into the existing IT infrastructure in an economical manner.

### Complete solution: Nokia smartphones and Mail for Exchange

Stahlgruber already had good experiences with the use of Nokia mobile phones and therefore opted for a mobile office solution based on business-optimised end devices from Nokia, such as the Nokia E71. A major advantage here was that Nokia's market-leading co-operations enabled it to offer a complete package of hardware, mobile office application and intelligent device management.

With Mail for Exchange for Nokia smartphones, outside sales staff can access their emails, calendar entries, address books and to-do lists anywhere and anytime because everything is stored in their own personal Microsoft Exchange account. They simply enter data in their mobile phone and then synchronise it with their Exchange account.

Administration of Nokia E71 is carried out using the device management solution supplied by the Cologne IT consulting company SEVEN PRINCIPLES (7P): software updates can now be undertaken without delay 'over the air'.

Any add-ons needed for the Nokia smartphones are uploaded onto the end devices of Stahlgruber employees via mobile wireless connection – anytime, anywhere. "What convinced us most was that Nokia offered us the right complete solution from a single source", says Christian Czech. "Nokia's broad portfolio of mobile end devices that support Mail for Exchange made it the ideal partner for introducing a company-wide solution."

An additional plus of the Nokia solution, unlike those offered by competitors, is that Nokia Mail for Exchange requires no additional middleware. And there are none of the usual licence fees to be paid for the use of the mobile email solution. Thanks to the Vodafone data plan for mobile access to the Internet integrated into the solution, Stahlgruber saves additional costs.

### Enhanced mobile communication plus cost savings

By opting for a combination of Nokia smartphones with Mail for Exchange, Stahlgruber was able within a short period of time to increase the number of employees enjoying mobile communication from 30 to 450. Thanks to a continuous online connection via their Nokia E71 smartphones, outside sales representatives now have faster and more flexible access to all the data they need. Time-consuming booting and shutting down of UMTS laptops is a thing of the past, and the reduced waiting times contribute to much greater efficiency in conducting customer appointments.

The time needed to administer the devices and incorporate them into the company network is also much reduced. "We only need a few minutes now to configure each device", Christian Czech is happy to confirm.

As cost-intensive middleware is not required for the solution selected, Stahlgruber saves some 50,000 euros per year compared with other commonly available solutions. Rollout of the Nokia solution is forecast to take place during 2011. Before the year is out, Stahlgruber wants to equip another 50 employees with Mail for Exchange. This time, the smartphones Nokia N8, Nokia C7 and Nokia E5 are planned.

