

Nokia changes the way it works internally with Microsoft Communicator Mobile

Case Study: Microsoft® Communicator Mobile

NOKIA
Connecting People

Company:

Nokia Oyj

Primary business:

Telecommunications
Internet
Computer Software

Professional overview:

Nokia is the world leader in mobility, and is committed to connecting people. Nokia combines technology with personalised services that enable people to stay close to what matters to them with innovative services through Ovi, including music, maps, apps, email and more.

Number of employees:

131,553 (including Nokia Siemens Network)

Flagship office:

Espoo, Finland

Website:

www.nokia.com

Technology overview

Microsoft Communicator Mobile for Nokia smartphones – a presence and instant messaging application for compatible Nokia smartphones. Able to connect directly to Microsoft® Office Communications Server located behind an enterprise firewall through the cellular data and wireless LAN network.

Provides a 360° view on contact status and availability for the entire company workforce. This mobile application delivers a similar presence and instant messaging user experience as it does on the PC-based Microsoft Communicator application.

Company challenge

Manage global deployment of Microsoft Communicator Mobile to thousands of users.

Summary of key benefits and value

End-user:

- Check the availability of your colleagues
- Decide the best way to communicate with your colleagues
- Start instant messaging conversations directly from contact card
- Inform your availability by modifying your own presence information

Enterprise:

- Cost-effective way to mobilise company communications
- No additional licence costs
- Easy end-user setup helps to minimise IT support costs
- Secure solution meeting business IT requirements

"I feel I don't need a laptop anymore... I can easily move from my desktop into a meeting or off-site."

– Carita Engstrom, Nokia Senior Specialist.





In late 2009, the Nokia IT team started piloting Microsoft Communicator Mobile – the first tangible result of the collaboration between Microsoft and Nokia. Ahead of the public roll-out to consumers (which began at the end of May), the Nokia team were the first to use the new application chat and presence solution and by June 2010, the initial results were overwhelmingly positive.

“I feel that I don’t need a laptop anymore,” says Carita Engstrom, Nokia Senior Specialist and test user. “I can easily move from my desktop into a meeting or off-site.”

Previously, her conversations with colleagues were interrupted whenever she had to remove her laptop from the docking station to go to a meeting room. It had also been difficult to know how, when and where to reach her colleagues who are located both locally in Finland and abroad.

Now Engstrom uses Microsoft Communicator Mobile to check on her colleagues’ availability, using a traffic light system – available, busy, do not disturb, away. She can clearly see each colleague’s availability and just clicks on the best method for communicating, be it instant messaging (IM), email, text, or phone call. All names and status of her colleagues are embedded directly into her smartphones’s contacts application, letting her update her own presence, start and join IM sessions, and make calls directly from the contact card.

Within 20 weeks of testing, Engstrom already had 3,000 active Communicator users on her mobile and feels the tool has helped to make more efficient use of her time throughout the workday. “Communicating with my colleagues is easier now. There’s less back and forth, I make fewer calls and keeping track of people takes far less effort,” Engstrom says.

Testing helped create a desk-top like user experience

When developing Microsoft Communicator Mobile, Microsoft’s goal was to seamlessly extend Microsoft Office Communicator from the PC to Nokia mobile smartphones. Because Nokia employees like Engstrom are both advanced mobile device users and have also relied on Office Communicator for years, they have been ideal pilot users, according to Nokia IT Product Manager, Ilkka Hietala. “Our team has been involved in the development work from the very beginning and we are very pleased with the outcome” he says.

As a result, the solution contains almost all of the same features as the Office Communicator client while also offering true mobility to company employees everywhere they work: at their desks, in office meeting rooms, off-site with a client, or even sitting in a taxi in the rush hour.

Benefits of Microsoft Communicator Mobile include:

- Familiar experience for those who already use Microsoft Communicator on their PC
- With no additional licence costs
- No need for new IT hardware
- Simple end-user setup helps to minimise support needs
- Communications between mobile device and server are encrypted
- Requires same authentication credentials from the user as the desktop solution

Meeting all of the requirements for enterprise users

Microsoft Communicator Mobile has proven cost effective to implement, secure, familiar and reliable, according to Hietala.

Engstrom added that it was a simple translation from desktop to mobile phone. “I downloaded the client to my phone and then set it up by myself in less than a minute,” she says.

The software itself has been very easy to use, according to Engstrom. “What surprises me is the maturity and the diversity of client features. At first, getting used to this new way of working was the biggest challenge, but now I’m very glad that I don’t need my PC any more for chatting.”

Tested, effective and ready for download

The new application, now available free for Nokia E72 and Nokia E52, adds to the work Nokia is already doing in optimising direct access to email and other personal information with Mail for Exchange for Nokia smartphones. The roll-out of Communicator Mobile for Nokia will continue for additional devices throughout the year – including the recently launched Nokia E5 and Nokia E7 in early 2011. In addition, Nokia and Microsoft will also begin offering Communicator Mobile for Nokia pre-installed on select Nokia smartphones in the future.



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