

Construction company increases business mobility and project delivery

Case Study: Mail for Exchange for Nokia smartphones

NOKIA
Connecting People

GMR Group

Company:

GMR Group

Primary business:

Infrastructure Development

Professional overview:

One of India's fastest growing infrastructure companies with interests in airports, energy, highways and other major urban infrastructure projects.

Number of employees:

5,000+

Flagship office:

Bangalore, India

Website:

www.gmrgroup.in

Customer challenge

To improve employee productivity – in part, by allowing them to spend more time on site at construction projects. Reduce mobile telecommunication costs for company and employees.

Solutions

- Mail for Exchange for Nokia devices utilising Microsoft® Exchange ActiveSync®
- Nokia Eseries smartphones: Nokia E51, Nokia E52, Nokia E71, Nokia E72 and Nokia E75
- Nokia Nseries smartphones
- Additionally Microsoft® Communicator Mobile was introduced for compatible smartphones including Nokia E72

Business results

- Helped cut expenses reasonably over six-month period
- Increased uptake of mobile email by employees owing to lower mobility costs
- No extra software licence or IT server hardware investment required.
- Mail for Exchange is available free of charge for compatible Nokia smartphones
- Increased business efficiency and employee productivity
- More construction projects completed on time, growing the company's reputation

"I have no doubt that our improved mobile communications helped to maintain our track record for completing projects on time."

– Ameen Ahmed, IT Team, GMR Group.





Global infrastructure company improves employee productivity and wins new projects by using Mail for Exchange

Being one of India's fastest growing infrastructure holding companies means GMR Group is reliant on mobile technology to help its employees juggle large scale projects. "Our reputation is built on finishing construction projects, on time, on budget and with the highest quality possible," says Ameen Ahmed, IT Team, GMR Group. "Therefore, mobile email is a critical tool for us because our engineers, architects, and project managers need access to the most up-to-date information at all times, especially when they're on-site."

GMR projects include the new Terminal 3 at the New Delhi Indira Gandhi International Airport – reported to be the sixth largest airport terminal in the world, the nearly US\$3 billion (€2.3 billion) project was completed in just 37 months and opened on schedule in July 2010. For its fiscal year 2009/10, the group reported net revenue of INR 4,566.5 crore (€748 million). GMR has offices in 10 states across India, with most of its projects scattered in different regions, so project managers need a way to stay in constant contact with engineers and architects in the field

As is common in India, most of GMR's employees use mobile phones that they've purchased themselves for both professional and personal use. As a result, people tend to use a mishmash of handsets and software, including Nokia, BlackBerry and HTC. GPRS data cards had been the prevalent method for remotely connecting to the corporate network, but this was inconvenient and time-consuming as users had to constantly turn on their laptops and establish network connectivity before they could check for any new emails. Critically, other people just weren't using mobile email at all because it was perceived to be too expensive. There wasn't really much uniformity and GMR's IT department was trying to cope with a wide range of technical support issues from mobile users.

Offering secure, reliable mobile communication

In mid-2009, GMR decided to roll-out Mail for Exchange for Nokia smartphones to all of its employees. The solution was chosen because it's cost-effective: no third party server is required, it utilises existing infrastructure and software licences and Nokia offers a wide range of smartphones across a number of price points. IT managers also saw it as the easiest way to keep adding new users since many employees were already using smartphones.

Importantly, a large segment of workers were indicating they'd be more inclined to make the switch from BlackBerry because their monthly bills would be lower.

The benefits of Mail for Exchange became apparent almost overnight. "Right away, a lot of project managers, engineers and architects were using their phones more frequently than their desktops to communicate by email," Mr Ahmed says. "We switched 200 architects to Mail for Exchange in one day alone."

With Mail for Exchange, emails are pushed to the user's Nokia smartphone, so even if an employee is away from their desk or without their laptop, they still receive the latest updates. GMR also recently introduced Microsoft Communicator Mobile on Nokia smartphones to their field staff for Instant Messaging and Presence. As a result, employees can effectively collaborate with their colleagues and customers via email and IM while at the construction sites.

Getting users set up on Mail for Exchange and Microsoft Communicator Mobile is fairly straightforward and most employees are actively using the new technology within a few days. With just a little help from IT managers, even the users who typically find the prospect of adapting to new technology daunting are routinely becoming proficient and comfortable with these collaboration and communication solutions within a week.

Higher productivity at less expense for both company and employees

Demand for the solution has also been high among middle managers and those in the finance team. GMR estimates that its expenses bill dropped by 15% within six months, because the cost of mobility has come down, while at the same time there's less of a need to travel from construction sites back to GMR to log on to the company networks.

"We now have a secure and reliable solution that works. Employees in the field don't have to return to the office to check emails and access information but, at the same time, aren't crossing budget limits," Mr Ahmed says. Such productivity gains not only help bring projects in on time and on budget – they are helping to further enhance the company's reputation. That, in turn, is influencing efforts to secure future projects.

By introducing push mail technology in our Unified Communications tools like video conferencing and VOIP systems, it helped us improve overall productivity of our employees.



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