

Better by all accounts

Simon Bullement is CIO of Haysmacintyre, a firm of London-based accountants and tax advisers. When he decided to upgrade their mobile capabilities, he discovered that the combination of Nokia Mail for Exchange, the E71 handset and Vodafone all added up perfectly.



"We've got 24 partners and over 50 managers, who are out of the office a lot and who need to keep in touch at all times," he explains. "Audit managers in

particular are out and about, so getting mobile email for key staff just made sense."

Getting the right advice

Haysmacintyre's first foray into mobile email with another provider wasn't exactly a great success. Handsets were clunky, battery life was poor, voice calls would cut out and email would frequently stop synchronising. It was, in Simon's words, "shocking".

So when the firm's contract came up for renewal, Simon spoke to Vodafone who recommended the Nokia E71 with Mail for Exchange.

"The E71 is in a different league in terms of battery life, weight, looks – it's just a really nice device," says



Simon. "Everyone says how easy it is to use. And although it's used for work, it's also got some really nice features on it."

"As for Mail for Exchange, the synching's virtually perfect."

Counting the cost

As you'd expect from a firm of accountants, Haysmacintyre is acutely aware of the importance of being cost-efficient. So it's good news that Mail for Exchange means that staff can make the most of their time.



"From a cost and productivity point of view it really is a no-brainer."

Traditionally time spent in taxis between meetings or on the train into work was dead-time. Now partners and managers are able to work on the move and catch up on admin duties. This frees them up for important client work when they're in the office. As Simon says,

"From a cost and productivity point of view it really is a no-brainer."

The personal touch

But it's not just about working smarter. "The way we work, our clients are key to us and we like to offer a personal service," Simon explains.

"So if our partners and managers can be contacted by email or mobile wherever they are, this brings them closer to their clients. This personal touch is a really important part of the Haysmacintyre ethos."

IT makes sense

As CIO, it's essential for Simon that everything runs smoothly. After all, if anything goes wrong, it's the Haysmacintyre help desk that's the first port of call. So he's particularly pleased with the E71 and Mail for Exchange.

"The number of helpdesk calls has plummeted," he says with a smile. "We get very few calls about Mail for Exchange or the E71 – and from an IT point of view, no news is good news."

And if there is anything that needs extra support, Simon can always turn to Vodafone's dedicated data specialists, Team 13, who are always on hand to help. As Simon says, "They're really responsive."

"In fact, Vodafone and Nokia are in a different league. They're incredibly geared towards business."