

Logistics become more logical when voice and email converge with Nokia

Case Study: a selection of Nokia mobiles and Mail for Exchange for Nokia smartphones

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Grindrod Limited

Company:

Grindrod Limited

Primary business:

Shipping, Freight Services, Trading, Financial Services

Professional overview:

Provides a worldwide range of integrated shipping and freight logistics solutions by sea, road, rail and air

Number of employees:

5,000 (approx.)

Flagship office:

Durban, South Africa

Website:

www.grindrod.co.za

Customer challenge

- To find a mobile email alternative to laptops, without incurring the additional costs of using the BlackBerry service

Products

- Mail for Exchange for Nokia smartphones utilising Microsoft® Exchange ActiveSync® applied to various (both old and new) Nokia smartphones

Business results

- Enhanced portability provided by mobile phones – at no or very low cost
- Voice and email converged on one device
- Mobile mail solution flexible enough to work on a variety of handsets allowing freedom of hardware choice for employees
- Productivity enhanced by 'bonus' synchronised functions, such as a calendar and address book
- Greater employee satisfaction and efficiency
- Improved internal communications and client relations



"Mail for Exchange presented the ideal solution for our existing Nokia users, bringing together mobile voice and email at no additional cost."

–Zain Dhooma, Business Communications Manager at Grindrod



Shipping and logistics giant improves business by exchanging smartphones for laptops

Based in South Africa, Grindrod Limited is the holding company of a dynamic organisation with more than 100 years' experience shipping freight and providing logistics solutions for clients around the globe.

In an industry where 'being on the move' is not just a part of doing your job but the whole point of it, the demand for mobile communications is considerable. In Grindrod's case, the company's management had realised that sending and receiving mail on a laptop simply wasn't mobile enough for its employees.

"Our business users didn't want to carry laptops around just to access their email. It was no longer practical. So the plan was to find a solution that would work on mobile phones without incurring the additional costs of using the BlackBerry service," says Zain Dhooma, Grindrod's Business Communications Manager. "Mail for Exchange supplied the ideal solution for our existing Nokia users – bringing together mobile voice and email at no additional cost."

Giving employees an easy choice

The company does not dictate which smartphones its employees use. "On contract renewal, we let them decide which devices they are comfortable with," says Mr Dhooma. "And the deployment of mobile email has not been company-wide. It was arranged on a must-have basis: for those of our colleagues who really need it as a business tool."

Mail for Exchange is the application that was chosen for all employees with Nokia smartphones. It certainly met the initial brief of finding a cost-effective solution, because Mail for Exchange comes free, and often preinstalled, with Nokia smartphones.

Furthermore, employees are reporting how easy – and familiar – the application is to use and configure. Once the Microsoft Exchange server was configured and working, it was simply a matter of getting the smartphone to do the configuration. And that usually took only five minutes per Nokia smartphone.

Building more productive relationships

"Also, I was most surprised that we could sync critical mail folders within the Mailbox, and was impressed with the ability to search the Global Address Book from within the 'Compose New Mail' tab," says Mr Dhooma.

The convergence of email and voice, plus the other functionality that has come with the solution, has significantly increased productivity. Employees are communicating with each other and, most importantly, with clients, faster and more efficiently than ever before.

Grindrod's distinctively individual approach to mobile strategy is clearly working for the organisation: "We are very happy with the present solution," concludes Mr Dhooma, "and we'll continue to build on it by upgrading whenever relevant new releases hit the market."



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