

Mobile email provides field sales solution for commercial pump manufacturer

NOKIA
Connecting People

Case Study: Nokia E72 with Mail for Exchange for Nokia smartphones

Sulzer Pumps Ltd

Company:

Sulzer Pumps Ltd

Primary business:

Manufacturing and technology

Professional overview:

Leading pump manufacturer with a presence in 150 countries across six continents and specialising in commercial centrifugal pumps

Number of employees:

6,000+

Flagship facility:

Leeds, UK

Website:

www.sulzerpumps.com

Customer challenge

- To give staff instant, easy access to email when in the field, via smartphones that are more portable and easier to handle than laptops

Products

- Mail for Exchange for Nokia smartphones utilising Microsoft® Exchange ActiveSync®
- Nokia Eseries smartphones: Nokia E72
- Microsoft® Communicator Mobile
- Ovi Maps with free navigation for Nokia smartphones

Business results

- Increased business efficiency, employee productivity and customer satisfaction due to rapid email responses by field staff
- No extra investment required for servers, licences or service fees
- No additional middleware required, no specialised training necessary
- Built-in navigation on the Nokia E72 removes the requirement to invest in additional navigation tools

"The Nokia E72 smartphone is perfectly suited for international business... This is a real advantage for an organisation like ours, working across many time zones. A quick email at the right time can save a great deal of hassle later."

– Paul McCann, Human Resources Director, Sulzer Pumps



vodafone



Mail for Exchange provides a global solution to solve a worldwide problem

Sulzer Pumps operates the pump industry's widest network of service centres, but because of the remote locations and varying time zones its customers operate in, sales staff were struggling to communicate effectively with their clients. The Leeds (United Kingdom)-based manufacturer had tried deploying Vodafone USB connections with laptops, but this quickly proved too impractical due to the isolated locations staff routinely find themselves in.

The IT team decided on a new approach for providing instant mobile access: smartphones with voice and email capabilities. The preference was for a system that could run Mail for Exchange, because it was using Outlook on PCs already. The field was narrowed down to three handsets from HTC, Apple and Nokia, according to Paul McCann, Human Resources Director for Sulzer Pumps. After a month's trial on each device over its Vodafone network, one clear favourite emerged: the Nokia E72 smartphone equipped with Mail for Exchange.

"Over the years I have seen our mobile phone account develop from three handsets to over 300," says Mr McCann. "The next phase of development was a data type phone. We tried a number of devices but once again we went with a Nokia solution."

An effective integrated solution that's simple to deploy

The first to use Nokia E72 were the sales team and senior management. Both groups had the same positive response. First, they liked the ease of use of Mail for Exchange. Second, because they had previously been using Nokia smartphones, each person said they felt comfortable upgrading to an operating system they were familiar with. As a result, learning how to get the most out of the new mobile email features took days, rather than weeks.

"The Nokia E72 is a fully functional phone almost straight out of the box: user-friendly and operationally sound, with the added benefit of managing email. And as a 3G device with quad-band capability, it's perfectly suited for international businesses," says Mr McCann. "That not only means our people can easily communicate during the working day but also, if they want, check messages outside normal working hours. This is a real advantage for an international organisation like ours, working across many time zones. A quick email at the right time can save a great deal of hassle later."

In addition, Nokia E72 comes with Ovi Maps and free lifetime navigation (both walk and drive) including turn-by-turn voice guidance in more than 78 countries. It is proving to be both a useful tool for the globetrotting sales team and another expense saved for Sulzer Pumps.

Improving customer response and employee productivity

Another time-saving app employees have quickly taken to is Microsoft® Communicator Mobile software for Nokia smartphones. The application ties in to Microsoft's Office Communications Server 2007 product, which Sulzer Pumps already uses internally, and offers the ability to view a colleague's status and then choose the most appropriate communication method – instant messaging, email, text or voice call. As a result, suppliers, customers and business partners are working together virtually anywhere via PC or smartphone.

Due to the success of the initial deployment, Nokia E72 has now been rolled out by Sulzer Pumps Leeds to its after sales staff. "Our return on investment has been quickly realised through increased productivity across the board – from sales to senior management," says Mr McCann.

