

Use Case Mail for Exchange

Smooth global transition to one unified Mobile Mail solution using Mail for Exchange

Industry:	Telecommunications
Challenge:	<p>Manage global transformation of 15,000 users to Mail for Exchange solution and smooth rampdown of other Mobile Mail solutions within given two months time.</p> <p>Rampdown done with careful timing to assure operational fluency as well as efficient, positive and down to earth communications and instructions, in order to keep amount of received complaint tickets in minimum and user friendliness in maximum.</p>
Solution:	Mail for Exchange
Benefits:	Alignment to focus only one Mobile Mail solution strengthens strategic business partnerships and internal vision, as well as brings cost savings. It also enables future focus and investments in Mail for Exchange development.

Challenge

When aligned to overall corporate decisions, it was inevitable that it would make sense to concentrate only one Mobile Mail option and offer it globally, to all internal workers of the Company. Therefore Company's Mobile Experience Platform started in 2H of 2008 the ramp down activities of former mobile email solutions based on proprietary middleware, in order to make Mail for Exchange the only mobile mail solution available.

Challenge was to execute whole environment rampdown and new user intake within about two months time from planning to finalization. Threat lied within seamless change from solution to another which included renewed way of communication and utilizing available tools, as if these should fail the result would show in massive amount of complaint tickets, support workload and high user dissatisfaction. Mail for Exchange solution already had established and satisfied users, but so did other offered solutions. Therefore the venture was bound to face some change resistance.

These challenges were tackled by careful rampdown schedule planning, positive marketing communications and very detailed and simple, "down to earth" end user instructions. Users were given action timelines per solution and area, but becoming Mail for Exchange user was possible at all times. Each sent e-mail

had links to up-to-date information on Mail for Exchange website as well as links to email solution portal and further on, Wizard and it's step by step instructions how user should proceed. Method (automated or manual) and time (regardless of location) of the transfer were also freely choosable.

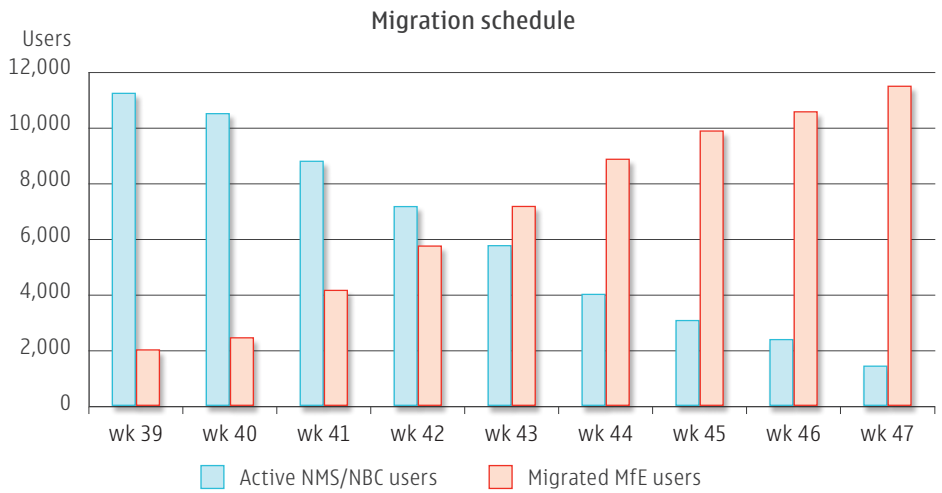
"All in all, the ramp down process of the obsolete mobile solutions went very well, primarily because of very dedicated key people in different internal and external organizational units".

Solution

Mail for Exchange

Mail for Exchange is a push e-mail solution that enables synchronization of corporate calendar, contacts, emails and tasks over-the-air with mobile device, using the Mail for Exchange client. Mail for Exchange is developed by Nokia and is provided free of charge to Company internal users by Company IT Mobile Experience Platform.

Mail for Exchange is a very convenient and easy way to ensure that both phone and Outlook share the same up to date information and therefore it allows true mobility of employees. Company employees are advanced users of mobile mail, and therefore it is essential that offered solution is as efficient as possible. Mail for Exchange is designed exclusively for Nokia devices.



Company Mobile Experience Portal
 Mobile Experience Portal (MEP Portal) belongs to Mobile Experience Platform. It is a One-Stop-Shop for mobility for internal users.

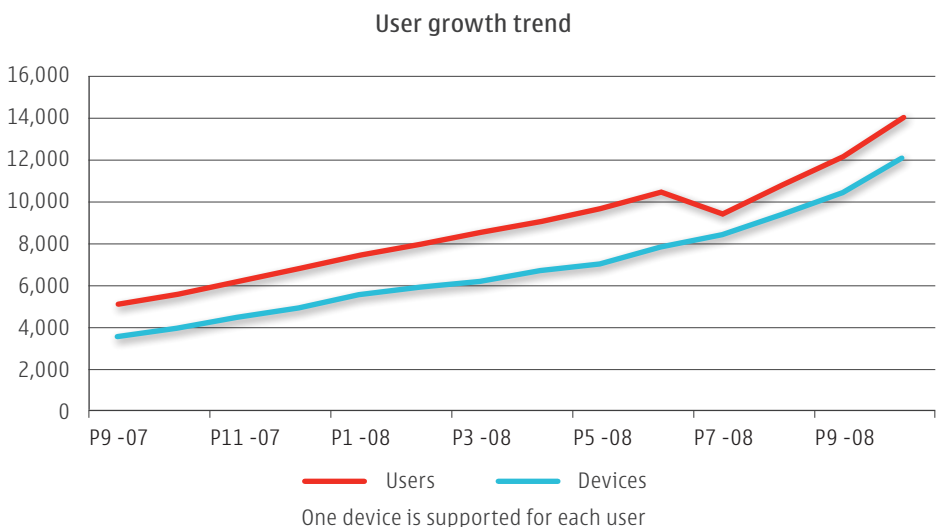
The service utilizes device management server as backend and enables users to install and configure applications easily over the air, such as Mail for Exchange, Internet Call, Nokia Maps etc. all software and settings are provided and supported by Company.

A user can also request software license and receive approved license via the portal. Based on user device model and identity, the portal displays only relevant information to a user. With personalized view and interactive instructions, taking mobility into use becomes truly a pleasant experience for users.

Benefits

Alignment to focus only one Mobile Mail solution strengthens strategic business partnerships and internal vision, as well as brings cost savings. It also enables future focus and investments in Mail for Exchange development.

In all, Mail for Exchange provides a cost-effective and easy-to-deploy solution leveraging the existing messaging infrastructure based on Microsoft Exchange Server. Solution also increases work efficiency by providing tools to more quickly respond to customers, colleagues, and partners and allows true mobility of employees.



Work together. Smarter.

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www.nokia.com/mailforexchange

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