

Employees at Tapiola Group double productivity away from the desk with Nokia smartphones

NOKIA
Connecting People

Case Study – Nokia with Mail for Exchange and Microsoft Communicator Mobile

Tapiola Group

Company:

Tapiola Group

Primary business:

Insurance, Asset Management,
Banking and Real Estate

Professional overview:

One of Finland's largest insurance
and banking businesses

Number of employees:

4,000

Flagship office:

Espoo, Finland

Website:

www.tapiola.fi

Customer challenge

To provide employees with easy mobile access to more information – including email, IM, Microsoft PowerPoint® presentations, spreadsheets and word docs – while keeping IT costs tightly reined in.

Products

- Mail for Exchange® for Nokia smartphones utilising Microsoft® Exchange ActiveSync®
- Microsoft® Communicator Mobile
- Nokia Eseries smartphones: Nokia E90, Nokia E72
- Tapiola employees also use Nokia N8 smartphones
- Plan to deploy up to 600 Nokia E7 smartphones in 2011

Business results

- No extra investment required for the switchover to Mail for Exchange
- Improved integration between Microsoft platform and Nokia smartphones
- Estimated annual mobile licence cost reduced by 50%
- A 50% jump in productivity from those working away from the office
- More stable system with 90% of users reporting no monthly calendar problems
- Better relationships with business partners due to more rapid responses



"The goal is to marry the productivity gains that mobile devices and software can provide with the stability requirements of our IT infrastructure and budgets. Nokia with Microsoft gives us that balance."

– Juuso Ihalainen, Development Manager, Tapiola Group.



Financial services group improves response times while also containing costs

Tapiola Group is in the process of making a bold move into the 'post-PC era'. In just the last year alone, the company – one of Finland's largest insurance and banking businesses – has seen an impressive 50% jump in the productivity rates of employees working outside of the office. Juuso Ihalainen, Development Manager at Tieto-Tapiola, Tapiola Group's IT company, attributes this to the Nokia smartphone solution it began rolling out in late 2009.

"The smartphones are already far more popular with our employees than laptops because they're light, quick and easy to use," says Mr Ihalainen. "It's more of a convenience, so users are very happy to use the mobile email, sometimes even first thing in the morning or after they get home in the evening."

Relying on trusted partners to roll out new mobility technology

Tapiola, founded in 1982 and based in Espoo, Finland, provides insurance, banking and investment in Finland and Europe through its six customer-owned subsidiaries. Of its 4,000 employees, 1,300 are now equipped with Mail for Exchange for Nokia smartphones.

And that number is expected to grow this year as the new Nokia E7 smartphones are added to the roster of Nokia E90, Nokia E72 and Nokia N8 smartphones that are already being used.

"Many of our workers use Microsoft Word® and Excel® on their Nokia smartphones," says Mr Ihalainen. "They particularly like the ability to watch and show PowerPoint presentations on them. For example, one person told me that when it comes to sharing his PowerPoint slides in a meeting, he just connects his Nokia N8 to a projector and that's all he needs."

Tapiola has also begun implementing Communicator Mobile software over Nokia smartphones. The application ties in to Microsoft's Office Communications Server 2007 product; it offers the ability to view a colleague's status and then choose the most appropriate communication method – instant messaging, email, text or voice call.

No extra training, no extra costs, no extra headaches

The Mail for Exchange solution was chosen because it's cost-effective: no third party server is required and it utilises existing infrastructure and software licences. Since Tapiola has long relied on Microsoft for its IT infrastructure and Nokia for its mobile phones, the new mobile system offered a practical evolution.

Mr Ihalainen and his team have not required extra training, and have devised a smooth plan for rapid deployment: a group of 100 employees are given new Nokia smartphones and directed to in-house training (both written and video). Within two to three weeks, the employees are completely up to speed and the IT team is ready for the next 100 new users.

Tapiola's business relationships with partners and customers have improved considerably as employees are able to respond to requests with increased speeds. The mobility system has proven to be very stable, with 90% of users reporting no calendar problems over a month, something that had been problematic in the past.

"The goal is to marry the productivity gains that mobile devices and software can provide with the stability requirements of our IT infrastructure and budgets," Mr Ihalainen says. "Nokia with Microsoft gives us that balance."



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