

Specialist CIT company improves productivity and efficiency with Nokia and Microsoft Office Communicator

Case Study: Nokia E72 with Microsoft Office Communicator

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Unitronics Comunicaciones S.A.

Company:

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Primary business:

Technology
Professional services

Professional overview:

The company is the leader in Spain in the implementation of communication and remote management networks for companies and public bodies

Number of employees:

650+

Flagship office:

Madrid, Spain

Website:

www.comunicaciones.es

Customer challenge

To improve employee productivity by equipping their mobile phones with the same presence control and instant messaging tools that are on their PCs.

Products

- Nokia Eseries smartphone: Nokia E72
- Microsoft® Communicator Mobile for Nokia smartphones
- Ovi Maps with free navigation for Nokia smartphones

Business results

- Improved employee productivity
- Widespread adoption of the solution on the part of the employees, partly because the mobile phone version is very similar to that of the PC
- No extra investment required in servers, licences or maintenance costs
- No intermediate software or specialist training required
- The satellite navigation system integrated in Nokia E72 eliminates the need for investment in additional navigation tools

“If you know what somebody is doing or whether they are available you will know what that person can or can't do for you. The solution eliminates the difficulty of trying to get hold of someone at the right time.

And for us, the alliance of Microsoft and Nokia is the most efficient way of achieving this goal.”

– Sergio García, Business Development Manager, Unified Communications, Unitronics





Spain's leading CIT company introduces presence control and instant messaging tools in mobile phones for its employees

Unitronics Comunicaciones specialises in the implementation of corporate communication networks and remote management. Therefore, when it comes to managing their own internal communication, the IT directors of the Spanish company know exactly what they want: the most up-to-date and efficient communication technologies. Moreover, the company was aiming for efficiency when it began using Office Communicator for Nokia smartphones.

As part of his role, Sergio García, Business Development Manager at Unitronics with responsibility for unified communications, encourages the use of new solutions. "As a certified Microsoft partner we have been using the Office Communicator software for more than two years," says Mr García. "The solution has been integrated into our voicemail platform with Cisco Call Manager and Astra MX One, and has been given to 250 employees. The logical next step was to extend it further to mobile phones."

Creating a new work culture

Mr García sees email as an inefficient method of having quick conversations. When the company began to use the technology on the PC he thought that 80% of the Unitronics emails fit better into the arena of instant messaging. He was convinced that having presence information and access to instant messaging on their mobile phones would have a beneficial effect on the productivity of the employees. "The appropriate use of presence control creates a work culture in which contact only happens when there is a reason for it. If an employee sees that his colleagues are busy he won't call them; this has a direct influence on productivity and, sooner or later, on cost savings," claims Mr García.

The management team at Unitronics knew what software they wanted and the decision to combine it with Nokia smartphones was an easy one. More than 70% of the mobile phones used by the company are Nokia smartphones, as are most of the phones belonging to Unitronics clients. However, the factor that finally tipped the balance was that the Office Communicator interface for Nokia was exactly the same as that of the PC.



Providing a transparent user experience

"I was actually very surprised to find that the interface was exactly the same on the Nokia screen," says Mr García. "If the employees know how to operate the PC version of Office Communicator, they will know how to use it on a smartphone. There is no need for any additional training. The same cannot be said for mobile phones from other manufacturers: the interface may be different and then it feels as if you are using a completely different system. That's not good when it comes to introducing and maintaining this solution."

Nokia E72 was the smartphone chosen from the Nokia Eseries range. Its QWERTY numeric keypad with visual trackpad was a key factor in the decision, as it makes it easy to use all the features of Office Communicator. The company also appreciates the size and clarity of the screen. And with HSDPA up to 10.2Mbps and HSUPA up to 2Mbps, Nokia E72 works very well in the network. It also offers Wi-Fi, with the latest version of Nokia's Ovi Maps and navigation system supplied free of charge, yet another mobile tool requiring no additional investment by the company.

The IT department served as a test bed. Nokia E72 was initially handed out to 20 employees – including five managers – with the Microsoft OCS downloaded from the Ovi store. According to Mr García it was easy to set up and if everything goes according to plan the solution will soon be extended to 250 Unitronics employees.

Better teamwork means higher productivity

The productivity of those who took part in the pilot project has increased and has resulted in significant savings, says Mr García, and the mobile phone solution ensured better teamwork as a result of the realtime awareness of the availability of colleagues. Everyone soon started to make better use of other people's time. They could see at a glance whether a colleague was available or in a meeting, and were able to check their calendar to see when would be the best time to talk to them. The resulting increased availability of employees, including outside regular office hours, could be seen as an inconvenience, but this was mitigated by the fact that the users could change their status to 'not available' or 'urgent enquiries only.'

"If you know what somebody is doing or whether they are available you will know what that person can or can't do for you. The solution eliminates the difficulty of trying to get hold of someone at the right time," says Mr García. "And for us, the alliance of Microsoft and Nokia is the most efficient way of achieving this goal."

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