



Nokia outpaces competition from iPhone and BlackBerry, to remain the dominant mobile provider in leading South African retail chain

Nokia smartphones with Mail for Exchange chosen by staff in Woolworths South Africa

Woolworths

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Company:

Woolworths, South Africa

Primary business:

Major provider of retail and financial services

Professional overview:

Since 1931, Woolworths has earned a unique position as the only retailer of its kind in South Africa, offering fashion, food, beauty and homeware, under both its own and third party brand names. The company also provides a range of financial services in partnership with Absa Bank.

Number of employees:

20,433 staff group wide

Flagship office:

Johannesburg

Website:

www.woolworths.co.za

Customer challenge

Woolworths needed to identify a preferred mobile email service that was:

- Easy for staff to use
- Safe and secure as a business communication tool
- Hassle-free and cost effective to set up

Solutions

- Nokia Eseries such as the E6 and E71
- Mail For Exchange for Nokia smartphones using Microsoft® Exchange ActiveSync®

Business results

- Cost-effective solution, because introducing Nokia Eseries phones achieved remarkable efficiency with no set-up or installation costs incurred for adding mobile email service
- Fast take-up, as Nokia handsets with Mail for Exchange integrated easily into the company's existing infrastructure
- Improved employee performance - by using Mail for Exchange, employees have been able to keep in touch with their email and calendar 24/7, enabling them to carry out business faster and more efficiently
- Productivity boosted, as users have also been able to manage their work and communicate with colleagues more quickly using the rapid push-email response delivered by Mail for Exchange

"The Nokia E71 is the best Nokia mobile we have used in years. Everyone has found these Eseries smartphones highly intuitive and easy to operate, even people who would normally use iPhone or BlackBerry."

- Thabiet Hassen, Cellphone Administrator, Woolworths Connect



Employees and IT managers of major South African retailer decide on Nokia

Woolworths is a retailing legend in South Africa, and has been making a difference to millions of customers' lives for over 80 years. Highly innovative and ethical, the company has also been an early technology adopter; for example, Woolworths was already using a computerised merchandising system in the early 1970s.

At the same time, the company has a commitment to being a dynamic and forward-thinking employer, working hard to attract and retain the best retail professionals. As part of this philosophy, Woolworths believes in offering staff as well as customers choice. So, when it comes to mobile communications, employees can select which brand of handset they want to use. Over the last few years, this has involved choosing between Nokia, BlackBerry and iPhone smartphones.

From Nokia... to Nokia

Nokia has been long established as the favourite mobile provider with Woolworths staff, with many employees using Nokia phones continually since 1999. However, the company's policy of allowing a free choice has meant that some colleagues have experimented with using BlackBerry or iPhones.

Even so, Nokia always maintained its position as the dominant handset used by staff. And, since the introduction of Nokia's Eseries E71, many more employees have come back to using Nokia phones because of their combination of high performance, intuitive and easy operation.

Nokia grows still stronger following the Microsoft alliance

All new Nokia Eseries smartphones are supported by Microsoft technology, which has further boosted their appeal to both employees and the Woolworths IT department. Indeed, the close collaboration between Nokia and Microsoft is unique in the way it meets business needs across the company.

At the most basic level, Nokia smartphones are extremely easy to operate because so much is already familiar to the users. Effectively, they have the same applications on their smartphones that they already work with on their desktops and laptops.

But the main reason for Nokia's popularity is the quick and highly efficient email functionality the smartphones offer, provided by built-in Mail for Exchange. This is the preferred solution for the Woolworths IT department too - as well as meeting every email need, Mail for Exchange is also deployed directly into the existing IT system, with no need to install a separate server. The combined Nokia and Microsoft solution is therefore simple for IT managers to operate and employees to use.

Woolworths staff have freely chosen to use Nokia as their preferred smartphone for work - and this has created a win-win situation for the company. Not only do individual employees feel valued and respected, but they're also more productive when using their Nokia smartphones.

Looking forward with Nokia

Nokia phones already outnumber any other handsets used in Woolworths, with over 700 in the Johannesburg head office alone. Woolworths IT also values the strengths of the Microsoft connection, and is preparing the ground for further rollouts of Nokia smartphones supported by Windows Mobile.

The benefits of the Nokia and Microsoft alliance, along with the resilience and functionality of the Eseries smartphones, means that any would-be competitor faces a truly formidable challenge. As to the future, Thabiet Hassen is confident that Nokia will continue to be the first choice of his colleagues: building on its position as Woolworths' preferred mobile communications partner, company-wide.

"It's refreshingly simple to install and run Nokia smartphones with Microsoft system support, and we can build in exactly the apps we need. I can't see why any business would choose anything else after weighing the advantages."

- Thabiet Hassen, Cellphone Administrator,
Woolworths Connect

More information

Read more about Nokia business solutions, as well as additional case studies, at www.nokia.com/business

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