

LEADING CLINICAL RESEARCH TECHNOLOGY COMPANY REPLACES IPHONES WITH BLACKBERRY PASSPORTS FOR IMPROVED PRODUCTIVITY

Industry

- Technology

Region

- North America

Solution

- BlackBerry® Passport, BBM™

Axiom Real-Time Metrics (Axiom) is a technology and professional services company delivering sophisticated Web-based platforms for clinical research from paper to Web. With offices in Canada and Europe, Axiom delivers a full suite of easy-to-use, powerful and cost-effective Electronic Data Capture (EDC) and Data Management (DM) solutions and services for clients around the world in the biotech, pharma and medical device fields. Their main product, Fusion, is used to run critical clinical trials for medical drugs and leading edge devices.

The Challenge

Axiom Real-Time Metrics serves a global customer base of small to medium sized biotech, pharma and medical device companies, conducting clinical trials that range between one to-200 sites around the world. This global focus means that Axiom's clients operate at all hours of the day. Axiom's employees are being asked questions and need to respond to situations on a 24-hour work cycle. This translates into scenarios where employees need to have access to their company files and Fusion dashboards from wherever they happen to be in order to support their end-users both in and out of the office.

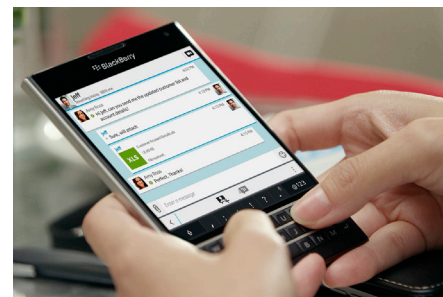
From California to Paris, Switzerland to Boston, and across the globe, Axiom customers are in contact with the team at all hours of the day. The challenge that brings to staff is the need for access to information to properly support users from anywhere. "Personally speaking, there are a lot of devices that have come and gone that promised to bring productivity to your pocket and most have failed to deliver," said Andrew Schachter, CEO and Founder at Axiom Real-Time Metrics. "We were looking for a productivity-level device that would allow us to do a significant number of tasks, similar to what you would do with a desktop. Ideally, the device would be much faster than desktop computing at a variety of tasks, including multi-tasking, e-mails, Web-application access and team communications, to name a few."

Axiom had deployed iPhones for its staff and were not completely satisfied with how they were able to service their customers, both during daytime and after hours. Using the iPhones was fine for being able to see what was happening in the moment, like reading an email from a client and understanding a situation. "It didn't allow us to act upon the situation, though," Schachter explained. "We were still having to get out our laptops to address any client issues, which was not only less productive, but was a concern from a work-life balance perspective."

The Solution

Axiom tested several smartphones to determine which device would help employees be the most productive and responsive to their clients, while also allowing employees to have greater freedom on where and how to respond to client situations and needs. Axiom selected BlackBerry Passports for their staff because they wanted to empower employees to do more with their smartphones. The large square screen and physical keyboard make it possible for staff to edit Word documents directly on their BlackBerry Passports when something comes in from a customer instead of having to log in via their laptops.

"Our Customer Care personnel can now log in to the Axiom Fusion portal directly on their BlackBerry Passport and are able to help end-users and assign reporting tools, whether they're in the office or away from their desks," said Schachter. "We're finding that our employees are



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Andrew Schachter
CEO and Founder at Axiom
Real-Time Metrics

using their BlackBerry smartphone in lieu of their desktop. Given the screen real-estate available on the BlackBerry Passport, on many occasions it's faster to go through the smartphone to access all documents which we have stored in our cloud."

Since Axiom's main product – Fusion – is browser-based, the staff are able to conduct major parts of their work from the BlackBerry Passport's powerful browser. Axiom also uses pre-installed applications such as Evernote for information management and BBM or Skype to communicate in real-time among the team. "We can load Fusion in the browser and can still multitask using the BlackBerry Hub," Schachter said.

Axiom's Benefits:

"I travel globally almost weekly, and I tend to have my laptop with me 24 hours a day, seven days a week," said Schachter. "Now, there are times where I don't even bother opening my laptop because I'm so efficient on my BlackBerry Passport. The predictive text on the touch-enabled keyboard, often makes it faster than the laptop typing experience. There have been occasions where I've been able to compose an entire email just by swiping up on the keyboard using the text that is predicted by the BlackBerry. It's incredibly intuitive."

Axiom has noticed a major improvement in how much can be accomplished just by putting the BlackBerry Passport in the hands of its employees. "The BlackBerry Passport delivers personal computer level power to the palm of your hand. Nothing has succeeded like this for us and this actually accomplishes a major goal for us," said Schachter. "Issues can be addressed instantaneously. From a business standpoint, we're seeing a 10 to 20 percent productivity gain on a team basis." As a result, employees are also getting more time back in their personal lives.

Overall, the roll-out of BlackBerry Passports has been very successful and Axiom has seen several benefits to the large square screen. "It has changed our perception of what we thought we could do with a handheld device. The BlackBerry Passport's screen dimensions are ideal for Web browsing, which is key for our daily operations," said Schachter. "This is a complete game changer – it's not an information device, it's a productivity level device."

Key Benefits

- 10-20 percent increase in overall team productivity
- Large square screen for easy Web-browsing
- Improved multi-tasking capabilities
- Enhanced client service and customer care delivery
- Improved work-life balance for employees

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