

BlackBerry Case Study - Transportation



IT Team Delivers Back-up Communications on BlackBerry Smartphones without Increasing Workload or Costs

Airbus

Airbus Americas is one the world's largest aircraft manufacturers.

Success On BlackBerry

Industry: Transportation

Region: Americas

Company Size: Large Enterprise – 56,000 employees

Email Environment: Microsoft® Exchange

Type of Solution: IT Operations and Continuity of Operations (COOP)

BlackBerry Alliance Member Solution: PINpoint by Tenet Computer Group Inc.

Challenge

In the event of a certain service interruption with their email system, Airbus wanted to keep employees sending short messages to each other using PIN-to-PIN services on their BlackBerry® smartphones. They needed an easily accessible directory of end user PIN numbers to make this happen.

Solution

Airbus used PINpoint, an application from Tenet Computer Group. The application provides an up-to-date contact list pulled from the smartphone information managed on the BlackBerry® Enterprise Server and from the Airbus corporate directory.

Airbus' Results

- Virtually effort-free IT solution
- Manageable costs
- Enables backup communications for business
- Alternative communication system in place, in case their email server is down

The Situation: Have a Back-up Plan for Sustained Communications

Airbus is a worldwide aircraft manufacturing company that relies on BlackBerry smartphones to keep communications flowing and business running smoothly. Because they rely on mobile communications, they wanted a back-up plan in the event of a problem with their email server that would disrupt their ability to receive messages on their BlackBerry smartphones.

They decided to maximize the value of their BlackBerry smartphone deployment by enabling their devices to act as communication devices, when the email server is down, using PIN-to-PIN communications. BlackBerry smartphone users can send data messages to each other by addressing them to the PIN number that is unique to each device. If server-based email is not working, using PIN numbers circumvents the need to go through the BlackBerry Enterprise Server, because the message sent is between two BlackBerry smartphones.

The challenge for the IT group was that it had no way to easily record PIN numbers for users. "People either had to know a colleague's PIN number or look it up in our company directory through their browsers," says Theo Garner, Systems Administrator.

Garner did not want to add workload to his IT team by having them maintain an up-to-date list of PIN numbers. So he went looking for a low maintenance solution.

Many Options with the BlackBerry Solution

The IT team was the driving force behind bringing the BlackBerry solution into Airbus. Garner says he and his team were impressed with the remote management and over-the-air deployment features that are part of the solution, because it simplifies their jobs.

"The BlackBerry solution really revolutionizes deployment," says Garner. "You no longer have to even touch the smartphone. I can have my network provider drop off a new device in any location and use the BlackBerry Enterprise Server to provision it within 20 minutes. It frees up our resources, because no one has to manage or install anything."

Garner also points to the value of the security functionality on the BlackBerry solution. The security functionality includes Triple DES encryption - which means information remains encrypted from the BlackBerry Enterprise Service to the BlackBerry smartphone.

He also uses the management features of the BlackBerry Enterprise Server to monitor and manage his users' devices. "It's great to be able to look up a specific user on the BlackBerry Enterprise Server and see what the issue is that they are having," says Garner. "I can see whether they're having network troubles or whether it's a device issue."

Garner says the reporting tools, which are part of the solution, show him exactly how people use their devices. He uses these metrics to determine how valuable the smartphones are to the users and even to manage the load of many devices on his server.

"The BlackBerry smartphone is a great tool for our users because it truly extends the office. It gives them the ability to almost have their full office capability in their pocket."

~ Theo Garner, Systems Analyst, Airbus Americas

How It Works.

Application Type:

IT Operations and Continuity of Operations (COOP)

Application:

PINpoint by Tenet Computer Group Inc.

- PINpoint is configured to connect to the BlackBerry Enterprise Server management database to read BlackBerry user information such as email address, phone number and PIN number of each BlackBerry smartphone
- PINpoint uses the push capabilities of the BlackBerry Mobile Data Service to send the PINpoint list to the smartphone's BlackBerry Browser cache
- The PINpoint list can be accessed through an icon on the home screen
- Users can send each other PIN messages between BlackBerry smartphones in the event that email servers are disrupted

Freeing Up IT Time

Airbus deployed PINpoint, an application for BlackBerry smartphones that automatically makes up-to-date PIN numbers available to end users. No IT support is needed to update or create this list. All the user has to do is open the PINpoint application on their device and they can almost instantly pull up an accurate PIN number of a colleague.

"There is no management – absolutely none," says Garner. "Once you add a new user, it's automatically updated and pushed out on the next scheduled increment, so end users always have the most recent information. I have not assigned a single IT resource to manage this process and that cuts down on our costs."

Airbus also appreciated that they didn't have to build an application themselves.

Peace of Mind

End users are using the ability to PIN each other to ensure business continuity. So far, they have not been tested by an emergency situation, which was the original reason for enabling PIN-to-PIN communication. But Airbus has been using the alternative form of communication for times when their email service is disrupted.

"If our executives are away on a sales campaign and the server goes down, they can use PIN-to-PIN to continue working and communicating with company decision makers." says Garner.

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~ Theo Garner, Systems Analyst, Airbus Americas

Summary of Airbus' Results

- Virtually effort-free IT solution
- Manageable costs
- Enables backup communications for business
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"If our executives are away on a sales campaign and the server goes down, they can still use PIN-to-PIN to continue working and communicating with company decision makers."

~ Theo Garner, Systems Analyst, Airbus Americas

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 **BlackBerry**

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