



BlackBerry Customer Success Story

BlackBerry Enterprise Server Express Helps Consulting Firm Boost Customer Responsiveness



Transformation Associates, Inc. (www.TransAssoc.com) provides business transformation consulting services, helping clients integrate innovative organizational development, business process management and technology solutions. The firm's consultants work with a broad range of clients in industries such as pharmaceuticals, financial services, insurance and manufacturing.

Industry: Professional Services

Region: Americas

Company Size:
Small Business – 8 employees

Email Platform:
Microsoft® Exchange

Solution: BlackBerry® Enterprise Server Express, REXwireless

THE CHALLENGE

As a small business, with eight full-time employees, Transformation Associates is focused on building relationships with clients to develop long-term contracts and maintain business viability. “As a small firm, every individual contract means a lot to us,” says Rachel Radwinsky, Vice-President of Consulting Services with Transformation Associates. “We spend much of our time and effort thinking about how to best serve our clients, how to be responsive and how to build relationships. We feel more urgency perhaps than larger organizations because of our size.”

Consultants also spend most of their time out of the office, whether they're meeting with potential new clients or providing consulting services to existing clients. Previously, the team was using cell phones for communications, which didn't give them access to email or applications. They also used laptops, but in many cases they didn't have access to a wireless connection at a client's site or on the road, so they weren't able to check their email or calendar throughout the day. That lack of access meant they often had to wait until the end of the day to respond to customer questions and requests.

THE SOLUTION

The company deployed five BlackBerry® smartphones running on BlackBerry Enterprise Server Express and found the deployment easy. BlackBerry Enterprise Server Express allows businesses of any size to quickly set up a BlackBerry solution by installing it on the same mail server as Microsoft® Exchange server, Windows® Small Business Server or on a separate server, providing advanced BlackBerry smartphone features with no additional software or user license fees. “The online tutorials and videos were extremely helpful,” says Radwinsky. “We got everything up and running without a single problem. We received free support tickets as part of the solution, but we've never had to use them.”

BlackBerry Enterprise Server Express provides Transformation Associates with the functionality they need at no additional cost, including the ability to access Microsoft® Word and Microsoft® PowerPoint® attachments on their BlackBerry smartphones. “That's come in handy when we're about to meet with a client and need to access a PowerPoint presentation,” says Radwinsky. “Even if we have a laptop and wireless access, there's not enough time to boot it up and open the presentation. With the BlackBerry smartphone we can do it in seconds.”

When consultants meet with clients, they can now access everything they need on their BlackBerry smartphones, including email, calendar and tasks. They also

“It is essential for us to be responsive to our clients’ needs. The BlackBerry solution is a big part of serving clients, building our business and keeping it going.”

Rachel Radwinsky
Vice-president of Consulting Services
Transformation Associates

KEY BENEFITS

- Increased responsiveness to customer requests
 - Near real-time communications in the field
 - Easy access to important applications
 - Advanced smartphone features with no software license fees or additional per user license fees
-

use REXwireless ToDoMatrix Professional task management software for the BlackBerry smartphone, which allows users to easily manage projects and people, as well as REXwireless IdeaMatrix Professional, which allows users to manage thousands of notes and ideas, and quickly inject email they’d like to save for future reference. With REXwireless, the company’s president is able to route tasks and ideas to the rest of the staff and capture ideas on the run. In addition, they’re using the Salesforce Mobile customer relationship management application, which allows them to manage client contacts and communications on their BlackBerry smartphone.

Consultants are able to tether the BlackBerry smartphone to their laptop when they can’t get a wireless connection at a client’s site or while on the road, allowing them to access their email and calendar throughout the day. And, when they’re at a client’s site, they often write notes on a whiteboard or flip chart, so they use the built-in digital camera on the BlackBerry smartphone to take a picture of their presentation and provide clients with an electronic copy.

TRANSFORMATION ASSOCIATES’ BENEFITS

The BlackBerry solution is helping to enhance communications internally among consultants as well as with clients, and has enabled the team to respond much more quickly to client questions and requests. It also allows them to easily schedule appointments and check the availability of other consultants.

“If a customer is waiting for a response to an email and we don’t have access to our email until the end of the day when we can log in to a computer, that customer might be waiting for hours to hear back from us,” says Radwinsky. “With the BlackBerry smartphone, we can get back to them in minutes. We’re able to respond to questions or requests as soon as we get them, no matter where we are, and that goes a long way to developing more business with them.”

Having BlackBerry smartphones also helps with scheduling, when meetings change at the last minute. “When we get an opportunity to meet with the senior management of a large company, it’s usually a short meeting and it’s our one chance to make a pitch,” says Radwinsky. “If we miss that meeting, chances are we’ve missed it forever, or we might have to wait months to get another chance.”

The BlackBerry solution allows them to spend as much time as possible on client sites, rather than sending email and managing tasks back at the office. And their use of REXwireless helps keep projects on track and new ideas flowing. “Our BlackBerry solution has been critical to improving communications,” she says. “We not only know where our team members are during the day, but we know the status of their projects. It helps make us better at what we do.”

Radwinsky explained that they also chose the BlackBerry solution because most of their clients use BlackBerry smartphones and they believe it is considered a corporate standard. Security was another factor, since they have the ability to remotely wipe a lost or stolen device. And BlackBerry Enterprise Server Express offered them the option of using advanced features, such as wireless access to business email and calendar, with no software license fees or additional per user license fees - helping a small firm look and act like a larger enterprise.

www.blackberry.com/go/success

 BlackBerry

Results unique to Transformation Associates, Inc. and may not be typical. This material, including all material incorporated by reference herein or made available by hyperlink, is provided or made accessible “AS IS” and “AS AVAILABLE” and without condition, endorsement, guarantee, representation or warranty of any kind by Research In Motion Limited and its affiliated companies (“RIM”) and RIM assumes no responsibility for any typographical, technical, or other inaccuracies, errors or omissions in this material and shall not be liable for any type of damages related to this material or its use, or performance, or non-performance of any software, hardware, service, or any references to third-party sources of information, hardware or software, products or services including components and content such as content protected by copyright and/or third-party web sites (collectively the “Third Party Products and Services”). When you subscribe to Third Party Products and Services you accept that: 1.It is your sole responsibility to: (a) ensure that your airtime service provider will support all features; (b) identify and acquire all required intellectual property licences prior to installation or use and to comply with the terms of such licences; 2.RIM makes no representation, warranty or guarantee and assumes no liability whatsoever in relation to Third Party Products or Services. The limitations and exclusions herein shall apply irrespective of the nature of the cause of action and in no event shall any director, employee, agent, distributor, supplier or independent contractor of RIM have any liability related to or use of the material. ©2011 Research In Motion Limited. All rights reserved. BlackBerry®, RIM®, Research In Motion®, and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. Microsoft and PowerPoint are trademarks of Microsoft Corporation. All other trademarks are the property of their respective owners. MKT# 38505-001