

# BlackBerry® Enterprise Server transforms customer response times for Mitel



## Going mobile, staying productive

Any business with a mobile workforce knows how challenging it can be to stay productive. If sales teams, engineers, account managers and others are regularly away from their desks, they need to manage their time well to avoid returning to a backlog of work.

But when as much as 80% of your workforce is mobile, staying productive becomes absolutely business-critical - as Gary Moscardini, IT/IS Manager for Mitel EMEA understands.

“The UK arm of Mitel is responsible for sales, marketing and service, so most people travel regularly. For our business to stay competitive, staff need to be connected to their email at all times, in order to stay informed and respond quickly to customers.”

“BT offered us an excellent price and level of service, and they were very keen to help us get started. The team provides excellent support, and is very responsive to adds, moves and changes.”

Gary Moscardini  
IT/IS Manager, Mitel EMEA

## About Mitel

Mitel is a leading provider of communications solutions for a range of organisations - from very small, single site offices to multi-site, large enterprises. It offers customers a broad choice of solutions, from basic business communications to sophisticated unified communications, from pre-packaged to tailored applications, and from an outright capital purchase to a managed service.

Mitel operates from over 100 locations in over 90 countries. It services customers through a network of over 1,500 value-added resellers and partners.



## An excellent service and price

Having seen some good reports in the press, Mitel took an interest in using BlackBerry® smartphones. These would give Mitel's staff access to both email and mobile phone calls in a single device, thus boosting their productivity when on the road. What's more, they would support the image of the business: "As a communications company, we need to respond quickly to our customers - and to be seen to be responsive," explains Gary. "Giving our sales team the latest BlackBerry devices for customer meetings would help us do both of those things."

Following a successful trial of BlackBerry devices at Mitel's US headquarters, the UK arm of the company decided to follow suit. This meant finding a service to trial - and BlackBerry® Enterprise Server from BT was Mitel's choice. "BT offered us an excellent price and level of service, and they were very keen to help us get started. We had used BT's services for some time, so we were confident they could deliver."

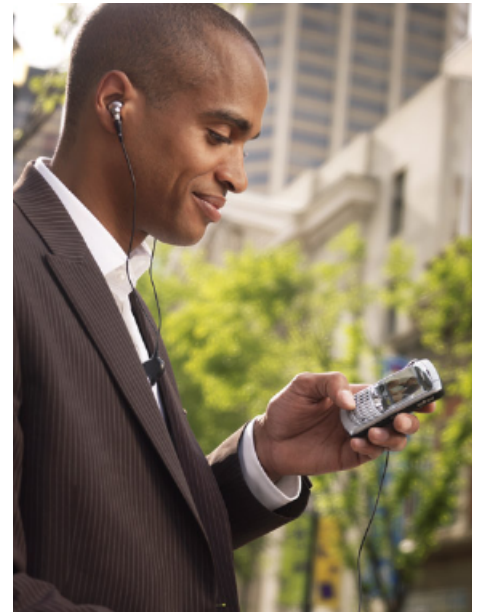
### About BlackBerry Enterprise Server

With BlackBerry Enterprise Server for Microsoft® Exchange, you can access a range of applications on BlackBerry smartphones, wherever you are located in the UK or abroad. These applications include:

- Microsoft Exchange email
- Microsoft Exchange calendar, contacts and scheduling
- Instant messaging applications such as Microsoft® Office Live Communications Server 2005 and Microsoft® Office Communications Server 2007
- Web-based, Java® ME and Web Services applications
- Other enterprise applications and systems such as Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP)

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## Immediate benefits for all

The UK trial involved five of the senior Mitel management team - who, according to Gary, felt the benefits of the BlackBerry Enterprise Server immediately. "The feedback was excellent. These guys do a lot of international travelling, so straight away they had the means to keep working on the move."

The UK trial was so successful that Mitel gave devices to some 200 customer-facing staff across the UK straight away. And the results were immediately impressive. Sales teams can now push email content to each other, or browse the web, helping them stay informed before and during meetings with customers. They can also communicate freely by email, without having to worry about or incur the costs from national or international mobile calls.

However, the most impressive result is the faster customer response times. "Thanks to the BlackBerry Enterprise Server from BT, I'd say our email response times have come down from 24 hours to just two."

What's more, Mitel is very happy with the service it gets from BT, as Gary concludes: "The BT team provides excellent support, and is very responsive to adds, moves and changes. We've recently renewed our contract, and in the near future we're planning to roll the service out to our mobile engineers."



BlackBerry® Curve™  
8320 smartphone

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For more information visit the website: [www.bt.com/business/blackberry](http://www.bt.com/business/blackberry)



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