



Case Study Overview

When a large multimedia company needed to provide its employees with easy access to messaging and up-to-date information – regardless of where they travel – it turned to Enterprise Mobile to manage a 2,500-mobile-device deployment throughout the U.S. The company’s onscreen talent and corporate workforce rely on a variety of mobile devices for email and PIM access whenever they are on the road.

The broadcaster chose Enterprise Mobile for several reasons. First it wanted to ensure a high quality user experience for its mobile users. Enterprise Mobile meets that need with service levels that address the stringent requirements of key personnel who cannot afford downtime. Enterprise Mobile’s Help Desk support provides 24x7 expert services for the media organization’s mobile users and internal IT support personnel.

Enterprise Mobile also stood out as a partner that could provide multi-platform support for all the devices the company deploys – Windows Mobile® devices, including the Samsung® Epix™ and Palm® Treo™ Pro, as well as the BlackBerry® Curve™ and the iPhone™ 3G. Looking forward, the company plans to make its business applications, as well as access to corporate functions such as Intranet and SharePoint, available via mobile devices.

Case Study Details

The company turned to Enterprise Mobile to manage and transition more than 2,500 mobile users of a variety of mobile device types. The transition from one device to another required a streamlined process designed to get those users up and running quickly on a new device, without disruption in service.

Procurement and Depot Services for Multiple Platforms

Enterprise Mobile is the single point of deployment and depot services for 2,500 mobile devices across the United States. Partnering with AT&T and Tangoe, Enterprise Mobile is handling all facets of device procurement and service activation, including:

- Provisioning and configuring each device deployed for the company with business applications and email,
- Testing each device to ensure that it is working properly,
- Charging the battery
- Tagging the device for asset management tracking
- Accessory procurement, testing and packaging
- Kitting, in custom packaging, with a Getting Started manual
- Shipping to end-user for next day delivery

Enterprise Mobile interacts with seven internal customer systems to ensure a smooth transition for end users during the device procurement and replacement process. Additionally, Enterprise Mobile maintains the inventory of devices to enable real-time deployment of new device activations and replacements.

Challenge:

- The company needed a knowledgeable, experienced partner to manage multi-platform mobile device deployment, depot and support services.
- Its goal was to outsource all phases of mobility – from procurement through recycling – to streamline all the processes needed to manage and support their mobile devices and to manage mobility costs.

Solution:

- Multi-platform lifecycle services from Enterprise Mobile support iPhone, Windows Mobile, and BlackBerry devices – from deployment, through depot (repair/replace), ongoing support, and recycling.
- Enterprise Mobile Services are integrated with seven systems, including the Tangoe ordering portal, BES (BlackBerry Enterprise Server) Administrator, Parature customer service software, and BMC Remedy Service Desk.

Results:

- On average, Enterprise Mobile is deploying 403 devices per month, on average for the company – a combination of BlackBerry, iPhone, and Windows Mobile devices for existing and new users. By outsourcing the company can focus on its core competencies while entrusting mobility services to knowledgeable experts.

Enterprise Mobile manages the break/replace process for the mobile devices it deploys, as well as devices that the media company deployed before it outsourced its mobility initiative to the service provider. To minimize down-time, Enterprise Mobile replaces devices within 24 business hours of receiving notification of a problem. A fully configured replacement device is sent to the user, along with packaging and a shipping label for returning each device that needs to be replaced. For devices under warranty, Enterprise Mobile works with the various device manufacturers and AT&T to manage the process for exchanging damaged units with replacements, as well as securely managing inventory of safety device stock and broken devices.

Enterprise Mobile accesses the Tangoe ordering portal to ensure integration of its services with Tangoe and customer systems and, as a result, is able to deploy new mobile device orders expeditiously. This integration enables the multimedia company to leverage Tangoe's core portal while taking advantage of Enterprise Mobile's extensive management capabilities. Enterprise Mobile also inputs important deployment data, such as device IMEI, date of activation and end-user information into the Tangoe system after deployment for easy reporting.

Help Desk Support

In addition to outsourcing procurement and depot services for its mobile devices, the media company adopted Enterprise Mobile's Help Desk support – for its mobile users and its IT support staff. That support addresses issues across all the mobile platforms deployed to users and is available 24 hours a day, 7 days per week.

- Through the Depot Service, Enterprise Mobile is replacing 45 devices per month, on average, to keep users productive wherever they go. 67 percent of the inoperable devices experienced hardware failures and 21% had software issues.
- Support – for Help Desk and end users – resolves issues and helps media professionals work effectively by avoiding afford downtime.
- Recycle Service has recouped costs on all the devices Enterprise Mobile has processed to date, including those that were deployed prior to Enterprise Mobile's involvement.

About Enterprise Mobile

Enterprise Mobile is a mobility service provider that offers professional (strategic) and lifecycle management (end-to-end) services to help companies successfully deploy and manage their mobility initiatives. We draw on our deep mobility expertise and best practices to deploy mobile devices, manage them remotely, provide various levels of user support, and efficiently replace or repair inoperable devices for enterprises looking to control the costs of mobility. Learn more at www.enterprisemobile.com.

Corporate Headquarters:

Enterprise Mobile, Inc.
321 Arsenal Street
Watertown, MA 02472
877.ENT.MOBL
(877.368.6625)

Microsoft®
GOLD CERTIFIED
Partner

**Mobility
Solutions**

The Enterprise Mobile logo is a trademark of Enterprise Mobile, Inc.

©2009 Enterprise Mobile, Inc. All rights reserved.

July 2009