

## case study - mobile email

Businesses are increasingly dependent on information technology with access to information having become either critical to many job functions or a key enabler of efficiency and effectiveness. The nature of most businesses demands a mobile workforce, however effective communications has remained highly dependent on being in a location that has physical access to the IT systems.

Whilst mobile working has been facilitated in the most businesses for some years through the delivery and support of laptops, mobile phones and remote access, advances in technology have opened up a range of wireless portable devices which can further support the wide variety of working styles and requirements of a mobile workforce.

## customer: trend consulting

Trend is a Business Development Consultancy specialising in designing and delivering bespoke market entry solutions, in the IT and Communications markets. Trend have 12 years experience helping marketing & sales divisions in the IT and Communications sector reach out to their customers more effectively.

ABC Networking Ltd designed and implemented a mobile solution based on Microsoft Exchange 2003, wireless ActiveSync and Windows Mobile technology.

Our solution provided Trend with an encrypted, centrally managed mobile worker solution that provided their management team additional contact with the head office communications infrastructure.

Trend has dramatically improved the productivity of their mobile work force by allowing them to respond to email messages immediately rather than spending a lot of time when they are back in the office dealing with emails.

## feedback

"ABC Networking Ltd are very professional and very approachable.

They have enabled us to reduce our support costs whilst increasing the level of support provided to our remote workers. When ever there have been any problems, ABC Networking has responded quickly and efficiently ensuring we have had minimal disruption.

ABC Networking has also enabled us to implement remote working in a new way by providing us with access to our email server using wireless ActiveSync and Windows Mobile devices helping us improve our business productivity"

Martin Punter  
 Business Development Manager  
 Trend Consulting

## in brief

Customer:

Trend Consulting  
[www.trend.co.uk](http://www.trend.co.uk)

Challenge:

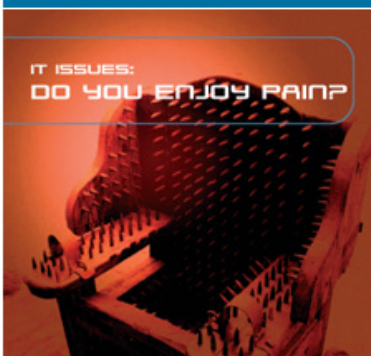
Mobile workforce that was not as productive as they wanted and was not as effective at communicating with office based staff and their clients.

What we did:

ABC Networking Ltd implemented a mobile worker solution based on Microsoft Wireless ActiveSync and Windows Mobile technology

Benefits:

- Dramatically improved productivity
- Wireless email - staff responded to email immediately saving time when they were back in the office
- Wireless calendar - diaries managed centrally and appointments synchronize wirelessly, appointments made on the device sync back to head office
- Wireless tasks lists
- Wireless address book - access to the corporate address book
- Encrypted communication
- Remote wipe of the device if lost



### WHAT OUR CUSTOMERS SAY

"ABC Networking understands our requirements and provides us with friendly and efficient service..."

