success story

"The business case for deploying a BlackBerry Enterprise Server for Microsoft Exchange is compelling. The associated costs for the server are quite low compared to running dedicated PCs."

Jeff Fantin, Microsoft Exchange Administrator, Salt River Project

company profile

Salt River Project (SRP) is a multipurpose reclamation project, serving electric customers and water shareholders in metropolitan Phoenix, Arizona. With more than 750,000 customers, SRP ranks among the largest public power utilities in the United States, and is the largest supplier of water in the Phoenix area.

To improve customer service and employee productivity, SRP gives employees mobile access to e-mail and wireless calendaring with the iPAQ BlackBerry™ Solution from HP for Microsoft Exchange.

challenge

For SRP, the key business drivers for a mobile solution were greater productivity and improved responsiveness. Without a mobile solution, traveling executives were forced to rely on cumbersome methods of updating their calendars, such as faxing. Employees who returned from absences often spent an inordinate amount of time responding to a backlog of e-mails, impeding productivity. And off-site employees remained unaware of urgent e-mail until they found time and a place to connect their laptops and dial in to the intranet. "We needed secure, real-time access to e-mail to help employees do their jobs better," says Jeff Fantin, Microsoft Exchange Administrator for SRP.

type of solution

SRP discovered BlackBerry handhelds when an employee purchased one at a Microsoft Exchange conference. This stirred great interest from other employees who saw the handheld in action. Initially, SRP used a dedicated PC to direct e-mail, but quickly discovered this was inefficient from an IT standpoint.

After evaluating various vendors for a complete BlackBerry solution, SRP chose HP. "HP's Demo Paq, with 20 iPAQ BlackBerry handhelds and BlackBerry Enterprise Server software, made it very easy to try out the solution," says Fantin. "Also, we're an HP shop, so we're able to leverage our existing working relationships and channels."

results

- Improved customer service — With mobile access to e-mail, SRP's desktop support techs can respond to trouble tickets immediately, even if they're in the field. The 40 representatives in the commercial customer services department can respond immediately to customer e-mails.

- Faster resolution of business issues — "By enabling employees to respond to urgent messages quickly, the iPAQ BlackBerry mobile e-mail solution improves our reputation for responsiveness," says Fantin.

- Increased productivity — iPAQ BlackBerry handhelds give employees the ability to accomplish more during the day.

- Reduced costs — The BlackBerry Enterprise Server solution lowers costs because of low server costs and flat monthly fees.

in conclusion

"Hands down, people love the iPAQ BlackBerry handhelds," says Fantin. "And having a standard solution for mobile e-mail simplifies IT's job because we can support a single platform. For secure, real-time access to e-mail, the iPAQ BlackBerry solution is a solid overall solution that works."

contact

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solution

SRP deployed BlackBerry Enterprise Server software for Microsoft Exchange on an HP ProLiant DL380 server. "ProLiant servers are very reliable," says Fantin. "Our ProLiant server has remained up continuously, and scaled from 30 to 255 users in about a year."

SRP orders its iPAQ BlackBerry handhelds with HP Direct, which it also uses for other HP products. "HP Direct simplifies administration because we can track sales, invoicing and serial numbers," Fantin notes. For convenience, HP bills yearly for airtime access.

SRP began its pilot in June 2001 with 30 executives, IS managers and project managers from different business units. To introduce the technology to the employees, Fantin's group hosted an informational open house attended by HP and its partner Research In Motion. "The partnership between HP and RIM has definitely been an advantage," says Fantin. Employees learn to use the iPAQ BlackBerry handhelds by taking a self-paced course, including streaming video, on the SRP intranet.

hardware

- ProLiant DL380 server
- iPAQ BlackBerry handhelds

BLACKBERRY

software

- BlackBerry Enterprise Server Software
- Microsoft Exchange 5.5
- Microsoft Windows 2000
- Insight Manager system-management tools
- SmartStart software

hp invent