

MANUFACTURING GIANT SPEEDS UP PRODUCT DEVELOPMENT WITH BLACKBERRY

Industry

- Manufacturing

Region

- Global

Solution

- BlackBerry® Enterprise Service 10 (BES10)
- BlackBerry® 10 smartphones

Grohe AG (Grohe) is Europe's largest and the world's leading single-brand manufacturer and supplier of sanitary fittings – including kitchen and bathroom taps, and shower systems – to the private and public sector. Headquartered in Dusseldorf, Germany, the company has a presence in more than 130 countries, six production plants worldwide and more than 5,800 employees. Its global market share of sanitary fittings is roughly 8 percent, with the German market making up roughly 15 percent of overall sales.

The Challenge

Speed to market and the ability to communicate with customers are the critical lynchpins to Grohe's growth. Every market has different requirements and preferences, so the company needed a way to stay connected with customers.

"We wanted a way to be better tuned into the wants and needs of each of our markets in order to adapt our communications and products accordingly," said Jan-Peter Tewes, Senior Vice President of Global Marketing at Grohe AG.

To do this, Grohe needed a secure, reliable solution that would enable its field teams to stay connected while travelling. In addition to communications, it also needed a solution that would seamlessly integrate with its current solution, and enable the company to support users' smartphones and tablets running different operating systems.

The Solution

Grohe deployed BlackBerry Enterprise Service 10 (BES 10) to upgrade its existing BlackBerry smartphones to BlackBerry 10 devices. The new devices provided the company with powerful business tools that supported workers out in the field.

"BlackBerry 10 smartphones provide our employees with increased battery life, larger screens, collaborative calendars and fast email typing," noted Tewes. "This allows our employees to work efficiently and productively while they are out with customers."

The company also chose BES10 to support the multi-platform management of other devices including Android™ and iOS tablets and smartphones.

"Our employees like to feel like they have choices and that there's some flexibility on how they accomplish tasks. Supporting Android, and iOS tablets and smartphones provides our staff with a variety of tools to do their job, while BES10 makes it manageable for IT," added Tewes.



"Our mobile communication has improved dramatically through the use of the BlackBerry solution. The ability to quickly communicate securely over the phone, by email or BBM are some of the key benefits the BlackBerry solution brings to our teams. We are able to share confidential reports much more openly and quickly than we used to, which has reduced our development time for new products."

Jan-Peter Tewes
Senior Vice President
Global Marketing at Grohe AG



Grohe's Benefits

Grohe has benefitted from choosing a fast and easily deployable enterprise mobility management (EMM) system that supports all of its devices. The IT team can easily manage, secure and deploy useful apps to its staff when they need them. Staff can communicate quickly whether through email or BBM™.

“Our mobile communication has improved dramatically through the use of the BlackBerry solution,” said Tewes. “The ability to quickly communicate securely over the phone, by email or BBM are just some of the key benefits the BlackBerry solution brings to our teams. We are able to share confidential reports much more openly and quickly than we used to, which has reduced our development time for new products.”

This ease of communication is helping Grohe reduce its time to market for new products and enables the company to deliver sales reports in a more transparent and efficient way.

Key Benefits

- Fast, easy upgrade to BES10 with minimal administration required
- Improved calendar communication
- Larger screen size with BlackBerry 10 smartphones
- Continued flexibility, reliability and security

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