



City of Grenoble fights graffiti and cuts costs by 32% with BlackBerry solution

Grenoble is a mid-sized city in the southeast of France, at the base of the French Alps. The city has over 150,000 inhabitants and sits at the heart of a conurbation of over half a million residents. The City Council is comprised of 59 elected members, including the mayor, deputy mayors and council members. In addition to being elected officials, all the councillors have their own professional activities. Business managers handle the day-to-day operations of the Council's services.

The Challenge

Grenoble City Council was faced with two seemingly unrelated challenges. The first was mobile communications. Nearly all of the elected officials have day jobs, and few of them work near the City Council offices. Business managers spend the vast majority of their time out of city hall or in meetings. To access email, councillors and managers had to regularly stop by the Council offices to use their computers. Scheduling was also a challenge. To stay up to date, they would either visit the office and print off the most recent version, or call the office and manually transcribe their appointments onto a paper agenda.

This lack of mobile communications was forcing users to find workarounds. They were increasingly reliant on texting for rapid communication and were using premium-rate numbers for services such as the weather reports and timetables. While this showed they were eager to access information and communicate on the go, it also resulted in skyrocketing operating costs of the city's fleet of mobile phones. So to bring mobile email, calendar and internet access to councillors and business managers cost-effectively, Grenoble City Council deployed 300 BlackBerry® smartphones coupled with BlackBerry® Enterprise Server.

The arrival of the BlackBerry® solution provided a solution to the second challenge facing the city: fighting graffiti. Grenoble needed to find a more efficient way to track and eliminate it. The Council had already begun using a mobile phone-based solution with limited success, but BlackBerry smartphones held the promise of a greater level of functionality.

Key Benefits

- Significant cost savings
- Simplified user support
- Centralised device management
- Mobile application deployment

The Solution

The BlackBerry smartphones of the graffiti fighting team were equipped with the Shoot and Proof solution from Codasystem, a member of the BlackBerry® Alliance Program. Shoot and Proof enables users to prove who, what, where and when a photo was taken. The photos have legal value and can be used as proof in court cases. Shoot and Proof is certified ISO IEC 27001 for information security management.

Field agents use the Shoot and Proof application to record incidents of graffiti. They take pictures using the BlackBerry smartphones and file reports remotely from the field. The photos are geotagged, digitally signed and stamped with the date and time. The reports are routed through the BlackBerry Enterprise Server to the scheduling system of the cleaning crews. The information in the reports is used to plan the material and equipment required for erasing the graffiti. The agents take pictures when the graffiti is removed and close the incident.

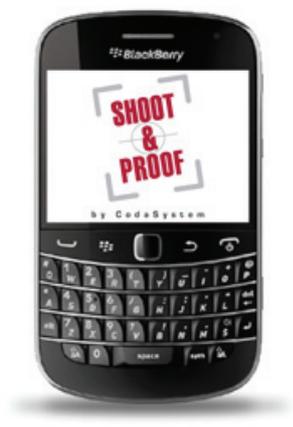
The Benefits

The users were quick to adopt the BlackBerry solution. “We have received very positive feedback,” says Claire Fernandes, supplier contract manager, IT department, Grenoble City Council. “They are very happy with the BlackBerry solution. They appreciate how seamlessly the BlackBerry push technology works.” The field agents particularly appreciate the way the BlackBerry smartphones combine an easy-to-read screen and full keyboard with trackpad navigation. “They prefer them over the previous devices we were using. We optimised the application’s interface to simplify data entry using menus and buttons,” explains Celine Caverot, applications manager at Grenoble City Council.

The BlackBerry solution with Shoot and Proof has streamlined the fight against graffiti. According to Caverot, interventions are handled more quickly because the information is transmitted in real time from the field. Graffiti seen in the morning can be cleaned up in the afternoon; there’s no waiting for teams to finish their shift and file manual reports. The data collected also enables the City to spot flare-ups of graffiti activity and proactively assign police and clean up teams accordingly.

The BlackBerry solution has also resulted in lower costs. “Since it was deployed, calls to premium-rate numbers have dropped by 32%. This is thanks to the BlackBerry solution’s ability to control user profiles,” says Fernandes. Users are also sending fewer text messages, preferring to communicate by mobile email instead. This has stabilised SMS costs.

The experience of the BlackBerry solution with Shoot and Proof has shown it to be the platform of choice for future mobile projects. “Fighting graffiti is just the start. The goal is to get as much value as possible out of the Council’s investment in the BlackBerry solution,” concludes Fernandes.



“Fighting graffiti is just the start. The goal is to get as much value as possible out of the Council’s investment in the BlackBerry solution.”

Claire Fernandes
supplier contract manager, IT department
Grenoble City Council

Industry:
Public Sector & Healthcare

Region:
France

Company Size:
Medium

Solution:
BlackBerry® smartphone
BlackBerry® Enterprise Server
Shoot and Proof photography
application by Codasystem

Codasystem

Codasystem, founded in 2001, has developed innovative certified digital photography technology. The Codasystem technology enables the capture and the subsequent editing of multimedia content (such as images), guaranteeing the security and integrity of the data. In January 2011, STS Group acquired 96.57% of Codasystem.

blackberry.co.uk/casestudies

© 2012 Research In Motion Limited. All rights reserved. BlackBerry®, RIM®, Research In Motion® and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world.

This material is provided “AS IS” and without condition, endorsement, guarantee, representation or warranty, or liability of any kind by Research In Motion Limited and its affiliated companies (“RIM”), all of which are expressly disclaimed to the maximum extent permitted by applicable law in your jurisdiction. RIM does not endorse, verify or approve and assumes no liability whatsoever in relation to third parties, third party information and/or products/services that may be referenced in this material, including but not limited to BlackBerry® Alliance Members and their products/services. Device featured: BlackBerry® Bold™ 9900 smartphone.

 **BlackBerry®**