

MODERN BATHWARE DESIGNER ENHANCES PRODUCTIVITY WITH BLACKBERRY 10

Industry

- Manufacturing, Interior Design

Region

- North America, Europe

Solution

- BlackBerry® Z30 smartphones
- BlackBerry® Link
- BBM™

Blu Bathworks is a modern bathware design-house and manufacturer that sells its high-end products to distributors, retailers and the architect and design community. Canadian designer Michael Gottschalk founded the company on his philosophy of producing bold architectural bathware that balances form and function, and a business strategy that optimizes delivery. The flagship showroom and design studio are located in British Columbia, Canada, while the majority of its product line is made in Italy and Germany. Its warehouse is based in Los Angeles, California.

The Challenge

Blu Bathworks has hundreds of dealers to manage, and its employees and operations are scattered across the globe.

“A third of our workforce travels often, for everything from sales pitches to product training to overseas factory meetings,” explained Michael Gottschalk, founder and CEO of Blu Bathworks. “To keep projects moving forward while juggling our busy travel schedules, we need open lines of communication and organization. Also any smartphone we use must have an operating system that is compatible with our office’s Mac desktop computing environment too.”

Blu Bathworks also relies heavily on cloud storage and sharing capabilities. The company needed a user-friendly smartphone that would provide access to the cloud and better integrate the sales department with its product inventory, logistics and marketing functions – while providing a secure way for employees to collaborate and share information. “We’re sending and receiving messages all day long — with everything from client billing information to proprietary product designs. The security of our data isn’t something we can afford to take lightly,” added Gottschalk.

Battery life of its mobile phones was another issue for Blu Bathworks. “We’re a small company, so each employee takes on a lot of responsibilities. A reliable battery with extended life helps us to be responsive and more collaborative, which is essential for keeping our clients happy,” noted Gottschalk.

The Solution

BlackBerry was the only solution that could meet Blu Bathworks’ collaboration, productivity and security needs. “For two months we tested other phones in our environment,” explained Gottschalk. “Right away we realized the Android operating system couldn’t support our desktop computing, and the iPhone’s battery couldn’t keep up with our demanding schedules.”

The company opted to equip its office with new BlackBerry Z30 devices running BlackBerry 10 and BlackBerry Link software.



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Michael Gottschalk
Founder and CEO
Blu Bathworks

BlackBerry Link is compatible with Macs and enables computers to synchronize with the smartphone's selected folders for data, media, photos, videos and documents to save employees time. It also provides secure back up for device data, which can be restored in just a few simple steps should the need arise.

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Once employees experienced the extended battery life — which can provide up to 25 hours of mixed use — and seamless user experience of the BlackBerry Z30, they readily traded in their iPhones.

Employees have found the apps on their new smartphones to be great time savers and are helping to increase productivity. "Employees don't have to wait until they're seated in front of their computer to upload documents to the cloud to share with the rest of the team. And when sharing sensitive information, we know we can count on BlackBerry's secure encryption technology to keep our data out of the wrong hands," said Gottschalk.

Blu Bathworks' Benefits

Employees are integrating the out-of-the box applications on BlackBerry 10 into their daily workflow to improve communications and productivity.

BBM has enhanced employees' ability to collaborate with each other efficiently and in real-time across the network. "I'm not left wondering if my message was received," said Gottschalk. "BBM provides confirmation when a recipient reads a message, so I know if everyone is in the loop when there's an urgent update."

Documents to Go™ provides essential, time-saving document synchronization between BlackBerry devices and computers, plus the ability to edit from anywhere. Employees can also seamlessly and securely upload and download files in the cloud through their Dropbox app.

The BlackBerry® Travel™ app has simplified the organization of travel arrangements for some staff. It offers planning, booking, managing and sharing of travel activities as employees service clients across North America. With Bluetooth, the Z30 can seamlessly integrate with a car's infotainment system so that employees can safely listen to their email messages while driving to and from appointments.

Security is another major benefit of the BlackBerry Z30. With client billing information and proprietary product designs accessible from devices, Blu Bathworks relies on BlackBerry's layers of security and encryption technology to protect its network, as well as its reputation.

Finally, there's the added benefit of the BlackBerry Z30's overall look and design. "We're a firm at the forefront of design, so we care about how our smartphone looks and that it reflects our brand aesthetic. Our team certainly appreciates the sleek design of the BlackBerry Z30 and are proud to carry it around," added Gottschalk.

In the next few years, Blu Bathworks anticipates creating customized enterprise apps for its business as it grows its partnership with BlackBerry.

Key Benefits

- Improved employee communications
- Compatibility with a range of technologies
- Extended battery life
- Secure and encrypted communications
- Productivity-enhancing apps

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