

# Canadian Not-for-Profit Association Helps Save Costs by Centralizing Users on BlackBerry Solution

## Quick Facts:

1. Migrated users to corporate-owned, BlackBerry-only policy
2. Estimates the change will save \$250,000 over three years
3. Planning to migrate to BlackBerry® 10 and BlackBerry® Enterprise Service 10
4. Intends to mobilize new apps for clothing donations and CRM system
5. Greatly satisfied with the security, reliability and manageability of BlackBerry platform

## BlackBerry Customer Success Story



Established more than 50 years ago, the Canadian Diabetes Association (CDA) is a registered charitable organization, which promotes the health of Canadians through diabetes research, education, service and advocacy. The CDA has a presence in more than 150 communities across Canada.

As Chief Information Officer for the Canadian Diabetes Association, Nigel Carpenter recently spoke about how highly he values the BlackBerry® solution for its security, reliability and cost effectiveness. He further explains why he took the unique step of reversing a long-standing “Bring Your Own Device” (BYOD) policy at CDA and replaced it with a corporate-owned BlackBerry policy.

**Why have you decided that a BYOD policy is not right for the CDA and centralizing on the BlackBerry solution is the right way to go?**

**Carpenter:** You could say I’ve really gone against the grain of the current BYOD trend that many organizations are adopting. While I understand why many places pursue BYOD, why it works for them, and why the BlackBerry solution even offers ways to effectively manage that approach, the CDA has very specific needs as a not-for-profit organization. We must look at costs because our constituents who support and fund us expect that we’re going to find the most cost-effective solutions.

When we truly compared BYOD to a centralized approach, we found that having everyone bring their own device to work was actually costing us more. We had very little control over the

**Industry:**  
Government/Not-for-Profit

**Region:**  
North America

**Company Size:**  
Medium enterprise – approximately 350 employees, 20,000 volunteers

**Solution:**  
BlackBerry® smartphones, BlackBerry® PlayBook™ tablets, BlackBerry® Enterprise Server

data plans, almost no ability to negotiate the best rates and we couldn’t pool minutes between users to find cost savings. We also felt that we were missing out on getting the latest upgrades to hardware, since you often have to wait for a period of three years before an upgrade makes financial sense.

By centralizing our BlackBerry solution, we realized this move would bring us tremendous cost savings. We estimate that the CDA will save as much as \$250,000 over three years; that includes data costs, long distance savings, hardware upgrades and paying to end contracts early. We assumed the liability for our users by cancelling their current smartphone plans and paying any penalties.

**Why did you decide that BlackBerry was the right platform to centralize on?**

**Carpenter:** I’m one of those crazy, BlackBerry diehard guys. I’ve had a BlackBerry smartphone since they were paging devices. It’s not that I haven’t tried other platforms and devices, I have. Through my experiences, I believe that BlackBerry technology differs because it takes a very thoughtful approach to functionality – as a CIO, I know that when I give my employees a BlackBerry smartphone, everything is going to work with limited effort required by our IT administrators. For

me, when it comes down to core business functionality, it's a no brainer that BlackBerry is the only way to go. When we migrated our users over to the BlackBerry smartphone, I asked them to show me anything they couldn't do that they were already doing on their previous device. It's not a hard sell once they begin using the BlackBerry device.

#### What do you gain as an IT organization by relying on the BlackBerry solution?

**Carpenter:** The ability to control and support devices remotely through the BlackBerry platform is second to none. I'm so used to having the ability of being able to modify and control devices remotely. I couldn't imagine the time it would take to have to walk someone through the steps of upgrading the OS over the phone. With BlackBerry, being able to send out an upgrade to our fleet of devices over-the-air is a real plus. Not to mention, the added control of being able to remotely wipe or disable a device if it's lost or stolen. The BlackBerry platform meets the high security and privacy standards that the CDA has established as an organization.

I think there's also an appreciation for how BlackBerry solutions can support our organizational goals. As an IT function, you want to be in the position to say yes when someone comes up with a great idea to solve a business challenge. Being able to create and distribute mobile apps that help improve business processes is a huge part of the BlackBerry solution - that makes the technology a really appealing opportunity for us.

#### How does BlackBerry play a part in the way the CDA delivers services now and what are your plans for the future?

**Carpenter:** We currently have 100 BlackBerry smartphones deployed. All of our management team has them to manage

the daily activities of our national not-for-profit organization. We also run "D-Camps" in the summer for children who have diabetes. Our camp staff uses BlackBerry smartphones and BlackBerry PlayBook tablets to coordinate and manage their activities. We also have nurses and doctors at these camps that use BlackBerry technology to easily access necessary medical information available on the web.

We're planning to migrate everyone to the BlackBerry® 10 platform in a few months. Our organization will move to BlackBerry® Enterprise Service 10 at the same time. I think when this transition happens, we're going to see some real excitement. I'm personally really looking forward to using the BlackBerry® Balance™ technology. As a CIO, it's a very positive thing to be able to separate personal information from work data, all on one smartphone.

In the near future, we also have plans to add a CRM component to our organization so we can securely manage a broad range of constituent relationships such as donors, members and volunteers. Our intention is to make mobile access to our CRM available on the BlackBerry 10 devices we give our users. We're also looking to add a mobile solution to our national Clothesline® program, where people donate used clothes and household items to us to support diabetes research. We hope to have our truck drivers using BlackBerry smartphones in a hands-free format to manage the pick-ups and simplify route management.

The BlackBerry solution is helping us maintain fiscal responsibility – which is a key part of our commitment to donor accountability as an organization. BlackBerry technology gives us everything we need in a mobile solution.

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