



BlackBerry Customer Success Story



Established in India in 1969, Essar Group® provides services across various sectors, including steel, oil and gas, communications, business process outsourcing (BPO), energy and power shipping, ports and logistics and information technology. The company currently has operations in more than 20 countries across five continents.

Industry: Manufacturing & Technology

Region: Global

Company Size:
Large Enterprise - 70,000 employees

Email Platform:
Microsoft® Exchange

Solution:

- BlackBerry® Enterprise Server
- HP® ePrint Enterprise solution

BlackBerry Smartphones Help Multinational Company Deliver Mobile Email and Remote Printing to Mobile Employees

THE CHALLENGE

Essar Group is a multi-faceted company with ever-expanding operations in a wide variety of sectors. Many upper level executives spend an increasing amount of time travelling between the company's corporate offices located in more than 20 countries. In the past, this globalization created many challenges for its management team since the team relied on being able to access email in order to make important decisions. In the past, access to email wasn't always reliable or available to executives on the road.

To streamline communication processes, Essar Group looked for a mobile solution that would allow its executives to stay current with their emails while travelling, as well as one that would allow them to remotely print documents via their mobile devices.

The diversified operations of the Essar Group only added to the complexity of the challenge. With each new function came a unique IT infrastructure to integrate and manage. As a result, Essar Group needed a solution that could be implemented easily across all parts of the company.

THE SOLUTION

To meet these needs, Essar Group provided its management teams with a BlackBerry® solution comprised of a BlackBerry Enterprise Server and approximately 3,500 BlackBerry smartphones. The company reports that the BlackBerry solution was installed and deployed easily across all parts of the organization.

"The most important criteria to consider when selecting a business service provider is not only whether you get demonstrable business benefits, but how easily what they offer can be integrated within different parts of the business," said Jayantha Prabhu, Chief Technology Officer, Essar Group. "We zeroed in on Research In Motion® Limited as a provider of mobile solutions because of the BlackBerry solution's flexibility."

The BlackBerry solution is able to synchronize and push data between BlackBerry smartphones and Essar Group's email inbox system managed by Microsoft Exchange. It also allows employees to synch valuable contact information, including contact lists, tasks and calendar appointments.

“BlackBerry smartphones don’t just allow us to access emails on-the-go, but they also work seamlessly with all the other applications we need. We have found that they create a flexible work environment that is tailored to the needs of our global and varied business.”

Jayantha Prabhu
Chief Technology Officer
Essar Group

To enable remote printing from the BlackBerry smartphone, Essar Group deployed the HP ePrint Enterprise Solution application to all of their BlackBerry smartphone users. With this app, BlackBerry smartphone users have the capability of searching for printers at various mobile print locations, situated in retail stores, hotels, airport lounges and other locations around the world. Once Essar Group users have access to the printers, they can print their email and attachments from their BlackBerry smartphones at any Essar Group office. Based on cloud technology, this approach sends printable materials to supported web-connected printers which have been assigned with a registered email address.

ESSAR GROUP’S BENEFITS

With BlackBerry smartphones, Essar Group’s management teams can stay connected, regardless of their location. This connectivity has helped to improve the overall productivity of the organization. As well, having an effective smartphone solution has increased efficiency. Correspondence between company members and customers is quicker now that they can view and reply to emails when out of the office.

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BOX-OUT BENEFITS

- Increased efficiency and productivity
 - Flexibility across different business units
 - Helps to provide a simple mobile printing experience
 - Helps to save time and reduces stress
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The HP ePrint Enterprise Solution application on the BlackBerry smartphone is designed to make mobile printing seamless for Essar Group’s management team. It’s particularly useful for emergency printing needs - enabling users to quickly print plain text content viewed on their BlackBerry smartphones. Due to the success of the BlackBerry solution, Essar Group plans to increase its BlackBerry inventory from approximately 3,500 to approximately 6,000 BlackBerry smartphones within the next two to three years.

www.blackberry.com/go/success



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