

BlackBerry Customer Success Story



Founded in 1984, McIntyre Group Office Services Inc. (McIntyre Group) specializes in three main lines of business: delivery and installation of office furniture, installation of commercial fixtures in retail settings and warehousing to compliment their two other lines of business. This Canadian company has offices in Kitchener-Waterloo and Toronto, Ontario, as well as Calgary, Alberta and currently employs a staff of more than 130 full-time installers. McIntyre Group is one of the largest, independent, full service office furniture/retail fixture installers in Canada.

The Challenge

In the past, McIntyre Group relied on a manual, labor-intensive method of time entry and project costing. This hybrid job tracking system used both paper and computer programs which was prone to errors.

After a quote was issued and converted into a work order, an office administrator would print out the information and give it to the employees who would execute orders on-site. At the end of the day, the workers would return with a paper-based time sheet and a report that outlined incomplete work and any job site issues. The office administrator would then type the information into the company's job costing computer program.

This fragmented system resulted in significant administrative and overhead costs. The process also made it difficult for the company to align its revenues with costs. Since numbers were manually entered in many different places, the payroll process often did not match job-costing data. This manual process made it very difficult, to determine a project's profitability.

"The numbers just didn't come together the way they should have," said Carl Clappison, the company's Chief Financial Officer. "We knew we had to get the numbers right, but it was extremely difficult and time-consuming to drill back down into our information to determine why the numbers weren't adding up the way they should."

Industry:

Retail/Wholesale

Region:

North America

Company Size:

Medium – 130 employees

Solution:

- BlackBerry® smartphones
- BlackBerry® Enterprise Server
- Near Field Communication (NFC) key fob
- Field Force Automation app developed by Soluteo Inc.

The Solution

In a process that began more than three years ago, McIntyre Group deployed more than 80 BlackBerry smartphones to employees. They also worked closely with app developer Soluteo to deploy the "Field Force Automation" app. Although the company initially focused solely on improving their time capture process, McIntyre Group soon realized that tremendous potential existed for a more complete solution.

Soluteo's Field Force Automation solution for the BlackBerry smartphone has integrated the company's previously disconnected processes into one database. Now, once a quote is converted into a work order, it is immediately sent to a scheduler, who then assigns the work order to a team leader equipped with a BlackBerry smartphone.

At the job site, the team lead opens the work order on their BlackBerry smartphone. Each worker signs in for the day by tapping their NFC key fob with the team leader's BlackBerry smartphone. This process immediately triggers a time stamp, which is created for each worker to automatically track payroll information and costs associated with the job.

"The NFC fobs have given us more control to keep accurate track of payroll and job costing numbers," said Clappison. "It is automated and works quickly, efficiently and effectively for us."

Office furniture and retail fixture installer uses BlackBerry smartphones and Near Field Communication (NFC) to help streamline work orders and save money

Key Benefits:

- Streamlines payroll and job costing data entry
- Significantly reduces potential for human error
- Reduces administrative and IT costs
- Improves customer interaction and satisfaction

“This integrated BlackBerry solution has worked out better than we ever could have imagined. We’ve been able to do things we’d never even thought of a couple years ago.”

~ Carl Clappison, Chief Financial Officer, McIntyre Group Office Services Inc.

In addition to the payroll and job costing feature, the Field Force Automation app on the BlackBerry smartphone can also connect the project lead to the account manager and customer in case follow up questions are necessary. Throughout the project, the lead can also use the BlackBerry smartphone’s camera to document progress and, if necessary, unanticipated site conditions directly within the mobile application workflow.

At the end of the day, the project lead also uses their BlackBerry smartphone to file a completion report that flags any outstanding issues and ties up all loose ends. In a matter of seconds, the completion report is uploaded to the server, where the account manager can address all final needs, create an invoice and email it to the customer the next morning.

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The Benefits

Since implementing the BlackBerry solution and the app by Soluteo, the company has a more accurate picture of payroll numbers and job costing. Business decisions are now based on complete data and the potential for human error has been significantly reduced.

The BlackBerry solution has also resulted in a 16% decrease in total administrative costs since 2008. Between the streamlining of administrative work, reduced outsourcing costs for IT and the

reduced time cycle for accounting, the company has saved more than \$450,000.

“The internal benefits have been huge,” said Clappison. “We have peace of mind that the data all adds up, we’re seeing significant cost savings and we’ve also reduced the business cycle of each project by not having to redo anything.”

McIntyre Group now has more direct and consistent interactions with its customers. The project lead can take real-time photos of a project and satisfy the client’s need to know that things are happening on-site the way that they’re supposed to.

“Our ability to connect with clients and provide them with those visuals has been extremely important,” said Clappison. “We often perform the work for someone different than who initially contracted us to do it, so it’s great to be able to keep them informed.”

The company is looking to expand its deployment of NFC technology within the next year. They are exploring the idea of adding NFC codes to all equipment and having employees sign equipment in and out by tapping the NFC code on their BlackBerry smartphone.

www.blackberry.com/go/success



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