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Kim Mäki, Managing Director, Mercuri International



Customer's Challenge

With over 40 years experience and an international network of offices that span more than 40 countries, Mercuri International is the world's largest sales training and development consultancy. Employing over 700 consultants, it offers its customers a formidable level of expertise in sales process analysis, skills development and strategy implementation.

Kim Mäki, Managing Director, Mercuri International Finland, says, *“Our consultants are very mobile, so real-time information access and time management is very important. Every minute that we save on administration or travel improves service levels and reduces costs.”*

So, having already outsourced the management of its IT system to Fujitsu, it was a logical step for Mercuri to invite Fujitsu to develop a mobile solution that would enable its staff to access e-mail in real-time and remotely schedule appointments and manage their workload.

“At Mercuri we prefer a one-stop-shop approach, because it is much easier for everyone,” explains Kim Mäki. *“As we already had a long-standing relationship with Fujitsu as our IT and communications provider it understood our business and our IT strategy, so we valued its input in deciding what would be the most appropriate solution to meet the mobility needs of our business. Fujitsu was also one of the first companies to be able to show a mobile solution that was real, up and running and easy to start using, so the reaction within the company has been very positive right from the start.”*

Fujitsu Solution

Fujitsu's solution was based around a full life-cycle managed service, including the use of Nokia Communicator Smartphones, SEVEN's Always-On Mail Enterprise Edition and Personal Information Management (PIM) software and a comprehensive range of training, helpdesk and support services.

SEVEN's software makes it simple and affordable to access corporate and personal data using a mobile phone. It provides secure, real-time access to email and PIM information. All data is delivered in real-time and all activities such as writing or composing a message are reflected simultaneously in the user's account, so everything remains fully synchronised.

SUMMARY OF KEY FACTS

Organisation

Mercuri International

Service/s delivered

Full life-cycle mobile solution, including the use of Nokia Communicator Smartphones, SEVEN's push-based mobile email plus PIM software and a comprehensive range of helpdesk and support services.

Key Metrics

- 700 consultants
- Operating in 40 countries

Benefits

- Improved customer responsiveness
- Time and cost savings
- Greater return on investment
- Simple to use
- Rapid deployment
- Minimal downtime
- More reliable, always-on communication
- Greater security of information
- Future proofed investment

CASE STUDY MERCURI INTERNATIONAL

As SEVEN can be run on a wide variety of mobile devices, the most cost-effective solution for Mercuri was to continue using the Nokia Communicator that its consultants were already equipped with, and which could be used as a mobile phone and PDA in one.

Having defined the users' requirements and conducted a successful pilot, Fujitsu is currently rolling out Mercuri's mobile solution to 50 consultants in Finland.

"The mobile solution provided by Fujitsu is really simple to use and doesn't require any real training on the hardware or software, particularly as we were already using the Nokia phones. The software is also very similar to Microsoft Outlook, so it's straight-forward to use and easy to access, because there's no need to manually connect to gather and synchronise data," comments Kim Mäki.

The mobile solution is also helping Mercuri to improve the efficiency of its consultants' time management by enabling appointments to be remotely booked or created, so that staff no longer need to return to the office to plan their schedule.

Kim Mäki says, *"I would say that this has been one of the best projects that Fujitsu has done with us. It's been effective and fast, and there haven't been any mistakes. As a result, our consultants now have real-time e-mail and calendar access wherever they are, which is proving invaluable – I haven't heard one negative comment. While it is not important for us to be pioneers, I can see a time in the future when our consultants will be able to use their mobile phone in the same way as a desktop PC, with access to other business services and applications, which will further enhance our operational efficiency and ensure that we continue to provide our customers with a first-class service."*

Benefits to our Customer

The mobile solution developed by Fujitsu is enabling Mercuri to realise a number of key benefits:

- Improved customer responsiveness – can rapidly respond to e-mails and book appointments, improving the speed and quality of information flows
- Time and cost savings - cuts out unnecessary manual data synchronisation, administration and dial-ins as well as unnecessary travel and office space
- Greater return on investment - leverages existing investments in devices, mobile operator services and IT administration processes
- Simple to use - robust and easy to use hardware and software interface and push synchronisation of data
- Rapid deployment - avoids costly and complex developments, so it can be quickly and easily deployed across entire organisations or workgroups
- Minimal downtime – can quickly resolve any issues through the Helpdesk, including the provision of a replacement phone if required
- More reliable, always-on communication - compared to dial-in or ISDN networks
- Greater security of information - using encryption, user authentication and anti-virus software
- Future proofed investment – can integrate additional back-end systems and new technologies.

"Most people tend to check their e-mail first thing in the morning, but you can now do that at home or while you are travelling," adds Kim Mäki. *"This alone saves me about half an hour a day, which frees up more time to spend with customers and also means that you also don't have the stress of dealing with hundreds of e-mails."*

Our Approach

Mercuri's mobile solution is run from Fujitsu's data centre. The system uses a secure, push-based mechanism for delivery to and from handhelds, so that when an email is received by a user's SEVEN enabled mailbox on the Microsoft Exchange Server the SEVEN Server redirects a copy of the message to the user's handheld via the Internet and GPRS network, and vice versa.

As the mobile solution is based on Fujitsu's life-cycle management approach every aspect of the service, from the device, data access, training, helpdesk support, and replacement equipment, is provided by Fujitsu for a fixed price. So, it can be implemented very quickly and operated without having to worry about the underlying technology.

Our Expertise

In 30 years of designing, implementing and managing complex business systems, Fujitsu has amassed a wealth of experience in developing mobile workplace solutions that reduce costs, improve productivity and customer services and deliver a compelling return on investment.

"Fujitsu is an expert in mobile communications," says Kim Mäki. *"It has a good pool of resources and can provide a wealth of expertise in many specialist areas."*

Fujitsu's mobile services for the Mobile Professional and Mobile Field Force have been developed according to the TRIOLE and Sense & Respond approaches. Based on reuse and design for service, TRIOLE means that Fujitsu provides reliable, robust and repeatable solutions that can be deployed quickly and cost-effectively. The Sense & Respond approach enables Fujitsu to deliver continual service improvements, in real-time, at the client interface.

A mobile service from Fujitsu offers a full-spectrum managed service, delivered securely and in real-time. It is device and network independent, easy to use, and offered at a predictable monthly charge.

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