

# Case Study

## Automated Mobile Contact List on BlackBerry Devices is One Less Task for IT Team

**TORYS** LLP  
NEW YORK TORONTO

**Company:** Torys LLP is an international law firm, specializing in mergers, acquisitions and corporate finance, with more than 330 lawyers based in Toronto and New York.

**Industry:** Legal/Professional Services

**Region:** Americas

**Company Size:** Large Enterprise

**Email Environment:** Microsoft® Exchange

**Type of Solution:** Disaster Recovery & Continuity of Operations

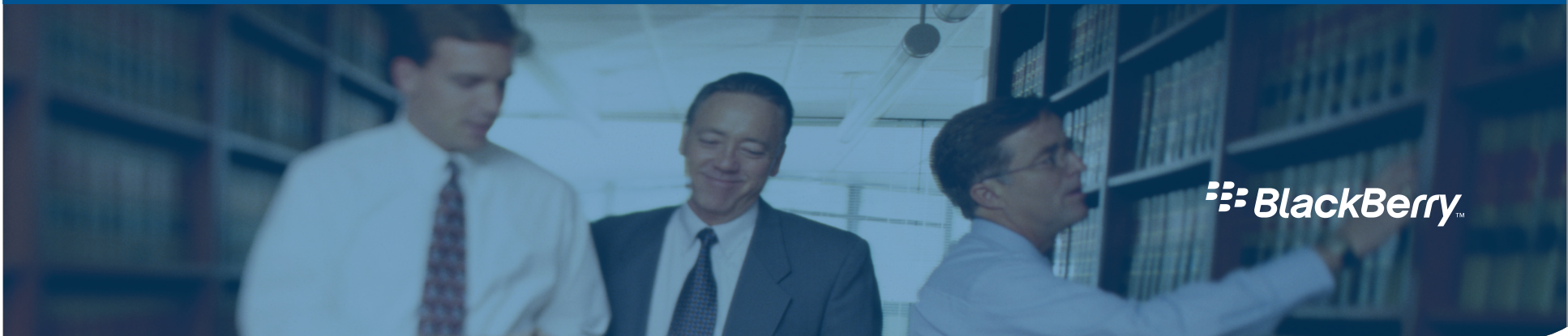
**BlackBerry Partner Solution:** PINPoint by Tenet Computer Group

**Business Challenge:** Torys LLP needed a way to maintain an updated list of PIN-to-PIN numbers to keep communications flowing in the event of a disaster.

**Solution:** With the BlackBerry Enterprise Solution™ already in place, Torys LLP had the ability to extend their deployment with PINPoint, an application from Tenet Computer Group specifically designed to help maintain and automate contact information on BlackBerry® devices.

**Results:**

- Frees up IT resources
- Reduces Help Desk calls
- Peace of mind
- Advanced Disaster Recovery



**BlackBerry**™

## The Challenge: Keep Essential Communications Flowing

Most companies have some form of back-up communications in place when traditional methods are interrupted. Torys LLP relied on the BlackBerry Enterprise Solution – a part of their organization for four years and an indispensable tool for helping lawyers stay in touch with clients.

Their disaster and continuity of operations plan is based on having team members communicate with each other using PIN-to-PIN communications on BlackBerry devices when normal email communications are down. BlackBerry users can send data messages to each other by addressing them to the PIN number that is unique to each BlackBerry device. These messages are relayed only between the two BlackBerry devices, and is a useful back-up form of communication, because data does not depend on being routed through a server. The challenge was keeping up with the ever-changing landscape of personnel and devices. Managing an up-to-date list of contact information, which is essential to enabling PIN-to-PIN contact, was an extra task for an already busy IT team.

“Like any IT team, we have continually increasing demands,” says Peter Lamb, Director of Information Services. “We were looking for an application that could take this job off the list and give us some peace of mind that our emergency communications list was as current as possible.”

Their search came to an end when they discovered PINPoint, an application for BlackBerry devices by Tenet Computer Group. PINPoint offered a way to ensure emergency contact information was automatically refreshed and pushed to the BlackBerry devices when changes were made – without the need for daily IT management.

## Why BlackBerry and Tenet?

The BlackBerry Enterprise Solution is favored by lawyers at the firm because push-based email means better client service and better management of their work. “Lawyers are client-driven people”, says Lamb. “They want to be available for deadlines and client needs and they want to maintain accurate billing. If they can be available by email almost any time, they can serve their clients and the firm better.”

The challenge for Lamb’s team was maintaining close to 400 BlackBerry devices, as people changed within the firm and devices were upgraded. He relied on the advantages of the BlackBerry Enterprise Server™ and the over-the-air management capabilities that are designed to lighten the load for IT teams.

“One of the biggest security aspects we like in the management of BlackBerry is the ability to remote wipe the device over-the air,” he says. “It offers a degree of confidence in knowing we have control if the device is lost or stolen.”

With the constant flux of users and user information, Lamb knew his team needed some relief from trying to keep up with the emergency contact list. They turned to PINPoint because it offered a reliable mobile directory for BlackBerry.

The solution is designed to work with the BlackBerry Mobile Data System™, a feature of the BlackBerry Enterprise Server. It pushed out an up-to-date listing of users defined on the BlackBerry Enterprise Server to any designated enterprise-activated devices.

“The Tenet solution had one huge advantage that others didn’t offer – when we plugged it in, it worked,” says Lamb. “I know that sounds simplistic, but having to troubleshoot a solution that is supposed to help us is something we couldn’t deal with. Plain and simple, PINPoint does what it says it can do.”

***“When we found PINPoint for BlackBerry, we gained an assurance that our PIN numbers were accurate and up-to-date if we needed them in an emergency. In our old system, there was no guarantee of that.”***

~PETER LAMB, Director of Information Services

## Partner Profile:



### Company: Tenet Computer Group

- A privately owned IT value-added reseller and solution provider based in Toronto, Canada
- Provides IT products and related technical and professional services to mid-size corporations, hospitals, government and IT manufacturers

### Featured Product: PINPoint

### Business Value:

"Tenet helped with the installation and offered some phone support. They've always been responsive to us when we needed their help. Their solution fills a void."

~ PETER LAMB, Director of Information Services

For more information, visit [www.tenet.com](http://www.tenet.com)

## Reducing Demands on IT Team

One of the key selling points of PINPoint on BlackBerry devices is its IT-friendliness. It offered Torys LLP a way to offload the manual task of keeping a contact list current and distributing the list throughout the company.

The application is designed with an auto updating system that regularly pushes out changes to the mobile BlackBerry directory. Once a change is inputted, the IT team doesn't have to distribute that information from person to person. The automated list takes care of everything, behind the scenes – so neither the IT group, nor the user, has to get involved.

"The auto update is precisely what stops me from having to dedicate a person to keeping the list up-to-date," says Lamb. "I can use my IT resources better because I have been able to take this task off their to-do list."

They've also reduced the amount of Help Desk support issues that come up around PIN-to-PIN communications. Lamb refers to this as a pain point that once occupied his team's time. "We used to get lots of calls around how to find someone's PIN number and that the list wasn't current. With PINPoint in place, we get no calls at all on this subject."

The solution has offered peace of mind in knowing that, if it's ever needed, a disaster communications plan is in place. And because the solution is integrated with the all-in-one functionality of the BlackBerry device, it's a simple as using the track wheel and clicking to be in automatic communication with key people. This easy to use approach is especially beneficial in an emergency when time is all important.

**"PINPoint is a very focused application – the more focused something is going to be, the better it's going to work. Every test with PINPoint on the BlackBerry device has been great. We're very pleased with it."**

~PETER LAMB, Director of Information Services



## Results

**Frees up IT Resources:** Torys LLP no longer has to dedicate an IT person to stay on top of the emergency contact list and push out changes to users. PINPoint handles regular changes and does updates automatically because of its auto updating feature.

**Reduces Help Desk Calls:** Torys LLP has moved from getting multiple support calls about PIN communications to getting none with PINPoint on BlackBerry devices.

**Peace of Mind:** With the most up-to-date contact information in circulation, Torys LLP can rely on knowing that the BlackBerry Enterprise Solution and PINPoint will help key people stay in touch in the event of an emergency.

For more information on solutions for BlackBerry, visit [www.blackberry.com/go/success](http://www.blackberry.com/go/success)

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