

Case Study



Corporate Data Look Up: A Mobile Solution that Makes Sense to Both End Users and IT Managers

Company: Wallem Group headquartered in Hong Kong is a diversified maritime group that acts as a ship manager, port agent, ship broker and maritime IT and business process consultant in 25 countries around the world.

Industry: Transportation

Region: Global

Company Size: Large Enterprise
- 8,500 employees

Email Environment: Novell® GroupWise®

Type of Solution: Remote Document Access

BlackBerry Alliance Partner: cDir (Compact Mobile Directory Browser) by Tenet Computer Group Inc.

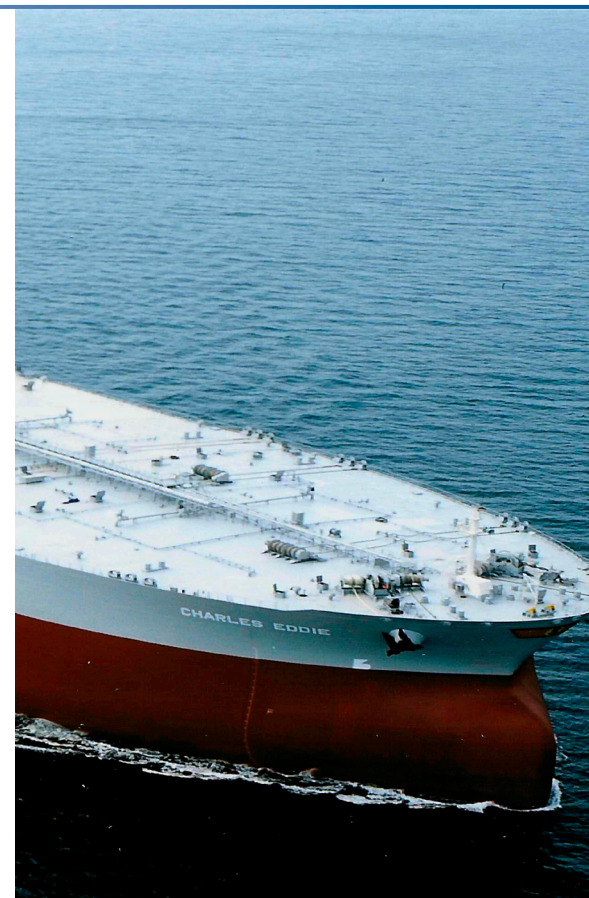


Challenge: Wallem employees are distributed all over the world; many work on ships in the middle of the ocean. Making sure users had access to company directories, which are essential repositories for business information was not easy. Since they had to use laptops, many users complained they could not get the necessary information when they needed it.

Solution: Wallem decided to securely share their corporate directories with mobile employees by using mobile technology and an application on BlackBerry® smartphones created by Tenet Computer Group. cDir on BlackBerry smartphones is designed to help users look up information from company directories, easily and securely.

Wallem's Results:

- Extends corporate data to the field
- Flexible administrative features offer IT control
- Reduces user frustration and increases business productivity
- Offers a platform to build on



The Challenge: Offer Mobile Users Secure Access to Company Information

Wallem Group has shipping operations all over the world. Many employees even call large steel vessels their offices. This presents an ongoing challenge for Wallem's IT group: how can they support their highly mobile, highly distributed workforce with easy access to corporate information that helps them do business?

All organizations have corporate directories that contain important information, but it's often the IT group that has access to this data because it's technically difficult to make it available to remote staff. Wallem's employees were using laptops with VPN connections to tunnel into corporate directories for staff lists, a vessel directory and their contact management system for customers and suppliers.

"Our staff complained that when they wanted to answer a question, they had to work too hard to get the answer," says Patrick Slesinger, Director and CIO at Wallem. "They told me the information is not there when they need it, and that made me decide that we were going to fix the problem."

Slesinger decided that the convenience, security and mobility of BlackBerry smartphones could eliminate much of the frustration people were experiencing with laptops – if he could find a way to mobilize access to the company directories.

Why the BlackBerry Solution?

Wallem was already an avid user of the BlackBerry solution. Executives had grown to rely on mobile access to their email, and the solution met an important IT goal for Slesinger.

"The BlackBerry solution is a robust platform with low maintenance," he says. "It has great support, it's highly secure, it integrates seamlessly with our Novell GroupWise environment and it doesn't go down all the time."

With a corporate headquarters in Hong Kong and 55 offices in 25 countries, Slesinger puts a premium on manageability and control. "I like that Research In Motion (RIM) communicates with us when there are updates to the platform so that we can respond technically and also update or prepare our staff."

BlackBerry smartphones have proved so useful to the corporate side of the business, Wallem is doing a technical evaluation of how they could be used on board vessels. They are currently investigating how the GPRS capabilities of BlackBerry smartphones can be matched with an application that assists with oceanic operations.

"Because the BlackBerry solution and Tenet's cDir are designed to be so flexible, we haven't just deployed an application, we've enhanced our infrastructure. cDir will mean we can deploy access to other directories – it's really just the tip of the iceberg."

~ PATRICK SLESINGER, Director and CIO, Wallem Innovative Solutions

Partner Profile:



Company: Tenet Computer Group Inc.

- Specializes in the design, development and implementation of information technology solutions for small and large corporations as well as government agencies all over North America and Europe
- Directory and identity management solutions are created for Novell and Microsoft platforms
- Specializing in Disaster Recovery and Continuity of Operational Planning

Featured Product: cDir (Compact Mobile Directory Browser)

Application Type: Remote Document Access

"I liked that the Tenet cDir solution was out-of-the-box and my staff had it working within 24 to 48 hours. Tenet is also very responsive to any technical questions we have."

~ **Patrick Slesinger**, Director and CIO, Wallem Innovative Solutions

For more information, visit www.TenetMobile.com



Easy Information Look Up with the Right IT Controls

Wallem chose cDir as the application that would help them mobilize their company information onto their BlackBerry smartphones. cDir is designed to work with any LDAP-compliant corporate directory, including Microsoft® Active Directory® and Novell eDirectory.

Using the browser on the BlackBerry smartphones, Wallem users can query information in the vessel, staff or contact management directories. A single click gives them easy access to important material that can help them make business plans or decisions.

"Now, if a client asks one of our staff a question, they can look up the answer up within seconds, and that has an important business benefit," says Slesinger. "They're no longer saying: we'll get back to you. And I know we've reduced the number of calls into our Help Desk because people are not calling to ask as much for phone numbers and other information as often."

The solution also has many IT features that appeal to administrators. "cDir is not a normal look up," says Slesinger, pointing out one of its user-friendly attributes. "You can display any URL within the directory. That means you don't just have to list one piece of information, you can embed a hyperlink as well. For example, if someone wants to look up a vessel, we can include a link that takes them to its crew list."

Slesinger can also use the built-in IT controls to define what users can access and search for. For example, cDir lets him control which directories, entities and attributes can be searched. This is useful in instances when home phone numbers might be contained in a staff directory: looking up this information may be permissible at the management level, but not for staff, and Wallem can restrict that access.

But Slesinger is most satisfied by the ability to extend his company's investment in technology by getting information into the hands of users. "A lot of money is spent on computer systems," he says. "It's nice to show the value of these systems by having users – geographically dispersed users – being able to access real data that improves their ability to work."

Wallem's Results

Extends Corporate Data to the Field: cDir and BlackBerry smartphones help make IT systems more corporately valuable on a corporate level because key staff can access them, which also reduces the demands on the Help Desk.

Flexible Administrative Features Offer IT Control: cDir includes features that lets IT managers restrict access to certain information, but also helps them offer a deeper level of information, through embedded URLs, that can help employees work better.

Reduces User Frustration and Increases Business Productivity: Secure access from BlackBerry smartphones to data stores, which were previously hard to get at, helps staff work efficiently and benefits the business.

A Platform to Build On: Wallem has plans to extend the use of both the BlackBerry solution and cDir: BlackBerry smartphones are being evaluated for use on ships, and with cDir even more corporate information can be shared throughout the company in the future.

Rapid Access for Remote Users: Wallem staff are able to access the corporate directory information in a secure and controlled way.

Up to the Minute, Critical Information Available: They are able to display up to the minute, critical information that is delivered straight to their mobile devices which is linked directly to authoritative data sources.

For additional BlackBerry customer success stories, visit www.blackberry.com/go/success

"There's real end user value to offering a BlackBerry smartphone with the cDir application. Our staff is no longer as frustrated trying to get at information, and their productivity and efficiency has obviously increased significantly."

~ PATRICK SLESINGER, Director and CIO, Wallem Innovative Solutions

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