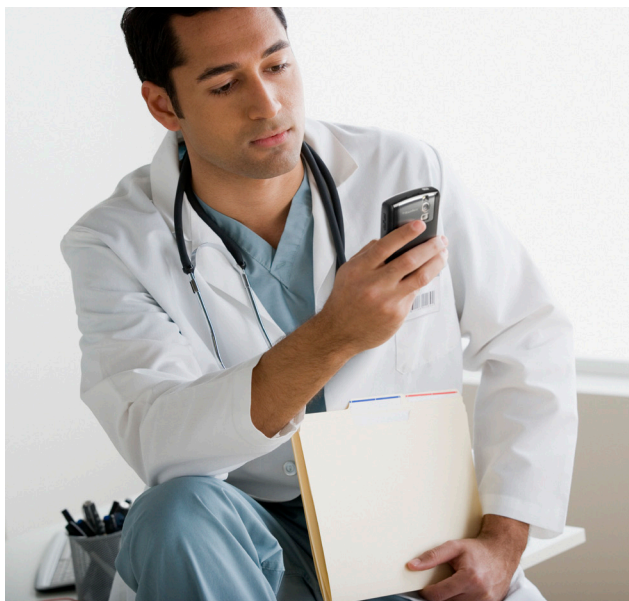


# BlackBerry Case Study



## After Virus Blacks Out Communications, Hospital Turns to Mobile Contact List for Emergency Communications



Centre universitaire de santé McGill  
McGill University Health Centre

*Les meilleurs soins pour la vie  
The Best Care for Life*

The McGill University Health Centre is located in Montreal, Quebec, Canada.

### Success On BlackBerry

**Industry:** Life Sciences/Health

**Region:** Americas

**Company Size:** Large Enterprise – 11,500 employees

**Email Environment:** IBM® Lotus® Domino®

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

**BlackBerry Alliance Partner:** PINpoint from Tenet Computer Group Inc.

### Challenge

The McGill University Health Centre wanted an easy way to maintain a current list of PIN-to-PIN numbers to keep their staff communicating on their BlackBerry® smartphones in the event of a communications interruption or system-wide virus.

### Solution

Medical staff are pushed a list of current BlackBerry® smartphone PIN numbers and can communicate using their BlackBerry smartphones using PINpoint, an application from Tenet Computer Group Inc. The application ensures a list of contact information is automatically updated and always current.

### Mc Gill University Health Centre's Results

- Back-up communications plan for an emergency
- Easier for end users
- Reduced IT effort

## The Challenge:

### Avoid a Breakdown in Communications

At the McGill University Health Centre (MUHC), doctors, nurses, hospital directors and administrative staff have all come to rely on their BlackBerry smartphones to keep the hospital running smoothly.

Two years ago, they experienced a system-wide computer virus that shut down the email server for a week and took almost two months to fully resolve. In that time, medical personnel were often without desktop and BlackBerry smartphone communications.

The experience so affected the operations at MUHC, the IT staff were determined to have a disaster recovery plan in place in the event of this happening again. Specifically, they knew people could continue communicating using PIN-to-PIN communications on their BlackBerry smartphones, because using PIN numbers circumvents the need to go through the BlackBerry® Enterprise Server. Messages are sent only between two BlackBerry smartphones.

But an up-to-date list of PIN numbers didn't exist, so people were left searching for their contacts' PIN numbers. "It was up to the IT team to keep this list current on an Excel spreadsheet and it was up to users to remember to update their own lists on their devices," says Stephane Guay, Group Leader for Telecom Development.

Guay wanted a way to keep a mobile directory of PIN numbers up-to-date and accessible to his users – without having to assign an IT person or rely on people updating their records.

## Why the BlackBerry Solution?

The BlackBerry® solution replaced an existing wireless strategy at MUHC that allowed end users to buy whatever device they wanted. That left IT struggling to support a variety of handheld devices without any consistent standards.

"Standardizing on the BlackBerry solution gave us more control from an IT perspective, and allowed us to manage one set of devices," says Brad Shanski, Support Specialist. "It's hard to beat BlackBerry smartphones and the BlackBerry Enterprise Server – it's a pretty stable and versatile product."

By choosing BlackBerry smartphones, MUHC found a device that appealed to the widest range of users. Some of their older doctors did not want a lot of bells and whistles, while younger and more technically savvy people, were looking for something that could do everything.

"The BlackBerry smartphone offers a wide range of capabilities beyond email that match our users' needs – including phone, browser, contacts and more," says Shanski.

"The PINpoint application reduces the time the IT team has to spend updating a PIN list because it's automatically created from the BlackBerry Enterprise Server – that saves us a lot of headaches."

~ Stephane Guay, Group Leader for Telecom Development, McGill University Health Centre

## Solution. How It Works

**Company:** Tenet Computer Group Inc.

- Provides IT products and related technical and professional services to mid-size corporations, hospitals, government and IT manufacturers

**Featured Product:** PINpoint

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

**“Tenet has been really responsive to any challenges we encountered. Their support is excellent during the installation process.”**

~ Stephane Guay, Group Leader for Telecom Development, McGill University Health Centre

## Being Prepared for an Emergency, Reducing the Workload

BlackBerry smartphone users change all the time. Sometimes, a BlackBerry smartphone that is lost is replaced with a new one. Depending on an Excel spreadsheet and busy people to keep up with these changes is asking a lot. But MUHC wanted to be sure that they were never without communications again, should another virus affect their systems for several months.

PINpoint by Tenet Computer Group Inc. helped MUHC solve the challenge. The application has an auto updating feature that is designed to search the SQL database of the BlackBerry Enterprise Server and automatically pushes out changes to the mobile directory. This includes all the end users' PIN numbers.

“We no longer have to depend on the human element to maintain these PIN lists,” says Guay. “And in the unfortunate event that the email system goes down, our employees are no longer on their own.”

Shanski also likes that the list includes the phone numbers of all the BlackBerry smartphones, as well as their PIN numbers. And that he can control whether these numbers are visible from the central PINpoint application. That means, he can keep a CEO's phone number hidden, while the rest of the company directory is shared.

The IT team was immediately relieved of the task of maintaining an active PIN list, which meant that their resources could be applied to other tasks. “The reduction in IT time is one of the key reasons to get the PINpoint application on BlackBerry smartphones,” says Guay.”

## Mc Gill University Health Centres Results

**Back-up Communications Plan for an Emergency:** After experiencing a communications blackout, MUHC is relieved to know their users can now exchange messages using PIN-to-PIN with an up-to-date contact list

**Easier for End Users:** Clinical staff, who are busy enough, do not have to manually update their PIN contact list numbers. The PINpoint application takes the heavy lifting out of staying in touch

**Reduced IT Effort:** Because PINpoint is an automated solution, no one from the IT team has to be assigned to maintain the contact list. This frees up resources to take on other tasks that help end users

"A corporation or hospital cannot go without email for a day or week. Once you experience that, you are desperate for a solution that keeps communications going. PINpoint on the BlackBerry smartphone is fast and reliable for a clinical setting."

~ Brad Shanski, Support Specialist,  
McGill University Health Centre

For additional BlackBerry customer success stories, visit [www.blackberry.com/go/success](http://www.blackberry.com/go/success)

 **BlackBerry**

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