

SUCCESS STORY: L'OREAL

L'Oreal Italy has deployed Smartner Duality as the mobile email solution for their board of directors. Based on Push technology, Smartner Duality delivers all the benefits of real-time enterprise messaging with a very comfortable user experience and end-to-end security. The improved management of email and access to corporate data has had a positive impact – turning downtime to productive time.

“The Smartner solution works very well and it is very reliable. I am happy with our choice of the solution and whenever we need to deploy a mobile email solution at L'Oreal Italy, it will be Smartner Duality. I look forward to it becoming soon a corporate policy.” **Renato Lano, IT Director at L'Oreal Italy.**

PUSH FOR SUCCESS

Smartner Duality, Push-based, Mobile Office Solution Saves L'Oreal's Time and Enables Faster Decision Making

OVERVIEW

World famous for its success in business, the L'Oréal Group, from the beginning, has developed activities in the field of cosmetics, and is the number one player in the cosmetics industry. It is also active in luxury goods and in the dermatological and pharmaceutical fields. The L'Oreal Group markets over 500 brands and more than 2000 products in all sectors of the beauty business found in 130 countries.

In Italy, L'Oreal employs 2000 people and has a turnover of almost one billion Euros. The company has numerous offices all over Italy and headquarters in two locations, Milan and Turin.

SITUATION

With an ever-busy schedule and always on the move, the members of the board of directors at L'Oreal Italy had difficulties in managing the growing volumes of information. Though very important for an effective flow of information and decision making the growing flood of emails was a constant challenge. In addition, powering up a laptop and dialling in just to retrieve email was very time-consuming.

L'Oreal recognises that better management of email and improved access to corporate data can have a dramatic impact on productivity. Part of IT Director Renato Lano's role is to keep up to date with the technology developments that could maximise employees' efficiency. “Having the right technology to manage the information is a necessity,” says Renato. “If our people can't access information easily, it can cause delays in decision making.”

Introduced by Vodafone with the new mobile devices, the Smartner Duality mobile office solution seemed promising. It would enable access to Microsoft Outlook emails and calendar to the executives on the move from a standard smartphone or PDA.

SOLUTION

Renato set up a two-month trial to review Smartner Duality and the new devices. He used ten QTek and two Nokia 6600 devices with Smartner Duality Enterprise Edition installed in them. In order to manage the service L'Oreal installed Smartner Duality server components for Microsoft Exchange Server.

“For our executives, the calendar function is equally important to email. It is also important to have one device for both phone and data functions,” says Renato. Smartner enables L'Oreal board of directors to have immediate access to their email and corporate calendar while travelling or in off-site meetings.

BUSINESS BENEFITS

- Maximises the effectiveness of mobile workers by giving them access to the latest information at all times, wherever they are.
- Accelerates response to customers and changing business conditions.
- Ease of use saves users time – helping them stay focused on the job, not the technology.
- Saves IT resources by minimizing the need for training utilizing familiar user interface and functions.

COST MANAGEMENT BENEFITS:

- Very low total cost of ownership.
- Fast, easy enterprise deployment - typically two hours.
- Reduced travel costs to serve customers.
- Enhanced security for business data.
- No downtime with remote management of mobile devices.
- No need to change corporate systems, networks and firewalls.
- Future-proof. Add applications as needed.

"Another very important aspect of the trial was to test the security of the solution," says Renato. "We involved also our headquarters in the review and Smartner Duality passed the test very well," he adds. Smartner Duality provides end-to-end corporate-level security protecting all traffic with industry standard AES 128-bit encryption.

The users of Smartner Duality immediately saw the value that real-time information can bring to them. They did not need to wait, dial-up or get to the office in order to receive the latest information as now the information comes to them wherever they are, instantly and effortlessly. That meant a lot of time savings and faster decision making.

The executives at L'Oreal Italy continue to use their Smartner Duality and QTek solution which is becoming part of their every-day business life. In the contrary, L'Oreal would like to expand the solution to other people in the company in the near future.

"The Smartner solution works very well and it is very reliable," says Renato. "I am happy with our choice of the solution and whenever we need to deploy a mobile email solution at L'Oreal Italy, it will be Smartner Duality. I look forward to it becoming soon a corporate policy."

SMARTNER DUALITY REFERENCE CUSTOMERS

Enterprise Customers

- Saiwa, Danone Group
- CIBC
- Warner Bros
- Schering
- MCI
- Brook Street
- Balfour Beatty
- Imagistics
- BMG
- Toyota Europe
- Moorfields Eye Hospital (NHS)

Licensee Customers

- O2
- Radiolinja
- Fujitsu
- Manx Telecom
- Sony Ericsson
- Starhub
- Swisscom Mobile
- Vodafone Italy
- Vodafone Ireland
- Telefonica
- DNA Finland, among others

ABOUT SMARTNER

Smartner delivers solutions that mobilise your desktop. A European market leader, Smartner offers an open standards solution for always-on mobile email to large, middle size and small enterprises as well as individual users. Over 50 000 customers in several hundred enterprises now rely on Smartner's mobile solutions to increase their productivity and customer responsiveness. Our goal is to further expand the range and possibility of mobile communications across the globe with intelligent and user-friendly solutions. Smartner is partnered with world class companies including IBM, Microsoft, Sony Ericsson, Symbian, Nokia, Sun Microsystems, Palm Source and Oracle.

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Software Trial:

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