

## Smartner helps a global media company to keep on moving

### Sector: Media

*"If you ask any of our executives that deal with VIP clients if this technology has proved useful to them, you will get a resounding yes. They will say that Smartner's Duality has significantly improved the way that they work, as well allowing them to control potential issues before they happen," says the IT Director of the company.*

### Overview

The company is one of the world's premier media companies. In the fast moving competitive media world, a major challenge for the company is to remain at the forefront of the industry. One of the ways that the company does this is to invest in the latest technologies that make it easy for the executives to keep in constant communication with colleagues, business partners and artists, irrespective of location or time zone.

### The Solution

After reviewing a number of handheld devices and software options, all of which promised, with varying degrees of success, to keep executives in seamless touch with their desktop email and Outlook files, the company chose to trial Smartner's Duality Always-on Mail® Professional application.

Starting in November 2002, the three-month initial trial provided executives at the company with a device-agnostic – meaning they could use their existing access device, in the company's case the Compaq iPaq - always-on email application that updated simultaneously with the arrival of emails into their desktop mailbox and calendar entries into their Outlook. This meant that any action a user made to his/her email, such as reading, deleting, sending and forwarding mail was mirrored on his office-based PC to provide simple, one touch email management. Following the trial, the executives were reluctant to give up their newfound freedom and it was decided to roll Duality out across the company.

"When Smartner was implementing its system, I got used to the superlatives from our mobile executives about how their lives had changed overnight for the better," said the IT Director at the company. "All of the users say it is much easier for them to keep control over their business affairs when they are out of the office. In the industry where egos are high, the simple ability to respond to an email or schedule a meeting almost on demand has been invaluable. With Duality, there is no reason for the customer to ever think that their business is not front of mind."

Much of the correspondence between the company and its customers, is now conducted via email to compensate for time differences, to cut down on business travel and to enable decisions to be made immediately.

Since key staff have been using Duality, efficiency has increased. Once deskbound tasks can now be done in previously dead-time spots such as travel between meetings or in airport lounges. Additionally, employees have been able to work smarter, checking emails from home rather than traveling through peak traffic or returning to the office after a meeting for the sole purpose of a speculative email. For those with international clients, "waiting for the US to wake up" is long gone because full contact can be maintained outside of the office, allowing these employees to continue with their "UK time" lives.

The IT Director continued: "Another major reason that we chose to implement Duality was its seamless compatibility with our existing IT infrastructure. When it comes to upgrading our technology and converging our voice and data networks, we do not need to worry about compatibility – Smartner is on the case."

"In terms of return of investment, we don't specifically track efficiency savings or issue cost avoidance, however if you ask any of our team that deal with our VIP clients if this technology has proved useful to them, you will get a resounding yes. They will say that Smartner's technology has significantly improved the speed at which they can do things as well allowing them to control potential issues with VIPs much more effectively," concluded the IT Director. Gateley Wareing is a leading independent commercial law firm based in the Midlands, UK. The company has expanded steadily over the last few years to become a highly respected legal practice. It provides a full range of legal and business services to local, national and international companies ranging from family ventures and corporate groups through to fully quoted public companies and financial institutions.

#### **For more information**

If you would be interested in finding out more about how the company is working with Smartner, would like more detail on Smartner Duality or would like to review the solution, please contact either

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