



# SUCCESS STORY

## Mobile Provider Increases Revenue and Boosts Productivity with Wireless Solution for Key Workers

MOBILE PROVIDER MANX TELECOM ROLLED OUT O2 XDA HANDHELD DEVICES TO ITS KEY EMPLOYEES, ENABLING THEM TO ACCESS CONTACT INFORMATION AND EMAIL FROM THE FIELD. MICROSOFT MOBILITY PARTNER ADVISORY COUNCIL (MPAC) MEMBER SMARTNER IMPLEMENTED ITS WIRELESS APPLICATION, SMARTNER DUALITY, WHICH RUNS ON MICROSOFT WINDOWS MOBILE-BASED POCKET PC PHONE EDITION TECHNOLOGY. IT PROVIDES USERS WITH COMPLETE CONTROL OF THEIR DESKTOP APPLICATIONS FROM OUTSIDE THE OFFICE, ACCELERATING CUSTOMER RESPONSE TIMES AND INCREASING REVENUE.

### OVERVIEW

Formed in 1987, Manx Telecom is a subsidiary of mm02 and is the main provider of fixed and mobile networks to 75,000 customers on the Isle of Man. In December 2001, it became the first telecoms company in Europe to have a live 3G mobile phone network.

### SITUATION

The Isle of Man government is promoting the island as an offshore e-commerce centre. Playing a key part of this strategy, Manx Telecom offers a portfolio of high quality Internet services. In 2003, the company invested £7.5 million to upgrade and enhance its infrastructure.

Its aim was to launch new products and services, while reducing tariffs and improving customer satisfaction. It needed to increase the efficiency of its directors, managers, sales people and other key personnel while they promoted and demonstrated products and services in the field. Manx Telecom identified a need for a handheld solution that would enable users to work as efficiently outside the office as they did at their desks.

Tom Meageen, Business Development Manager, Manx Telecom, says: "We wanted to provide users with real-time access to their email and desktop applications from any location at any time, so that they could improve productivity during travelling time. At the same time, we wanted to demonstrate to potential customers that we were at the leading-edge of mobile technology."

### SOLUTION

After examining other technologies such as Blackberry, Manx Telecom chose Microsoft® Mobility Partner Advisory Council (MPAC) member Smartner to implement its wireless solution, Smartner Duality Enterprise.

Smartner Duality has already been rolled out to 30 users on O2 Xda and Xda II devices, running Microsoft Windows Mobile™-based Pocket PC Phone Edition, which combines the Pocket PC interface with enhanced telephony features. The solution integrates with users' Microsoft Office Outlook® 2003 and automatically pushes emails out to the



smartner

### Solution Overview

Industry: Telecommunications

#### CUSTOMER PROFILE

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#### SITUATION

The company needed to improve the efficiency of its directors, managers, sales people and other key personnel while they promoted and demonstrated products and services in the field.

#### SOLUTION

Manx Telecom rolled out O2 Xda and Xda II devices to users, running Microsoft Windows Mobile™-based technology. It integrated Smartner Duality for real-time access to email and desktop applications from any location.

#### TECHNOLOGY

Smartner Duality Enterprise  
Microsoft® Windows Mobile™-based  
Pocket PC Phone Edition  
Microsoft® Office System

#### MICROSOFT MOBILE SOLUTION PARTNER

Smartner  
[www.smartner.com](http://www.smartner.com)



It was important to Manx Telecom that the solution could be deployed quickly and easily. Smartner Duality took just a few hours to deploy with no user downtime, eliminating any concerns the company had about impact on business operations.

#### FOR MORE INFORMATION

To learn more about Microsoft products and services, call the Microsoft Sales Information Centre at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. More information is available at the following Web sites:

- Microsoft Mobile Devices in the Enterprise  
[www.microsoft.com/mobile/enterprise/default.asp](http://www.microsoft.com/mobile/enterprise/default.asp)
- Smartner  
[www.smartner.com](http://www.smartner.com)
- Manx Telecom  
[www.manx-telecom.com](http://www.manx-telecom.com)



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TOM MEAGEEN  
BUSINESS DEVELOPMENT MANAGER  
MANX TELECOM

device from the office in real time. By the end of 2004, it is expected that rollout will be extended to 150 mobile users.

Users can read and respond to emails and work in Microsoft Office Word and Microsoft Office Excel or create Microsoft Office PowerPoint presentations. Wireless integration via GPRS enables them to schedule meetings and gain easy access to supporting sales material while in customer meetings, for example.

"All actions are mirrored simultaneously on users' desktops, therefore any confusion or repeat actions are avoided when they return to the office," says Meageen.

#### EXTENDING THE OFFICE

The solution enables users to work more productively. They can interact with customers and colleagues with the same speed and accuracy as if they were in the office. Higher levels of responsiveness and more time for customer service help enhance customer relationships, encourage new ones, and increase the average revenue per user. Meageen says: "The solution provides us with a major revenue opportunity. It saves time for our users and dramatically enhances their efficiency."

It was important to Manx Telecom that the solution could be deployed quickly and easily. Smartner Duality took just a few hours to deploy with no user downtime, eliminating any concerns the company had about impact on business operations.

The service is managed in-house by Manx Telecom's IT department with support from Smartner. Users were able to adopt and use the Pocket PC Phone Edition devices quickly thanks to their easy-to-use, familiar interface. "The software is similar to the desktop, so there was little or no user-training required," says Meageen.

Manx Telecom has recently decided to resell the solution to its own customers. "The device provides convenience that matches the needs of many of our businesses customers. As users of the service ourselves, we have first-hand experience of the benefits a mobile solution has to offer," says Meageen.

#### SUPPORT IN PARTNERSHIP

Smartner Information Systems is a mobile software company that offers world-class mobile technology for operators and service providers. As an MPAC member, Smartner brings invaluable services and ideas to Manx Telecom.

Smartner Duality's technology modules enable service management and secure connectivity between the user and Manx Telecom's offices. During evaluation, Manx Telecom was quickly convinced by the technology, as well as the peace of mind Smartner's professional support offers.

Sarah Creighton, Data Services Supervisor, Manx Telecom, says: "Smartner Duality offers many advantages over Blackberry, such as enabling users to work on email attachments. As a user of the service, I can vouch for its efficiency."

Richard van Beckhoven, General Manager, Smartner says: "Smartner Duality is fast becoming the solution of choice for many business professionals that require real-time access to email on the move. Its device independence, ease of deployment and real business benefits help our partners achieve very speedy deployments within their customer base."

**Microsoft**