



## Dairy producer improves mobile communications for senior managers and controls costs with Hosted BlackBerry Enterprise Solution

Campina is a brand of FrieslandCampina, a Netherlands-based European dairy cooperative, marketing milk and dairy products to consumers and supplying dairy-based products to the food and pharmaceutical industries. Campina completed a merger with Friesland, another big Dutch dairy cooperative, on December the 31st 2008 to form FrieslandCampina, one of the largest dairy processors in the world

### The Challenge

To ensure maximum cost effectiveness and service efficiency, Campina made the decision several years ago to outsource its IT and telecoms infrastructure instead of owning it outright. Managing the outsourcing and delivery of services to internal customers is the job of Martijn Bakker, Contracts Manager at Campina.

By 2007, however, one set of internal customers wasn't happy with the efficiency: top management. As very mobile employees and often out of the office, they felt cut off from company communications when they were away and didn't have easy access to email, the company's primary means of communications. "Top management was convinced they would be more effective with mobile email: it was obvious to them. My job was to identify their core needs and find the best solution," explains Bakker.

As Contract Manager, Bakker's challenge was to find a mobile email solution that could be "outsourced and readily integrated with what we had." He commissioned a study of the two main mobile email solutions available on the market. "We knew that we wanted to invest in mobile email functionality. My job was to make the right investment," says Bakker.

### The Solution

The results of the study were conclusive. In late 2007, Campina deployed a BlackBerry® solution comprised of 100 BlackBerry® smartphones and BlackBerry® Enterprise Server for Microsoft® Exchange. The smartphones were rolled out to members of the management board, department heads and key managers, such as production and supply chain managers, for email, voice and calendaring.

### Benefits

Improved efficiency

Increased responsiveness

Faster decision-making

Hosted solution fits within existing IT infrastructure

Reliable device performance

Secure access to information



"The built-in security and ease of management of the BlackBerry solution won us over," says Bakker. Those were "the two key success factors" of the overall solution, while the BlackBerry smartphones were picked for their performance, quad-band compatibility and design.

Another factor that swayed the balance in favour of the BlackBerry solution was usability. "We did a pilot for three months with ten members of top management. We gave them the different devices to use," says Bakker. Overwhelmingly the users preferred the BlackBerry smartphones. "The stability of the operating system and ease-of-use interface were the main characteristics" that the users preferred, says Bakker.

Campina outsourced the BlackBerry Enterprise Solution, installation and management to GPXS Services, a member of the BlackBerry® Alliance Program that provides deployment, management and training services for BlackBerry solutions. "It was new for us, and they helped us understand the business case for it and implement it. I'm very pleased with GPXS – they're a good organisation."

## The Benefits

"In the past I would have to sell top management on the merits of the adopting new services that I wanted to bring into the company," says Bakker. "With BlackBerry, they were already sold on it. All I had to do was find the right vendor."

An important advantage of the Hosted BlackBerry® Enterprise Solution, with GPXS, was how it enabled Campina to maintain what Bakker calls "vendor independence" while providing a single, integrated service to users. Instead of having "all their eggs in one basket", Campina has three separate service providers for its email server system, mobile phone service and BlackBerry solution. The user, however, has access to a single, high-quality, secure mobile email service that works around the world. Moreover, the hosted solution offers a transparent and manageable cost structure and 99.8% 24/7 availability.

Today, Campina's BlackBerry smartphone users enjoy increased responsiveness and improved efficiency thanks to the BlackBerry solution. "The big advantage is that wherever you are you know what's happening in the company and you can respond to evolving business issues. You can work much more efficiently," adds Frank van Sluis, legal counsel and BlackBerry user. Bakker adds that, "Decisions are made much faster than before. Undoubtedly, implementing BlackBerry has implemented a change in behaviour throughout the company that goes much further than just mobile email."

"The hosted BlackBerry solution has given top management team what they asked for – better communications and faster responsiveness when they're out of the office – while allowing us to enjoy the benefits of our outsourcing model," concludes Bakker.

[www.blackberry.co.uk/casestudies](http://www.blackberry.co.uk/casestudies)

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Contracts Manager,  
Campina

GPXS Services simplifies the introduction, expansion and management of mobile data solutions for corporate customers. The company's services focus on the deployment and management of BlackBerry smartphones and addresses the needs of both mobile operators and corporations. GPXS's Professional Services and Managed Services include BlackBerry training, support, implementation, remote monitoring and installation services. GPXS Services is privately owned, employs several dozen BlackBerry experts worldwide, and is led by a team of industry executives and entrepreneurs. For more information please visit: [www.gpxs.net](http://www.gpxs.net).