

Forklift manufacturer improves customer response times with mobile email

Case Study: Nokia E72 with IBM Lotus Notes Traveler for Nokia smartphones

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Atlet Ltd

Company:

Atlet Ltd
(Part of Nissan Group)

Primary business:

Forklift manufacturing, distribution and servicing.

Professional overview:

Operating in 47 countries, Atlet manufactures warehouse and counterbalance trucks for materials handling companies. The company was acquired by Nissan Group in 2007.

Number of employees:

1,000+

Flagship office:

Gothenburg, Sweden

Website:

www.atlet.com

Customer challenge

- To provide cost-effective mobile email and internet access for employees working away from the office

Products

- Nokia Eseries smartphone: Nokia E72
- IBM® Lotus® Notes® Traveler 8.5.2 client for push email
- IBM Lotus Mobile® Connect 8.5 for secure mobile connection
- IBM Lotus Sametime®
- Nokia business solutions – Quickoffice® and Zip Manager pre-installed
- Ovi Maps with free navigation for Nokia smartphones
- Nokia car kit accessory

Business results

- Immediate response to customer enquiries
- Less administrative support required by field staff
- No extra investment required for servers, licences or service fees
- No additional middleware or specialised training necessary
- Built-in navigation in Nokia E72 removes the requirement to invest in additional navigation tools

"It means our people always have the information they require wherever they are and no longer need to rely on our back office to tell them if they have emails. Now they can respond to customers without delay."

– Mar Puentes, IT Manager, Atlet Ltd

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Sales team covers more territory with Nokia smartphones and IBM Lotus Notes Traveler

Worldwide, Atlet is renowned for its forklift trucks. In particular, the Swedish warehouse equipment manufacturer has a reputation for producing bespoke equipment that meets the very precise materials-handling needs of its customers. At its UK office, Atlet's management was determined to match the company's manufacturing prowess with an equally impressive, and personal, response to customer enquiries wherever the sales staff happened to be.

Finding a package that works for everyone

They needed a single device for voice and email, and a reliable high-spec, hands-free car kit. So a competitive trial was run: HTC with Microsoft® Windows Mobile® versus Nokia with IBM Lotus Notes Traveler. The Nokia solution was selected for a number of reasons.

Sales staff had been using Nokia 6300 for some time and clearly preferred the familiar user experience of the Nokia Symbian operating system, according to Mar Puentes, Atlet Ltd's IT Manager. But it isn't just a case of 'stick with what you know' – employees also like the fact that Nokia smartphones are optimised for deployment on Lotus Notes Traveler.

The new mobile system provides automatic, two-way, wireless synchronisation of email, calendar and contact data between server and mobile. "In the IT department, we really appreciate the ease with which devices can be deployed and then managed from a single point of control," says Mar Puentes, "so everyone's happy."

Making the smart choice: choosing functionality

The smartphone they selected was Nokia E72. It's a 3G, quad-band device, making it suitable for business at home and abroad. And with its full QWERTY keyboard, Wi-Fi capability, and sophisticated business applications, such as Quickoffice® and Zip Manager, it was deemed to be more than fit for purpose.

"The strength of Nokia E72 for us is its functionality, and how easy it is to use," says Mar Puentes. "Then we tested the phone with the car kit and found that they work well together, which is very important for our remote users. So we've bought into that too."

In addition, Nokia E72 comes with Ovi Maps and free lifetime navigation (both walk and drive) including turn-by-turn voice guidance in more than 78 countries. This not only works well in the hands-free car kit, but has also saved Atlet the cost of a separate navigation system.

Spending time and money where it matters

The IT department is especially pleased by how easy and inexpensive the solution was to deploy. Configuration and set-up didn't require specialist IT support. In fact, everyone at Atlet who got Nokia E72 has access to the server for IBM Lotus Notes Traveler, so the basic configuration could be carried out by the end-user.

"It means our people always have the information they require wherever they are, and no longer need to rely on our back office to tell them if they have emails. Now they can respond to customers without delay," concludes Mar Puentes.

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