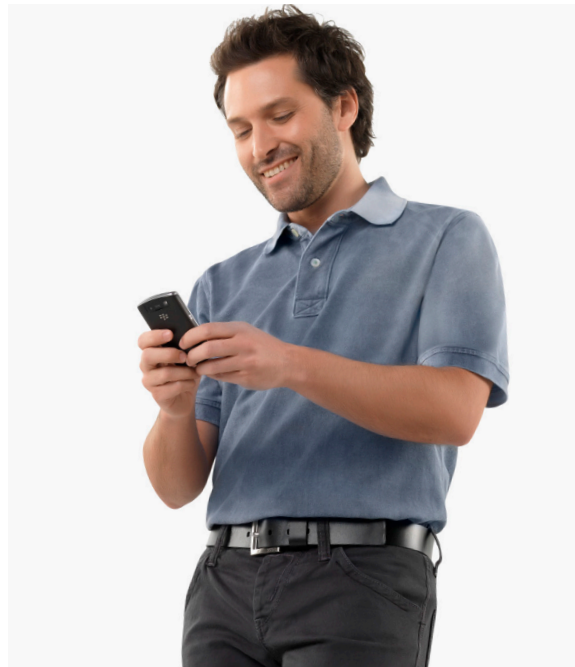


BlackBerry Case Study



Success On BlackBerry

- Industry:** Manufacturing
- Region:** Americas
- Company Size:** Large Enterprise – 8,300 employees
- Email Environment:** IBM® Lotus® Domino®
- Type of Solution:** Field Service/CRM & Dispatch Operations
- BlackBerry Alliance Member Solution:** Mirifex Mobile Framework by Mirifex Systems

Mobilizing the Service Call Offers Ricoh Numerous Business Advantages



Ricoh Americas Corporation (Ricoh) is a provider of document solutions, including digital imaging systems, fax machines, printers, scanners and data storage.

Challenge

Ricoh wanted a solution to automate service calls handled by field service technicians. They decided to create an application for the BlackBerry® solution that would improve call efficiency and give technicians more control over the tasks performed during their day.

Solution

Ricoh worked with Mirifex, their application provider, to adapt Mirifex's mobile framework so that everything from dispatching service calls to ordering parts could be handled from an application on the technician's BlackBerry® smartphone.

Ricoh's Results

- Empowered technicians
- More consistent ability to meet Service Level Agreements (SLAs)
- Fewer calls to dispatcher
- Improved business metrics



The Challenge: Deliver Seamless Service Nationwide

The Technology Services Group is the service side of Ricoh's business. A force of 2,000 field service technicians visit customer locations across the US to repair and maintain Ricoh's machinery, including photocopiers, printers, fax machines and network systems. This busy group handles 7,500 service calls a day, or more than 150,000 calls a month.

Ricoh strives to offer consistent, high-quality service that meets the Service Level Agreements (SLA) it has with customers across the country. And the company is always looking at investments in technology as a way to improve this service.

A year ago, Ricoh decided to mobilize their entire service call process using the BlackBerry solution and connecting it to data stored in their Oracle® ERP system back end database. The company believed putting various aspects of the service call in the hands of field technicians could help take their service delivery model to the next level.

"We looked at the BlackBerry solution to help us standardize the way we deliver service so our customers are assured they are getting the same type of support regardless of their location," says Glen Mandernacht, VP, Service. "We thought there was going to be a huge advantage to gather and exchange information the same way, across the same channels, in our service organization."

Why the BlackBerry Solution?

Ricoh's field service technicians were already using BlackBerry smartphones. In fact, the company has been using the product as far back as the early RIM® 950 pager. According to Ron Hice, Senior IT Consultant, and the man charged with managing the new BlackBerry smartphone deployment, the solution won on many fronts.

"The biggest thing with the BlackBerry smartphone is the push capabilities," he says. "A lot of products require connectivity to work, but the BlackBerry smartphone allows technicians to work out of coverage and the information is automatically cached and stored until coverage returns."

The built-in management features of the BlackBerry® Enterprise Server also made for a lighter load on the IT team who administrates the BlackBerry smartphones. With 2,000 technicians spread across the country, no one wanted to have to manually deploy or update the devices.

"We use the over-the-air features of the BlackBerry Enterprise Server so we don't have to send IT staff out to each user's location," says Hice. "We can push out a brand new application to roughly 2,000 technicians in a matter of hours."

"Our BlackBerry solution is helping us gather and distribute information in a consistent way across all channels and across all our customers, so our service levels keep us competitive in the industry."

~ Glen Mandernacht, VP, Service, Ricoh Americas Corporation

How It Works.

Application Type: Field Service, CRM & Dispatch Operations

Application: Ricoh application built on the Mirifex Mobile Framework

- Ricoh's Oracle ERP system dispatches service calls to CSR using the mobile application for the BlackBerry smartphone
- The CSR receives the days service calls on the BlackBerry smartphone and can accept, or reject an assignment
- While at a customer's location, the technician can generate a new service call from the device without having to phone a dispatcher
- The technician can look up parts from various inventories from the BlackBerry smartphone and can even arrange shipping to the customer's location
- Data about the parts that break and are used is sent from the BlackBerry smartphone to the Oracle ERP system to assist with making improvements to the manufacturing process
- Ricoh also receives important performance indicator information in reports that helps them meet their SLA commitments

Putting the Power of the Service Call in the Technician's Hands

Ricoh wanted to mobilize all aspects of the service call – from dispatching the day's calls to a history of the service call, to opening and closing out incidents, to tracking inventory and ordering parts. Putting this power into the technician's hands involved developing an application for the BlackBerry solution.

Ricoh developed the application over approximately three months with their partner, Mirifex. Using the Mirifex mobile framework – a flexible forms-based platform – they connected the application to Ricoh's back end Oracle ERP system database so technicians get immediate information in the field.

"The application allowed us to empower the technician with all the resources necessary to do the job," says Hice. "They no longer have to call a dispatcher to find out new incidents or to check a repair history. That virtually eliminated all the calls back and forth with the dispatcher because now everything appears on their BlackBerry smartphones."

At the start of the day, the technician receives a list of incidents on their Task Boards pushed from the Oracle ERP system. They can see the SLAs associated with the incident and prioritize their day. The technician can look at the time to repair SLA and determine how to get to the most critical SLA first from where they're located," says Mandernacht. "That helps them line up their days and work to meet the expectations of our customers."

While at a job site, a technician can also generate a new service call from their BlackBerry smartphone without having to go through the call center. This is advantageous for the customer, who sometimes sees a technician in the building and wants to take advantage of the immediate help.

But one of the biggest advantages to the technician is the mobilization of the parts inventory. Not only can the technician review what stock they have in their car, they can also search the district to see if another technician has a part they need – all from the application on the BlackBerry smartphone. They can even order the part to be shipped by courier and monitor the shipping progress from the device.

"If I don't have the part, and I can see another technician does, I can arrange to get it without having to reschedule the job," says Bob Wallace, Service Supervisor, who also works as a technician. "That takes out the problem of having to manually generate parts orders. You don't have to call anybody. You don't have to hope it's at the office when you drive back. You get the customer up and running faster and save the time of driving all over the place."

Efficiency and Business Metrics - Two Big Wins

According to Ricoh, their technicians are more efficient because of the new solution. They estimate that not having to make so many calls and the ability to organize routes and parts is giving technicians the ability to add at least one more service call per day. Thereby increasing customer service, efficiency and income.

"If a technician is not driving back to the office to pick up a part, they can be driving to another customer location and handling another service call," says Ralph Byers, Senior Technology Services Manager. "You start spreading that kind of efficiency across the workforce and it's like adding new technicians without actually having to hire anyone."

The company is also receiving key performance indicators (KPIs) from the field much faster than before. Now, they get immediate, detailed parts information, as well as customer response times, call turn times and call resolution times. These business metrics can be used to improve service, and in the instance of parts usage, can improve manufacturing.

"We are recording how parts are used and their breakdown rate by serial number," says Mandernacht. "That information can be sent to our parent company in Japan so they can analyze how long parts last on particular machines and what manufacturing processes can be improved to extend a part's life."

Ricoh's Results

Empowered Technicians are More Efficient: Putting the service call in the hands of the technician helps them handle up to one extra service call per day because they can make good decisions from the road.

More Consistent Ability to Meet SLAs: Customers are assured that Ricoh is meeting their SLAs because this detailed information is pushed to the BlackBerry smartphone, where technicians can organize their days to best serve the customer's needs.

Fewer Calls to Dispatcher: By removing the need to call a dispatcher to check information, the number of calls between dispatchers and technicians has been reduced.

Improved Business Metrics: Ricoh gets detailed business metrics, such as parts usage, which can help with decisions around the manufacturing process.

"We offer a technology and a service that not many of our competitors can offer – the better the service we provide, the better we meet SLAs, the more likely our customers will renew service contracts and purchase new equipment."

~ Ron Hice, Senior IT Consultant, Ricoh Americas Corporation

For additional BlackBerry customer success stories,
visit www.blackberry.com/go/success

 **BlackBerry**

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