

Case Study

Campbell & Company

BlackBerry Smartphone Application Captures Billable Time Down to the Minute for Email and Calls

Company: Campbell & Company is a fundraising consulting company for non-profit institutions.

Industry: Other

Region: Americas

Company Size: Small Enterprise – 46 employees

Email Environment: Microsoft® Exchange

Type of Solution: ERP – Business Intelligence, Workflow & Approvals

BlackBerry® Alliance Partner: AIRTIME-A4P by AIRTIME Manager®

Challenge

Capture time on calls and emails placed between fundraising consultants and the company's clients and have those billable hours delivered directly to the accounting system.

Solution

AIRTIME-A4P was deployed on each consultant's BlackBerry® smartphone to automatically capture and log time spent on email and the phone. The time spent is recorded as billable time and immediately routed to the company's back end Orion Software accounting system.

Campbell & Company's Results:

- Helps consultants enter time – on time
- Saves up to four days a month in administration
- Helps to keep projects on budget
- Supports solid business plan



The Challenge:

Recover Billable Time and Ensure Projects Stay on Budget

Every project that comes into Campbell & Company is given a budget, but the company was having trouble keeping track of the finer details that ensured day-to-day work stayed on budget.

Consultants had to keep track of their time, including phone calls and emails, by logging into an application on their laptop. At the end of the month, this information was sent to accounting to add up the time and check back on the status of project hours.

"Many of our consultants found it hard work to open their laptops every time they needed to record their time, especially on calls and emails," says Margaret Rubino, Financial Services. "But we needed to keep a close eye on their project management numbers to know if they are in jeopardy of going over budget."

Rubino was also feeling the burden of this system, since she was waiting until the end of the month before she could do her own bookkeeping. She estimates that she'd set aside at least four days to crunch the numbers. Campbell & Company needed a faster, simpler, more automatic way of managing the billable time and services.

Why the BlackBerry Solution?

Campbell & Company's first priority was to help their consultants rely less on their laptops. They wanted a mobile device that would be easy to carry, easy to learn and multi-functional, since they were planning to deploy a mobile application to track billable time.

"When we started looking at mobile devices, there wasn't any competition," says Rubino. "The BlackBerry smartphone does what it says it's going to do. It's a reliable device for email and phone calls and almost acts like a mini laptop."

The consultants quickly responded to their ability to receive email on-the-go using the push email that is available on the BlackBerry smartphone. Since most of their working days are spent in client locations, it was a real benefit to answer email as it arrived.

"They can't imagine not having a BlackBerry smartphone anymore," says Rubino. "Before, I'd always pick up the phone to call them if I knew they were on the road because they did not always have internet access. Now, I send an email and I hear back within five to 10 minutes."

"We decided to get our fundraising consultants BlackBerry smartphones with AIRTIME-A4P so they could automatically capture time spent on calls and emails, as well as enter their time through their device on the road instead of using a laptop. By-passing laptops and VPNs saves them a lot of time."

~ MARGARET RUBINO, Financial Services, Campbell & Company

The Solution. How it Works.

Company: AIRTIME-Manager

- Delivers time-tracking and billing applications to professional and commercial wireless users mission critical applications for wireless devices in three product groups: AIRTIME-A4P, AIRTIME-A4MAIL and AIRTIME-A4Biz

Featured Product: AIRTIME-A4P

Application Type: ERP – Business Intelligence, Workflow & Approvals

Converting Time Spent on Client Business into Billable Time

Campbell & Company deployed AIRTIME-A4P, an application for the BlackBerry smartphone that automatically logs time spent on email and phone calls to the second, without the consultant having to type or write anything. Once an email is opened on the device, the AIRTIME-A4P clock starts ticking in the background. When the response is written and the email is sent, the consultant is prompted about whether they want to log this time as billable to a specific account.

Each night, the data collected by AIRTIME-A4P from email and phone calls on the BlackBerry smartphone is transferred over the air into the company's Orion Software accounting system. No one has to open a laptop. No one has to collate multiple time logs.

But the real benefits are at the project management end. Rubino has eliminated the four days a month she was spending tracking everyone's time. Because this is now all done automatically, she can focus on analyzing the data instead of inputting it. "The job of keeping client databases up-to-date was really time consuming, but now I've rerouted my time so I create more reports and business analytics during those four days," she says.

The company now has a much better perspective on their projects. Rubino can see the figures daily, as they're reported from the BlackBerry smartphones to her Orion Software system.

Campbell & Company's Results

Helps Consultants Enter Time – on Time: The combination of the easy to use BlackBerry smartphones and AIRTIME-A4P makes it easier for consultants to keep track of their billable time, without needing laptops or adding hours to their day in administrative effort.

Saves up to Four Days a Month in Administration: The accounting department no longer has to input client time into the database. They have recovered up to four days a month, which is being diverted to working on more analytic work for the business.

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"Having the business analytics at my fingertips is really helpful. I can now report to a client or Campbell & Company executive about where we stand on a project accurately, because I know the figures are current."

~ **Margaret Rubino**, Financial Services,
Campbell & Company