

Whipple Hill Communications
*Web-based solution provider
discovers the importance of CRM in a
small organization, freedom of
mobility and lifestyle benefits of
MobileAccess*



CASE STUDY

Whipple Hill Communications Inc. is a 50 person software service company specializing in hosted web-based solutions for private schools across the United States. Based in Bedford New Hampshire, Whipple Hill services over 200 institutions providing Content Management Services, Student Information Systems, School Portals and Community-building solutions. Being a hosted solutions provider and serving a continental customer base means this relatively small company needs to provide 7/24 support for its customers to ensure adequate uptime and availability. Core to Whipple Hill's internal systems was a CRM solution designed to provide value to the organization by keeping the business' core information together in a single repository where it could be easily accessed by all. Additionally, the CRM solution is required to deliver routine tasks through standard processes and automated processes. After facing an estimated cost of \$100K to customize its Siebel installation to meet their needs, Whipple Hill reviewed their options and selected Microsoft CRM. They found that they could easily host and customize the solution using their own internal developers and IT staff. Their MS CRM solution includes TenDigits MobileAccess for Blackberry which was introduced to them by Brodie Computes Inc. Whipple Hill's staff members now enjoy the value of wireless access to their customer data. With Microsoft CRM and MobileAccess they are connected, managing customer relationships real time. The result is more effective time management. This solution has given Travis Warren, President Whipple Hill Communications Inc. and his staff the lifestyle benefits they want while at work, or anywhere else. Overall productivity is at an all time high!

Whipple Hill chose Brodie Computes Inc. to assist them with Microsoft CRM and to implement the MobileAccess Blackberry CRM solution. Satisfied by the experience, Warren recognized the importance of his decision, "MobileAccess is the first application in a long-time that I have purchased which hasn't left me disappointed. MobileAccess actually delivered what I saw in the demonstration (provided by Karen Brodie), and in the marketing information – and even more." Brodie Computes Inc. provided technical support for installation of the BES server and implementation of Microsoft CRM on their Blackberry devices.

SITUATION (KEY CHALLENGES FACED BY USERS)

As an entrepreneur, Warren needed to be on top of all of the projects, customers and issues that arise daily within the company. Like many managers, Warren and other senior members of the Whipple Hill team spend a considerable amount of time overseeing, delegating, commenting and replying to relatively minor issues in order to keep the business flowing. Whipple Hill needed a mechanism to improve personal productivity and minimize the amount of time spent managing these routine workflows. Whipple Hill tried a couple of other Mobile PDA solutions but they found problems syncing the data between the devices and their core systems. "Conflicts often occurred, and the data was lost," Warren recognizes. "Data wasn't synched until the person came into the office, creating

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SOLUTION (VALUE OF MOBILITY & BENEFITS OF MOBILEACCESS)

ANYWHERE ACCESS – Having customers through out the United States, Whipple Hill Account Executives are constantly on the road. They found that laptops weren't always convenient to use intra-day. Using the Blackberry Email and the MobileAccess solution for Microsoft CRM, Whipple Hill team members can now complete the tasks they need to do in the time it takes to boot their laptop and connect to the internet. The use of laptops is now more appropriately delegated to larger, more complex tasks, like proposal or other document creation.

ANYTIME ACCESS – Providing 7/24 customer support, Whipple Hill had to minimize overhead. Using Blackberry devices, Whipple Hill can now provide round the clock customer service. When information is needed on an account, service members can now obtain it, and update it appropriately through MobileAccess; minimizing time spent doing internal reporting.

INTEGRATED DEVICE – Having email access, CRM account data access and wireless telephony on the same device has also improved the ability of Whipple Hill sales, service and management team members to stay connected.

MORE EFFECTIVE TIME MANAGEMENT – Warren recognizes that "the Blackberry Email and MobileAccess Applications make me more effective. If I have 10 minutes where I am stuck somewhere, I can quickly access my email and my customer files and reply and delegate as I need to." Therefore, I no longer have to spend my time in the office managing my email backlog."

MORE TIMELY INFORMATION – Now Whipple Hill is completely confident that they are looking at the most recent account activity on the CRM system. This is due to the fact that MobileAccess constantly synchs the team members' remote CRM data with the core CRM seamlessly over-the-air.

LIFESTYLE BENEFITS

Being the President and Founder of the software services company, Warren needs to stay in the loop with his companies' operations. With Mobile Access, Warren is provided with the information he requires along with the comfort to enjoy his home life after hours. "I no longer feel compelled to open my laptop at home", says Warren. "Now I can take my Blackberry with me when doing things like walking the dog and be comfortable knowing that issues are being taken care of."

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"When my Blackberry is buzzing, I can check-in and monitor the situation, and act as required. Similarly, when it isn't buzzing, I am also confident – no longer sneaking in to take a look at my inbox to see if anything is happening."

OVERALL INCREASE IN PRODUCTIVITY

With up-to-date convenient access to data, team members now know what activities have transpired and what tasks are pending and can act accordingly. All these benefits allow the Whipple Hill team – its sales people, its service people, its management team, and it's President to be more productive during their day.

Warren concludes, "As an early adopter of new technologies, seldom do I feel like I get my money's worth. If I had known that MobileAccess would deliver me the productivity that it has, I would have gladly paid twice as much for it."
