

case study series



“Ours was a different kind of requirement – and Tracktech rose to that challenge!” says Dave Cheng, Sales & Marketing Manager at A.R.G ElectroDesign Limited in Cirencester, Gloucestershire.

“A.R.G had a very specific challenge for Tracktech - we needed handsets with QWERTY keyboards for a start, for ease of email communication on the move.

“Going to the BlackBerry® system was absolutely essential to be able to receive e-mails as they happen (PUSH Technology).

“Operating in a global marketplace time differences can be a huge communication barrier; but with BlackBerry® you can ensure important members of the sales and support teams are contactable and responsive 24 hrs a day if necessary.

“The BlackBerry® handsets then available (pre-Pearl) were not really suitable for fast and accurate typing, so we needed to replace our current QWERTY mobiles with something offering the same convenience.

“We also needed high-quality camera and video camera capabilities - we are often at Tradeshows and conferences where one might need a snapshot of a competitive product, or a recording of a topical paper being read at a conference.

“So with all that in mind, we knew we needed a handset that was fully compatible with the BlackBerry® system; and the Tracktech team suggested using the Nokia E70, a standard but sophisticated phone with camera and keyboard inbuilt.

“To our knowledge this hadn't been done before – using the Nokia handset on the BlackBerry® system – but the team were certain they could make a successful implementation.

“The trial was a great success. Not only was it ideal in a business sense to get email updates away from the office, but the time saved out of hours – all those long evenings in front of the laptop, answering messages and preparing for the next day - became a thing of the past.

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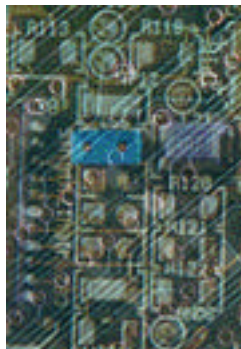
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"I chose Tracktech over a larger service provider for several reasons. I'd had dealings with them before and knew them to be easy yet professional people to work with. I knew they took care over training and, being fairly local to me, having the support I needed close by was another bonus.



"Finally, the whole deal came with the added benefit of YES Telecom's billing and customer support, which are exemplary in the industry.

"We rolled out the technology to the senior sales division of the company from launch and we have always planned to roll it out further in the company over the coming months.



"Our management team gained more time to focus on taking the business forward and spent less time reacting to old news and enquiries.

"How has BlackBerry® affected A.R.G's business?"

"A.R.G is operating in a highly technical area, manufacturing equipment for a fast-paced and ever changing market, we are involved with applications for High Definition TV (HD), IPTV, Mobile TV and as such we need our staff and sales channels to be in constant communication to react to different requirements and opportunities all around the world. BlackBerry® has certainly enabled me to do that, and now as sales levels increase in line with staff numbers I will be looking to deploy more handsets and continue to make our sales operation the most efficient it can possibly be."

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