



Case study

Industry sector:
services

“BT showed that it clearly understood both the technology and our requirements. The BlackBerry solution that it tabled was a strong commercial offer, incorporating comprehensive training and the highest levels of in-life service support.”

Clive Knott
IT Director
Olswang

Mobility solution transforms work style at leading law firm

A managed BlackBerry® solution from BT gives Olswang solicitors a competitive edge by improving client services

Executive summary

Olswang's solicitors are regularly away from their offices and need to keep in touch with the latest case developments and changes to their schedules. Olswang needed to find an affordable solution to provide secure email access through a simple to use handheld device.

Around 100 BlackBerry Wireless Handheld™ devices were deployed to enable Olswang partners to send and receive email on the move. Realising the benefits of flexible working and contactability, the firm then extended the rollout of the blackberry to all fee earners.

BlackBerry gives Olswang staff secure and unlimited access to critical information wherever they are right around the clock. This enhances mobility and flexibility, and most critically, it improves the quality of service delivered to clients.

Marketplace

Olswang is a full service law firm renowned for its work in the fields of media, communications, technology and real estate. The firm has come a long way since

its inception in 1981 and today employs over 500 people, with offices in London, the Thames Valley and Brussels. Olswang is organised with both a sector and service line focus, enabling it to deliver specialist legal advice backed by a strong business perspective. UK-based, Olswang has an alliance with US firm Greenberg Traurig LLP extending the firm's international capability and additionally provides its services in over 80 countries through a network of like-minded law firms around the globe. The firm is recognised as a leading employer and is ranked 18th in The Sunday Times Best Companies to Work For 2006.

Business opportunity

Communication is key to Olswang, and IT systems play a pivotal role. Regularly away from their offices, Olswang solicitors need to keep in touch with the latest case developments and

Main BT products & services

- BT Mobile Managed BlackBerry service

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be immediately aware of any changes to their schedules. But with frequent involvement in meetings people can often find themselves overwhelmed by accumulated emails that can adversely affect client service if not promptly dealt with. In 2004 Olswang asked three companies to propose a solution.

Clive Knott, IT Director at Olswang, explains: "We had conventional remote access and also had web mail capability, but neither went far enough. We needed to find an affordable solution to provide secure email access. BT showed that it clearly understood both the technology and our requirements. The BlackBerry solution was a strong commercial offer, incorporating training and in-life service support."

BT solution

Around 100 BlackBerry Wireless Handheld™ devices were deployed. The BlackBerry pocket sized device, is the world's leading integrated and

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secure wireless email terminal. It delivers emails automatically – without the need for the user to dial in – over a GPRS (General Packet Radio Service) high-speed mobile data transfer network, which is the same network a mobile phone uses to access the internet. BlackBerry integrates with Microsoft Exchange, using the same email address and includes features that allow users to control which messages are received through the use of filters that monitor key words and message fields.

Clive Knott says: "As soon as we introduced the BlackBerry everybody took to them instantly. It did not take us long to recognise the significant efficiency and productivity gains this device would bring to us."

One year on from that original deployment, the benefits of flexible working and contactability are even more apparent. The firm therefore decided to extend the roll out of the BlackBerry to all fee earners, meaning an additional 200 devices were required.

BlackBerry technology had moved on and the latest models have integrated voice and data capability, longer battery life and more memory. With voice capability intrinsic within the BlackBerry, users no longer need to carry a separate mobile phone. This additional functionality prompted Olswang to replace its existing BlackBerry devices alongside the provision of the new ones.

Results

The three-year contract with BT now provides for the supply of 300 BlackBerry wireless handheld devices for Olswang fee earners. BlackBerry gives Olswang staff secure and unlimited access to critical information wherever they are right around the clock. This increases personal productivity, enhances mobility and flexibility and makes communication across different time zones that much easier. Most critically, it improves the quality of service delivered to clients.

Olswang solicitors' personal time is being transformed as well. By reducing the need for people to log in to email during personal time – in the evenings, at weekends, or whilst on holiday – their quality of life has been substantially improved.

A spin-off benefit is the significant strengthening of business continuity arrangements for Olswang. Should a disaster affect an Olswang office, its staff can still communicate with each other and with clients using the BlackBerry. Each BlackBerry also has a unique PIN so that, even if the duplicated BlackBerry Enterprise Servers were off the air, users could still communicate with each other using a "PIN to PIN" email capability.

Clive Knott concludes: "The BT-supplied BlackBerry has been a revelation. It has been such a success that we are looking at the possible deployment of other applications to further enhance productivity and efficiency."

One such application would allow Olswang staff to tag and time an email or voice call session to facilitate accurate billing to clients.



Offices worldwide

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