



BlackBerry Customer Success

Damen Shipyards Group slashes data roaming costs by 60% with BlackBerry solution

Damen Shipyards Group is the largest shipbuilding company in the Netherlands, with more than 34 shipyards and marine-related companies throughout the world. It provides shipbuilding, maintenance and repair through its network of operations. It designs, engineers and constructs a wide range of vessels, ranging from tugs to large cargo ships, including luxury yachts, ferries and naval vessels. Damen is a family owned company with an annual turnover of approximately €1.4 billion and employs over 6,500 people. In 2010 it delivered 160 vessels.

KEY BENEFITS

- 60% cost savings
 - Enterprise-grade security
 - Easy to administer and manage
 - Improved user experience
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THE CHALLENGE

Up until recently, the companies within the Damen Group operated with a high level of independence. Each business unit was fully responsible for its own Profit and Loss statement. Likewise, IT and telecom systems were selected and purchased locally. Gradually, however, the business units realised that this wasn't the most efficient way to operate, especially when it came to technology. "It made sense for the Group holding company to begin operating like a service provider to the business units," says Hans Quivoij, IT coordinator at Damen Shipyards Group. "This would enable us to decide on technologies and negotiate better prices thanks to economies of scale."

Around the same time this decision was being made there was rising dissatisfaction with the company's existing mobile email solutions. Damen is a very international Group, with managers and executives travelling extensively. As a result, some business units found themselves facing huge roaming costs for mobile data access. In addition, the company had multiple mobile email systems, which were difficult to manage and enforce security. The company needed to find a way to reduce mobile roaming costs, yet still provide a secure, reliable mobile email solution that could be managed centrally.

THE SOLUTION

Two of Damen's operations in the Netherlands had deployed a BlackBerry® solution for mobile email. Damen Group's IT department compared the data roaming charges of these two business units with the charges incurred by other business units using rival mobile email solutions. The BlackBerry solution turned out to be considerably more cost effective, primarily because of the efficient way in which it uses wireless networks. When roaming, Damen's BlackBerry® smartphone users hardly ever exceeded their data plans, thereby avoiding extra charges. Users of the other mobile email solutions also regularly encountered connectivity problems, which meant that message delivery was erratic and unreliable.

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Hans Quivoij
IT coordinator
Damen Shipyards Group

Industry:
Manufacturing and Technology

Region: Netherlands

Company size: Large

Solution:
BlackBerry® smartphone

Damen, therefore, decided to adopt the BlackBerry solution for the Group’s mobile email needs and the business units have been gradually migrating smartphone users to BlackBerry smartphones as their mobile contracts come up for renewal. Today over 500 people use BlackBerry smartphones. This is more than half the company’s fleet of mobile email devices. “We are migrating the business units in order of priority, based on how many mobile email users they already have,” says Quivoij. “The core of our organisation, and most importantly, the most frequent travellers have all been switched over.” The solution provides email, calendar and contacts.

DAMEN BENEFITS

One of the primary business benefits of the BlackBerry solution for Damen is cost savings. Quivoij estimates that the company has seen a 60% cost reduction, due mainly to the elimination of data roaming charges. He expects the solution to pay for itself in four to eight months. “The bulk of the roaming charges were generated by our most active international travellers,” says Quivoij. “Now that they and the rest of the smartphone users are on BlackBerry, costs are much lower and more predictable.”

Other key advantages are security and manageability. “With the BlackBerry platform you can also extend your existing enterprise security policies and solutions to smartphone users,” says Quivoij. “The BlackBerry Enterprise Server integrates easily with our existing security set up and also makes it very easy to manage devices.”

Finally, BlackBerry smartphones deliver a better device experience, which has increased user satisfaction. “Compared to the old mobile email solutions, user satisfaction has increased tremendously,” says Quivoij. “With BlackBerry, and especially the latest models, the user experience is very, very good. Very stable, very reliable.” In conclusion, Quivoij says, “not all mobile email solutions are created equal. The BlackBerry solution is far better than any of the solutions we used in the past. It delivers the cost savings and improvements in manageability that we were hoping for.”

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