



BlackBerry Customer Success Story

Mobility Meets the Tarmac and Helps Aviation Services Company Become More Competitive



**oilfield
international s.a.**

J&D Oilfield International provides aviation services to its customers worldwide. The company has its headquarters in Venezuela but provides services to customers and pilots in Latin America, the United States and the Caribbean. For companies in this competitive industry, finding an edge depends on innovative thinking and unique service-driven approaches.

Industry: Distribution and Transportation

Region: Latin America

Company Size: Medium Business
- 120 employees

Email Platform: Microsoft® Exchange

Solution: J&D Mobile by Kiberno eServices

THE CHALLENGE

For years, J&D Oilfield International used a paper-driven system to keep track of services and operations on the airfield. Operators would manually fill in logs and documentation with information about their destination, company name, aircraft serial number and the aviation services provided to each aircraft. Often there were accidental errors, such as discrepancies between the services provided and the amount recorded on the logs. It also took several weeks to process payment.

J&D Oilfield International also didn't have an easy way to check the credit balance of the airlines requesting its services, which meant that the companies received those services without checking their account balance. "We didn't have a way to approve services delivered at individual airports, which made it hard for us to update our customers' account status," says Milagros Rivas, General Manager, J&D Oilfield Venezuela.

For this innovative company, there was also a desire to offer customers something extra. In a commodity-based business such as aviation services, it's very challenging to compete on price only. That's why the company decided to use technology to show its customers that J&D Oilfield International offered something different - and this competitive differentiator could inspire customer loyalty and help with the company's business expansion plans.

THE SOLUTION

J&D Oilfield International considered several ways of mobilizing the way services were being handled and decided the BlackBerry® solution was the way to go. The company valued the built-in security features and manageability of the solution. Since J&D Oilfield International would be supplying BlackBerry smartphones to pilots, who are not employees of the company, they wanted to easily manage the deployment and not cause extra work for their customers. "The other reason we chose BlackBerry smartphones was because most of our customers were already familiar with the technology," says Rivas. "Using the BlackBerry smartphone is so easy."

With the wireless platform in place, J&D Oilfield International turned to their partner Kiberno eServices to help create a custom application that would help mobilize data entry while services were being provided. An application called J&D Mobile was created for BlackBerry smartphones and supplied to the pilots.

“The reason we were able to make business improvements and become more competitive is because of the BlackBerry solution – we couldn’t have done any of this without it.”

Milagros Rivas
General Manager
J&D Oilfield Venezuela

Pilots launch the application and input service details into the BlackBerry smartphone – all while they’re on the tarmac sitting in their planes. The information is then sent over-the-air to J&D Oilfield International’s back-end ERP system, which is SAP® Business One®. Credit status is checked and approved, service logs are updated and an invoice and customer statement is almost automatically generated and sent out.

At the same time, service-related information collected from the BlackBerry smartphones is stored in the company’s SAP system. This data is used to generate reports that give an overview of the efficiency of the service. Reports are also created to check how well business performance indicators and financial forecasts established by J&D Oilfield International are being met.

J&D OILFIELD INTERNATIONAL’S BENEFITS

“The biggest difference for us is the BlackBerry solution has given us a way to deliver the customer service and attention we always wanted to give,” says Rivas. “We are putting control in the hands of our customers because they are inputting information about the services they receive from us into their BlackBerry smartphones themselves. This kind of direct customer involvement helps make our business more transparent and contributes to our customers’ loyalty and trust.”

J&D Mobile on the BlackBerry smartphone has also helped to streamline the account management side of the business. With data sent from the BlackBerry smartphones to their ERP system, J&D Oilfield International can now check and approve the credit status of their customers before providing the service. “Being able to manage credit and payment status means there will be no differences between sales and payments and contributes to maintaining a steady cash flow.”

With service records automated on the BlackBerry smartphone, the payment process has been streamlined. Invoices and account statements are generated almost immediately after the service is provided – another way the solution is helping the company maintain its profitability.

Being able to capture data in the field that can be turned into detailed reports is valuable to J&D Oilfield International, who needs to know how well it’s meeting its key performance indicators. But it also helps their customers. “With the BlackBerry solution, we can now generate market intelligence that is valuable to our clients,” says Rivas. “We can show the data collected from the field in reports that reflect how efficiently the aircraft is using our services matched against standard rates, which helps them with billing projections – it makes us different from the competition.”

In Rivas’s eyes, the BlackBerry solution is a big part for her plans to help the company expand into new territories with new customers. J&D Oilfield International is even considering franchising the J&D Mobile application to other aircraft service companies as a way to make the most of their investment.

KEY BENEFITS

- Competitive differentiator in a challenging market
- New services that inspire customer loyalty
- Streamlined accounting and business processes
- Business intelligence reports that are valuable to the company and customers
- A platform for business expansion

www.blackberry.com/go/success

 **BlackBerry**

Results specific to J&D Oilfield International s.a. and may not be typical. This material, including all material incorporated by reference herein or made available by hyperlink, is provided or made accessible “AS IS” and “AS AVAILABLE” and without condition, endorsement, guarantee, representation or warranty of any kind by Research In Motion Limited and its affiliated companies (“RIM”) and RIM assumes no responsibility for any typographical, technical, or other inaccuracies, errors or omissions in this material and shall not be liable for any type of damages related to this material or its use, or performance, or non-performance of any software, hardware, service, or any references to third-party sources of information, hardware or software, products or services including components and content such as content protected by copyright and/or third-party web sites (collectively the “Third Party Products and Services”). When you subscribe to Third Party Products and Services you accept that: 1.It is your sole responsibility to: (a) ensure that your airtime service provider will support all features; (b) identify and acquire all required intellectual property licences prior to installation or use and to comply with the terms of such licences; 2.RIM makes no representation, warranty or guarantee and assumes no liability whatsoever in relation to Third Party Products or Services. BlackBerry Alliance Members are third party to RIM. The limitations and exclusions herein shall apply irrespective of the nature of the cause of action and in no event shall any director, employee, agent, distributor, supplier or independent contractor of RIM have any liability related to the material. ©2010 Research In Motion Limited. All rights reserved. BlackBerry®, RIM®, Research In Motion®, SureType®, SurePress™ and related trademarks, names and logos are the property of Research In Motion Limited and are registered and/or used in the U.S. and countries around the world. Microsoft is a trademark of Microsoft Corporation. SAP is a trademark of SAP AG. All other trademarks are the property of their respective owners. MKT# 31698-001