

12/09



INDUSTRY

With a unique focus on the historically under-served business user market, SmarterMobile's objective is to provide reliable, high-quality communication solutions that improve the communication efficiency and productivity for small-to-medium sized businesses (SMB).

SmarterMobile's approach is to provide a complete communication solution; from indoor private GSM network coverage to, voice and data tariffs, and business productivity applications. Essentially, everything the SMB needs to be productive whilst in the office, busy on site with a customer, visiting suppliers or simply having coffee with colleagues.

On the 21st October 2009 SmarterMobile launched a new mobile network in the UK.

CHALLENGE

With 56% of employees in small businesses spending more than 20% of their time away from their desk, SmarterMobile realized that communication systems that adapted to the users' time and place were essential in providing a truly valuable, business focused service. It was important that both business owners, and employees were able to be in contact with each other, their customers and suppliers whenever they needed to be, and wherever they happened to be at the time.

For many SMBs, simply making sense of the different options for even the basic communication technologies, such as telephony, email and instant messaging can be daunting enough, let alone managing and implementing them successfully across the business. Being able to use these effectively and coherently is a massive challenge, often resulting in sub-standard solutions that can reflect badly on company image, productivity and profitability.

SmarterMobile wanted to help SMBs make sense of the various communication options, giving simple, easy to understand, easy to use tools that allow the business to focus on what really matters – business success.

SMB Facts

- 12.9 million people employed in the UK SMB sector
- 47% of the UK workforce is employed in businesses between 1-49 employees
- 12% of the UK workforce is employed in businesses between 50-250 employees

SOLUTION

For SmarterMobile it was imperative, that they could offer the SMB a turnkey package that included not only resolution of coverage issues and clear, SMB-friendly tariffs, but also an out-of-the-box suite of communication tools that met the highly mobile demands of modern day business.

To this end, SmarterMobile turned to Unified Communications experts, CommuniGate Systems. Leaders in business communications, CommuniGate Systems are currently relied on by more than 150 million users across more than 12,000 businesses, world wide.

CommuniGate Systems suggested their MobileOffice product – a Unified Communications solution compatible with virtually all business class smartphones. MobileOffice is specifically designed to address the communication needs of the SMB, and to be delivered as “Software as a Service” [SaaS] by carriers and operators like SmarterMobile

MobileOffice delivers a BlackBerry® like service for virtually all other business class smartphones, including push-mail, calendaring and contacts backup, and was therefore an ideal choice to deliver the user experience that SmarterMobile was looking for.

BENEFITS

Since MobileOffice works with the native smartphone clients, SmarterMobile was able to deliver an away-from desk user experience for SMBs which worked with their entire smartphone portfolio and was readily adopted by the end users - thanks to the familiarity of the native clients. Additionally, with no client software to install, provisioning the applications on the users’ handset became trivial, making the process of converting a new customer to an active, paying customer as straightforward and as cost-efficient as possible.

Beyond the exceptional mobile capabilities, MobileOffice is a complete Unified Communications platform, including e-mail, instant messaging, VoIP, and groupware features. Complete with the Flash based desktop client, Pronto!, SmarterMobile was able to offer a total communications solution to their customers, whether they were office based, field workers or both.

With the support of CommuniGate Systems, SmarterMobile launched the industry’s first SMB-focused communication package SmarterOFFICE, supporting push e-mail, push-calendars, shared contacts and folders, global address books, schedules and more, across a range of smartphones, including the iPhone, Windows Mobile and Nokia devices.

Benefits for the SMB

- Improved customer relations
- Increased sales
- Improved internal communications
- Reduced costs
- Simplified communication systems
- Maximized productivity

Benefits for SmarterMobile

- Device compatibility
- Reduced barriers to adoption with native clients
- Simple provisioning
- Rapid time to market
- Low Total Cost of Ownership (TCO)
- Hosted, SaaS delivery
- Carrier grade technology platform
- Simple architecture



12/09

655 Redwood Hwy Suite 275
Mill Valley, CA 94941
T 800 262 4722
F 415 383 7461

www.communiGate.com

CommuniGate
SYSTEMS