BlackBerry Business Solutions for Manufacturing

IDEAL SOLUTIONS FROM THE TOP FLOOR TO THE SHOP FLOOR.
The ideal way to stay competitive has arrived.

One thing’s for certain: the world of manufacturing is changing. Customers and suppliers are more demanding. Pressure from competitors is more intense. And manufacturers are not only expected to do things better and faster, but with fewer resources.

The added pressure of entering new markets, reducing costs and growing revenue means manufacturers have to embark on joint ventures, mergers and acquisitions, strategic alliances and outsourcing to expand their global footprint. So the question is, how do you stay ahead of the game when things are moving so quickly?

Truth be told, if you want to stay competitive you have to find innovative ways to improve manufacturing capabilities and business processes. That means making sure everyone in your company – from the top floor to the shop floor – has access to the information, communications and applications they need to work collaboratively both internally and across your supply chain.

Welcome to BlackBerry Business Solutions for Manufacturing.

No matter if you’re a discrete or process manufacturer, large or small, BlackBerry Business Solutions for Manufacturing connect you to your customers, partners and suppliers across multiple supply chains, so information can be shared as quickly as it changes. And when you consider that at any given time any number of your employees can be across the plant or across the globe, it’s the ideal way to ensure they communicate with each other at all times to keep things running smoothly.

"The BlackBerry® Enterprise Solution is a key component of our overall Services Oriented Architecture. Not only does it have the security, reliability and ease of use requirements that are essential in manufacturing, the ability to push differentiated applications running on SAP® out in a secure environment is a tremendous advantage."

Esat Sezer, Vice President & CIO
Whirlpool Corporation
BlackBerry Business Solutions offer so much more than just wireless email. They extend your existing investments in enterprise applications and put ERP, MRP, SCM, SFA and CRM applications right in the hands of your mobile employees so they can record as they work at the point of performance.

That means giving them instant access to the information they need to improve productivity, streamline operations, increase revenue and decrease production costs. And ideally improve relationships with customers, dealers and wholesalers, whether they’re in the building or out and about.

60% of North America’s largest manufacturers rely on BlackBerry Business Solutions to stay connected to their mobile workers.
Mobilizing business intelligence.

If you’re an executive in manufacturing, one of the most challenging things is staying on top of what’s going on both inside your enterprise and in the marketplace. After all, the health of your organization relies on you making informed decisions and being responsive to issues as they come up.

So imagine if you could have access to critical data and analytics, such as productivity reports and profitability data pulled from your enterprise systems and other valuable sources, no matter where you are?

BlackBerry Business Solutions for Manufacturing can provide management teams with up-to-the-minute views of all aspects of their business. By simply pushing your executive dashboard out to your BlackBerry smartphone, you’ll increase your own efficiency throughout the day by providing approvals, accessing customer data, analyzing and interpreting sales forecasts, market conditions and inventory levels, and viewing order and financial metrics while you’re on the go.

And isn’t that the ideal way to work?
Mobilizing sales professionals.

Over the past decade, companies have made enormous investments in sales force automation (SFA) and customer relationship management (CRM) systems. But user adoption has been limited and challenging at best.

When you extend SFA and CRM functionality to accessible, easy-to-use BlackBerry smartphones and put these high value systems into the hands of mobile workers where and when they need them, you’ll dramatically increase user adoption rates and end user buy-in. Beyond email, phone and organizer capabilities, BlackBerry Business Solutions give professional sales reps the ability to:

- look up customer information, as well as order history and delivery status
- create and print a quote or invoice on a Bluetooth® enabled printer
- access product catalog complete with pricing and product specs
- receive alerts for such things as sales leads, product discounts and customer issues.

"Our customers are totally impressed. They love that our sales reps can pull out their BlackBerry smartphones and, while sitting right in front of them, can pull up the data without having to make a phone call or follow up later.”

Tim Oligmueller, Sales Force Automation Manager, adidas

Mobilizing field service teams.

With BlackBerry Business Solutions for Manufacturing, “out in the field” does not have to mean “out of contact”. When field service professionals have wireless access to the entire organization they become more effective and efficient, allowing them to make better decisions based on the latest service trends, repair workarounds, product bulletins and ticket updates – even when they’re on-site with customers.

They can:

- access details on support cases and customer activities, virtually anywhere, anytime
- escalate a support issue immediately
- check for spare parts availability and place a parts order while still on-site
- update a service ticket, trigger the billing process and set up another call from the field
- collaborate with others in the organization to solve business issues
- focus on improving customer service satisfaction levels.

"BlackBerry solutions are the right marriage of technology and information management. It’s already prepackaged – we only need to drop our application onto the desktop of an already effective solution.”

Don McKennit, Project Manager, BÖWE BELL + HOWELL
Mobilizing shop floor management.

It’s no secret that employees on the shop floor are rarely at their desks. But now when they’re out in the plant and in the presence of heavy equipment, operations personnel can use a wireless local area network (WLAN) enabled BlackBerry smartphone to gain immediate access to inventory, production schedules and work orders – and provide virtual real-time alerts on everything from late orders to bottlenecks.

In fact, they can maintain tighter control of production facilities and stay on top of critical issues impacting productivity, customer satisfaction, employee relations and profitability from virtually anywhere. Overseas or on the shop floor, in a meeting room or at the airport, they can monitor key performance indicators while increasing their own productivity by as much as 29%.

BlackBerry Business Solutions mean:

- **Engineers** can roam from the plant to the office and still be connected to email and phone.
- **Maintenance workers** can order parts and clear trouble tickets from virtually anywhere in the organization.
- **Plant floor supervisors** can monitor production and detect and resolve performance issues as situations develop.
- **Procurement staff** can access up-to-the-minute sales forecasts and inventory levels, minimizing costs and reducing overstock when planning for demand and production.
- **Warehouse associates** and **order pickers** can check warehouse inventories and use Bluetooth barcode scanning technology to automate data capture and ensure delivery schedules are met.
The truth is, no business should be compromised by costly, ineffective or insecure technology. BlackBerry Business Solutions are built with your business in mind. In fact, IT executives prefer BlackBerry Business Solutions that include the BlackBerry Enterprise Solution because they offer simplified management and centralized control of the wireless environment while meeting strict requirements for a secure, flexible solution that ensures information integrity and confidentiality. Perhaps most importantly, the BlackBerry Enterprise Solution can easily integrate with your current systems, providing additional tools and methods for analyzing, improving and optimizing the way manufacturers do business.

After all, in an ideal world the best solution for your business would be based on your business.

Welcome to an ideal world.

To find out more about BlackBerry Business Solutions for Manufacturing, go to www.blackberry.com/go/manufacturing