

METALS PROCESSOR AND DISTRIBUTOR FINDS **FLEXIBLE MOBILITY SOLUTION** WITH **BLACKBERRY**

“BlackBerry offers a best-in-class customer service experience and product training support, which makes deploying BlackBerry a great value proposition overall.”

Bob Carter

Chief Information Officer, Samuel, Son & Co., Limited

Industry:

Processing and Distribution

Region:

North America

Solution:

BlackBerry® Enterprise Service (BES)

BlackBerry® smartphones

BlackBerry® Technical Support Services

Founded in 1855, Samuel, Son & Co., Limited, has grown into one of North America's largest family-owned metals processor, distributor and metals manufacturing companies. Samuel operates over 115 strategically located steel service centers and metal manufacturing facilities to offer clients end-to-end solutions in the distribution, transportation, processing and manufacturing of metals and industrial products.



THE CHALLENGE

Samuel's employees and clients are dispersed across the world, including in the United States, Canada, Mexico, Australia and China. With a highly mobile workforce, Samuel needed an Enterprise Mobility Management (EMM) solution that would enable seamless mobility within the organization and optimize employee productivity, while allowing IT to control and manage its fleet of devices remotely.

“With a vast geographical footprint, we need to be able to reliably communicate with

one another and connect to our network securely,” explained Bob Carter, Chief Information Officer at Samuel, Son & Co., Limited, “Logistics are vital to our operations, so real-time data and information sharing is key.”

“When you're selling commodities, it's critical to establish trust with your customers. We've invested years into building these relationships, so the security and responsiveness of our communications are essential to our business pipeline,” explained Carter.

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it’s a true mobility partner and advisor.”

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THE SOLUTION

After a review of other vendors’ solutions, Samuel selected BlackBerry smartphones and the BlackBerry Enterprise Service (BES) as their core end-to-end business mobility solution.

“The powerful combination of BlackBerry smartphones and BES offers us an integrated mobile device and server solution that meets our highest security and productivity needs,” Carter said.

With this deployment, Samuel continues its long-standing partnership with BlackBerry, by deploying BES and issuing a fleet of BlackBerry devices across the organization.

Samuel also has access to in-person product training support provided by BlackBerry Technical Support Services to effectively and effortlessly bring Samuel’s workforce up and running on the new platform.

Samuel has grown over the years based on the strong relationships we have developed with our customers and partners. “BlackBerry is more than just a vendor. It is a true mobility partner and advisor who has helped us leverage

the advantages of mobile technology. We are pleased to continue this long-standing relationship,” said Carter.

BENEFITS IN DETAIL

The BES multi-platform solution allows Samuel to manage BlackBerry, iOS and Android™ devices from a single, highly secure and reliable platform. “When we set out to find a mobility solution, we were confident that BlackBerry would meet our needs. Mobility is integral to the success of our business, helping to drive the overall level of productivity and fuelling innovation within our organization. We had to be meticulous about our selection process, but we know we made a great choice and the best value proposition with BlackBerry,” added Carter.

Samuel also took advantage of BlackBerry Technical Support, which provides distinct levels of support, options that align to the level of expertise, and assistance and resolution time that each business requires. The added assistance has helped the company realize the full potential of its mobile environment, minimize costly downtime and support all users, including those using iOS and Android mobile devices.

“BlackBerry offers best-in-class customer service experience and product training support, which makes deploying BlackBerry a great value proposition overall. The product training support helped in eliminating the learning curve for employees for an easy and effortless transition,” said Carter.

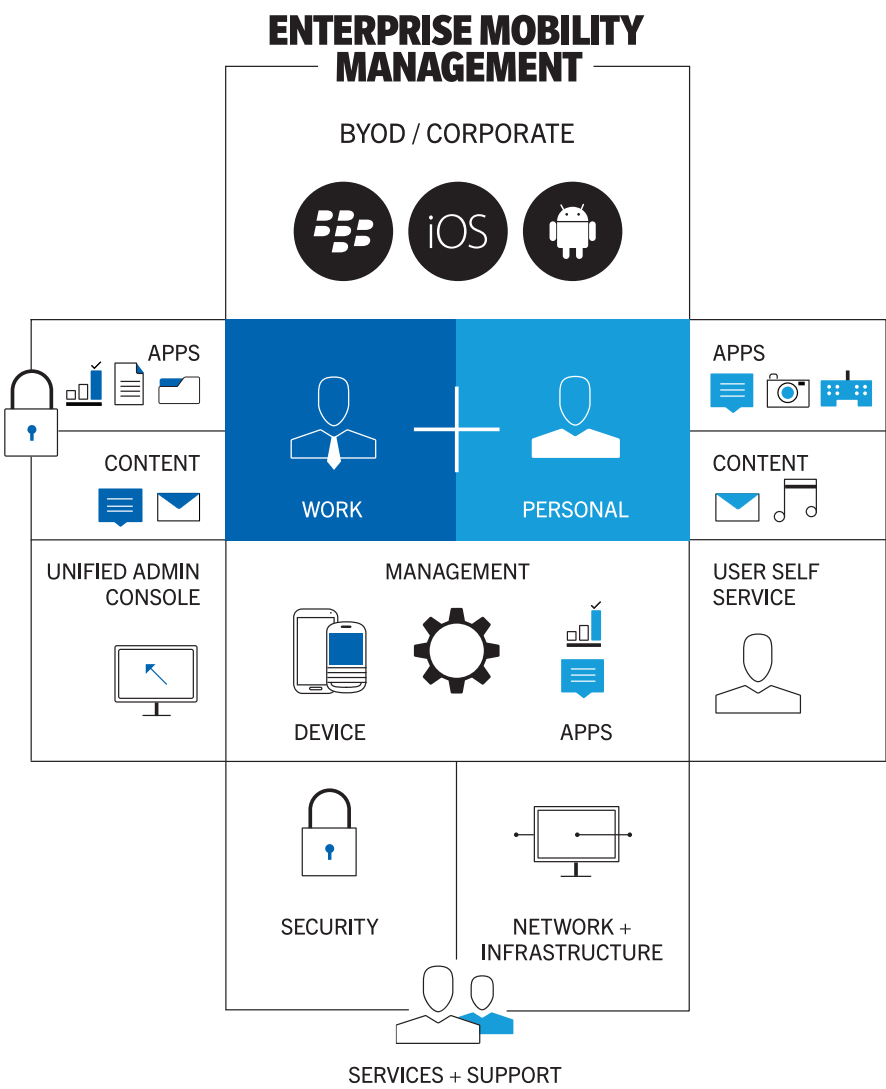
KEY BENEFITS

- Enhanced security.
- Cross-platform EMM capabilities.
- Product training support.
- Remote management capabilities.
- Multi-platform management.



The simplicity of BES made it easy for staff to implement and migrate devices. “Not only has it simplified managing our EMM solution, but it enables us to use a single solution for all our platforms, instead of incurring the cost of buying multiple EMMs,” said Carter.

A recent study conducted by Strategy Analytics found that BES is the lowest cost EMM solution based on a five year total cost of ownership (TCO). For Samuel, migrating to BES as their enterprise mobility management solution is by far the most cost-effective choice.



Source: BlackBerry Whitepaper, “Secure, Centralized, Simple - Multi-Platform EMM”, March 2014.