

## Coffs Harbour picks **BlackBerry**®



*Andrew Sales, IT Special Projects Manager  
for Coffs Harbour City Council uses  
his BlackBerry® handheld out in the field.*

Meeting its thriving region's demand for community services is an ongoing challenge for Coffs Harbour City Council - a challenge that requires optimum performance from staff and systems alike.

# Always on the front foot with technology, Coffs Harbour City Council has adopted the latest BlackBerry wireless email solution to help staff do their jobs more productively and effectively.

Sewerage is one of Coffs Harbour City Council's most important services and providing it efficiently to the 90,000 plus population involves a range of health, safety, environment, security and economic issues.

## BlackBerry provides new efficiencies on two fronts

Firstly, email, voice and internet access for staff via mobile handhelds, even though they're away from the office; and, secondly, it receives data from a telemetry solution that enables remote management of the region's sewer system via the BlackBerry handheld, which runs on the GPRS packet data network over Telstra's highly reliable and ever-expanding GSM mobile network.

BlackBerry Wireless Handhelds™ enable staff travelling in the region or working in the field to have quick regular and always-on access to emails, contacts, ever-changing appointment calendars and internet, almost as if they were working at a desk back in the office. They never need be out of touch, provided they are in a GSM mobile coverage area.

## Sewer pump stations to be monitored remotely

The telemetry solution enables the council's 150 sewer pump stations to be monitored remotely. These stations are alarmed around-the-clock. If there's a problem with the sewer service, such as an overflow, pump failure or an intruder on the premises, the alarm activates. The telemetry application then automatically transmits an email with the relevant information and data about the problem to the council

operator's BlackBerry handheld (the operator can be kilometres away), and a fast, informed decision can be made on the appropriate course of action.

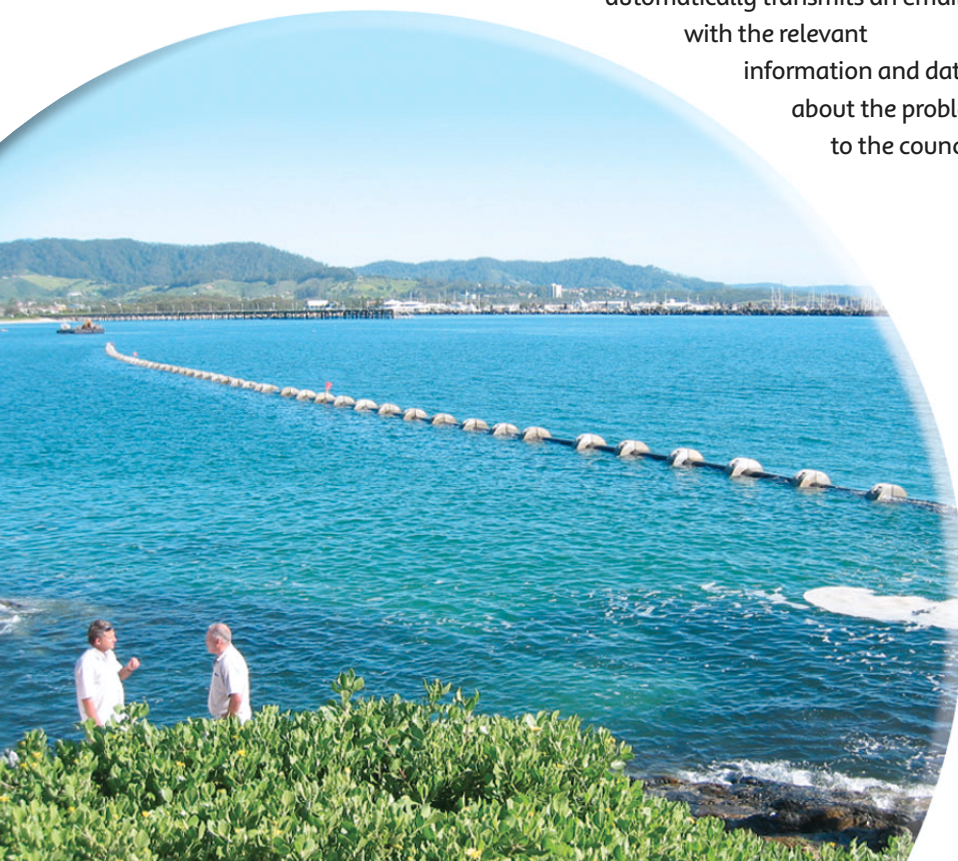
## The council is using 16 BlackBerry handhelds.

They're functional, mobile, portable, secure and easy to use. In addition, they are very robust which is important for use in the field.

BlackBerry provides voice, SMS, internet and connected organiser functionality. Email and calendar updates are pushed to the user's handheld. No modems to attach. No dialling-in required. No second email address or inbox to manage. Users send/receive email in the palm of their hand. Users can access their calendar and contacts list and browse the internet anywhere in Australia where Telstra has GSM coverage or roaming onto other GPRS networks when travelling overseas – all from one mobile handheld. And, one of the most welcome benefits – no more email backlog to wade through on returning to the office.

Whether it's Coffs Harbour City Council General Manager Mark Ferguson arranging his appointment calendar while out on-site, or a field officer checking

*Council workers monitor the construction of the deep sea release pipeline.*





Michael Herraman of Coffs Harbour City Council checks the water levels at one of the many pumping stations.

on the sewer system, information is always up-to-date and accurate. Response time to office queries, client requests and system situations is immediate.

#### A new dimension

The telemetry solution using BlackBerry achieves a new dimension of productivity, safety, environmental protection and convenience in sewer management.

“Previously the pump stations were monitored by a security company,” said Andrew Sales, Manager of Special IT Projects, Coffs Harbour City Council.

“The information would pass through several hands before it got to the council operator, so the messages could get garbled. The BlackBerry solution automatically receives the relevant data and information, enabling the operator to make a more informed decision about dealing with the problem. The response to the alarms is instant, rather than having the information relayed by a third party.”

“We see the relationship as a partnership. Telstra CountryWide offers new technology on a regular basis.”

The BlackBerry solution was provided by Telstra Country Wide® – and Andrew couldn’t be happier with the service.

“Telstra Country Wide’s local presence is very important - just being able to deliver a new technology solution and provide fallback support,” he said. “You don’t see others coming knocking on your door here very often. Telstra Country Wide people visit regularly – and are committed to our needs.”

“We see the relationship as a partnership. Telstra Country Wide offers new technology on a regular basis, which is important to a technologically progressive council like ours, and we force new issues with them on a regular basis.”

## Telstra and Coffs Harbour City Council

Telstra has enjoyed a close working relationship with Coffs Harbour City Council for more than 10 years.

“The fundamental point is our staff live and work in and around Coffs Harbour,” Telstra Country Wide Area General Manager Jim Atkins said. “It’s a mutual desire for us and them – we want Coffs Harbour to be a smart city. It’s a face to face relationship, which council enjoys, and most certainly built on trust. We really work on understanding the council’s drivers and providing pro-active proposals and presentations to meet their needs. Efficient service is also paramount through single point of contact.

“Our local account team presence provides an Account Executive, Communications Consultant, Mobiles Account Executive and Project Manager all based in Coffs Harbour. It’s this dedicated local resource that the council values. Mobiles Account Executive Elton Cox was fantastic in ensuring council made a fully informed decision in assessing and adopting the BlackBerry solution.”

Telstra Country Wide continues to work with the council to explore further applications for BlackBerry.

“This solution offers genuine productivity gains, backed by quantifiable return on investment,” Mr Atkins said.



Mr Jim Atkins  
Telstra Country Wide Area General Manager

Telstra is proud to be a partner with BlackBerry®.

To learn about BlackBerry® please contact your Telstra Account Executive or visit [www.telstra.com/info/blackberry](http://www.telstra.com/info/blackberry)

 **BlackBerry**™

