

## Access Corporate **Outlook®** E-mail & Data on the World's Most Popular Smartphones



### Key Benefits of Using RoadSync

- Improved customer service
- Increased productivity of IT staff
- Low total cost of ownership for corporate mobile e-mail solution
- Low touch IT involvement for easy maintenance that requires no employee retraining

### Industry

Government Agency

### Company Background

Founded in 1983, Employment Training Panel (ETP) is a California state agency that is designed to fund training that meets both employers' needs for skilled workers and workers' needs for good, long-term employment. Their program supports the California economy, primarily by funding the retraining of incumbent, frontline workers in companies challenged by out-of-state competition. ETP also funds training for unemployed workers, and prioritizes small businesses, employers and workers in high unemployment areas of the state. ETP has locations in San Diego, Los Angeles, San Mateo and Sacramento.

## RoadSync for Java MIDP 2.0 Case Study

DataViz' mobile Exchange Server ActiveSync enabled client, RoadSync, has allowed the IT staff of Employment Training Panel (ETP), a California government agency, to enjoy the benefits of wireless e-mail while working with a limited IT budget. No longer is wireless e-mail limited to only those organizations able to make significant IT investments which typically include expensive hardware, middleware servers and ongoing service fees. By leveraging their investment made in Exchange Server 2003, RoadSync has allowed ETP to mobilize e-mail for their IT staff in a very cost-effective manner. Additionally, by supporting a wide-range of mobile devices, RoadSync allowed ETP to select the mobile handset that best suited their overall deployment needs of voice and data functionality. The end result of this wireless e-mail deployment project is that ETP employees using RoadSync are more efficient in servicing their customers.

### The Challenge

Administration approached Darin Arcolino, System Software Specialist for ETP, for guidance with respect to refreshing mobile phones deployed to their IT department. Beyond the required basic phone functionality, the ability to access corporate e-mail on the selected mobile phone was of high importance so that IT staff could streamline their process of follow-up when away from their desks. With access to e-mail on the go, the IT staff could stay plugged in to any critical updates required and IT management would be able to better allocate their staffing resources to address a critical update when necessary.

## The Solution

ETP's evaluation initially focused on the Blackberry e-mail solution; however, the mobile devices required to deploy their solution were not being considered by ETP because of their higher price and the additional server investments that would be required. Upon further research, Darin Arcolino learned that DataViz's RoadSync solution delivers Outlook e-mail from Microsoft Exchange Server 2003 to phones based on the Symbian OS, Palm OS and Java MIDP 2.0 platforms without the need for an additional middleware server. RoadSync, with its broad support of various mobile devices and platforms, matched favorably with the pool of voice-centric, lower-cost options that ETP was considering.

"We chose to go with the Motorola v551 due to its small form factor, preferred clamshell design, ease-of-use for phone capabilities and lower hardware cost as compared to the alternatives," said Arcolino. Motorola V551 phones were \$129.00 each with service from Cingular Wireless.

"While the smartphone-based solutions were attractive with respect to functionality, they did not fit in your pocket nicely," explained Arcolino. "With regards to mobile e-mail, our main requirement was the ability to read e-mail so we could then place intelligent follow-up phone calls while away from the office thus increasing our productivity. RoadSync on a Motorola V551 was the best fit for our needs."



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### Leveraging the Investment of Exchange Server 2003 & RoadSync's Low-touch IT Advantage

Since ETP already had an Exchange 2003 infrastructure in place, the deployment of RoadSync was very simple and straightforward. There were no additional servers to purchase, install or configure. All deployment options are built directly into the Exchange Server, as part of the Exchange Server ActiveSync protocol. End-users were able to quickly retrieve and send e-mails from their mobile device after the following three tasks were completed:

1. Exchange administrator selected options in the Exchange System Manager to enable mobility for each specific end-user.
2. A text message was delivered to the end-user's device that provided a link to download the RoadSync installer to the device.
3. After the installation of RoadSync was complete, the Exchange administrator provided the server settings and unique log-in details to the end-user for them to enter into the RoadSync application on the phone.

### Easy-to-use Mobile E-mail Client

RoadSync's low-touch IT advantage for configuring the solution also carried over to educating the end-users on how to use the product. "We spent 5 minutes with each user to demonstrate how to wirelessly synchronize and retrieve their messages. Once we walked them through this quick process, they were ready to go." The straightforward configuration process, combined with the fact that retraining would not be required, allowed ETP's IT staff to quickly transition into this new method of staying in contact with the office when out on assignment.

### RoadSync in Action

Recently, RoadSync helped ETP avoid possible downtime with one of their web application servers. While away from the office, Arcolino received an e-mail message that contained an automated message from a critical web application server along with a second message from a customer who was experiencing problems using that web application. An onsite IT team member needed to act within the hour to prevent the server associated with the web application from becoming inoperable and preventing customers from gaining access to critical information. Having received the message with details about the error, Arcolino was able to quickly notify the support staff at the office about the problem to determine the steps required for corrective action.

## Results

ETP employees are now able to retrieve e-mail when they are away from the office and start resolving critical problems by following up with phone calls or replying via e-mail to other employees. Customer service resolve time has decreased and IT has been able stay on top of critical alerts from key computers. The ease of use in quickly accessing e-mail while away from a desktop allowed ETP to respond quickly to critical situations and provide effective, timely customer support.

### About DataViz, Inc.

DataViz is an industry leader in developing and marketing Office compatibility and productivity solutions across a variety of platforms including Palm OS, Symbian OS, Java, Windows and Macintosh. Founded in 1984, DataViz began its business developing file conversion software and has since expanded its expertise to providing solutions that meet the increasing demands of the handheld and mobile markets. With solutions that include their award-winning mobile Office suite, Documents To Go, and wireless Outlook synchronization solution, RoadSync, DataViz is committed to providing premium solutions that mobilize 'Microsoft Office' for today's knowledge workers and provide instant access to critical files and business data. DataViz is a member of Forum Nokia Pro, Palm Plugged-In Developer's program, Sony Ericsson Core+ developer's program and is a Symbian Platinum Partner and Orange Partner Premium member. In addition, the company has developed strategic partnerships with Microsoft, Palm, Sony, Apple and other industry leaders both domestically and abroad.

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