

Mobilising a Sales Force Through Modern Devices

A Case Study Of Improved Workforce Efficiency and Morale

About Brennan

Brennan provides Australian businesses with innovative IT and telecommunications solutions, including cloud computing, IT services, data networking, IT security and software development. With offices in Sydney, Brisbane, Newcastle, Melbourne, Mumbai, and Kochi, the company has over 400 staff servicing all areas of Australia.

At a glance

Industry
Professional Services

Company size
1,000+

Country
Australia

Business challenge

- Deploy a strong and secure mobility solution to help drive productivity gains

The solution

- Corporate Microsoft Windows Surface Pro tablets
- Collaboration software
- Custom application development

The Results

- Improved productivity
- Improved collaboration both internally and with clients
- Increased efficiency
- Increased staff morale, satisfaction and worklife balance

The Summary

Recognising the benefits that an even more mobile workforce would have in proactively engaging with customers, Brennan turned to their own technology solutions to enable its staff to work with greater efficiency and flexibility.

The Challenge

Brennan were looking to increase collaboration and mobility within their own workforce.

The Solution

Brennan adopted a collaborative approach. Working with the sales teams, Brennan looked at the daily needs of its sales staff, who are constantly on the go and looking for faster and more secure tools to support daily tasks. To improve efficiency and productivity, the decision was made to roll out a mobility solution that would allow staff to keep ahead of their office work in between meetings.

Brennan sales staff were given Microsoft Surface Pro tablets installed with Windows 8 Enterprise, giving mobile users seamless access to the corporate network without the need to log in to the Virtual Private Network (VPN).

The tablets also came pre-loaded with a range of collaboration software, including LifeSize ClearSea and Microsoft Lync to facilitate collaboration through a range of instant messaging, video and whiteboard tools. Joel Wilson, a Newcastle based Brennan Client Manager states, "Working remotely from Newcastle, the installation of ClearSea on the mobile device has allowed me to provide a more personalised experience for my customers who are also in remote areas. It not only cuts down costs and travel time but also gives them a new window into what we can offer them."

The installation of Microsoft SharePoint allows the mobile workers to work on documents when offline, and have them sync back to the Brennan network once they have connectivity. With numerous staff from sales to engineers working on the same project, SharePoint also encourages collaboration by allowing multiple people to work on a document at the same time.

Another aspect of the solution was the use of SkyDrive Pro, giving staff the ability to synchronise data from the corporate infrastructure to the local device in a secure fashion.

Microsoft DirectAccess ties the solution together while also providing robust security measures. Because the solution does away with the need for a VPN and allows staff to connect directly to the network from a single designated device, in the event of a lost or stolen device a remote wipe can be activated as soon as the device connects to the Internet. Unlike a VPN, DirectAccess also ensures that only compliant and specified resources can connect, allowing Brennan to ensure operating systems and antiviruses are up-to-date.

This is a solution that Brennan has rolled out to clients in the past, and Brennan's Managing Director, Dave Stevens, said that the internal rollout has helped to demonstrate the true value of the solution to customers.

"The process of showing the client how productive the sellers are in the field has become a powerful sales tool in itself," Stevens said. One of the most exciting features for customers has been Brennan's internally developed sales quoting tool that has allowed staff to provide quotes to clients on the spot.

For now, it is the sales staff that have been given corporate provided Surface Pro tablets and the mobility solutions. The signs are so positive that Stevens said the company would look to roll them out to other groups throughout the organisation moving forward.

"We looked at the requirements of our staff, and chose the best possible device to suit their needs," Stevens said.

"Working remotely from Newcastle, the installation of ClearSea on the mobile device has allowed me to provide a more personalised experience for my customers who are also in remote areas. It not only cuts down costs and travel time but also gives them a new window into what we can offer them."

**Joel Wilson,
Client Manager,
Brennan**

The Result

The goal of the rollout was to allow the sales staff to attend 20% more meetings per week. Stevens said that while it is still early days, the signs are very encouraging.

“We’re allowing our staff to work more effectively and use their devices in their daily lives,” Stevens said. “The main takeaway of this project is the fact that you need to put yourself in the shoes of the individual and go through every step of what they would need to do.”

What is certain is that the Brennan staff are happy with the solution and with their heightened ability to work quickly and collaborate efficiently.

“We’re a couple of weeks on, and no one knocks back a brand new, beautifully configured device,” Stevens said. “It was met with great applause from the team and in the first few days they’ve been turning off their notebooks, handing them back and starting to change their work habits.”



Improved productivity



Increased efficiency



Increased morale,
satisfaction, and work-life
balance

The Brennan Experience

Brennan is uniquely positioned to transform, deliver, and manage your complete IT environment – so your people can have a truly seamless IT experience, wherever they are working.

We provide powerful technology solutions for Australian organisations, with a portfolio of services that ranges from strategy and advisory, to application development, to end-user support, and more.

Our teams are crazy about delivering an exceptional customer experience for our clients, which is why we continue to invest in our people, systems, and automation. This has resulted in us achieving a world-class Net Promoter Score of +80.

Get in touch with us today to see how we can help your organisation.

Speak to us today

brennanit.com.au
1300 500 000
sayhello@brennanit.com.au

Find us here