



BlackBerry Messaging Pilot – Review of Participants 60-Day Survey

ODOT Technology Management

Presented to: Information
Community of Interest (ICOI)
Management Team

May 11, 2005

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Agenda

- Analyzing the Return On Investment of a Blackberry Deployment 2004 by Ipsos-Reid
- Compare ODOT survey results with the Ipsos-Reid study
- Review overall results of the ODOT 60-day Survey
- Outstanding Issues
- Costs of adding new Blackberry user
- List of additional proposed users
- Discussion & Direction



Ipsos-Reid
ROI Study
2004

Analyzing the ROI of a Blackberry Deployment

About the Study:

2004 update of a 2001 study by Ipsos-Reid & RIM

➤ Ipsos-Reid is a leading global survey-based Market Research Group

- Involved 490 IT Managers & 210 Blackberry Users
- Added an analysis of Blackberry workflow efficiency benefits and enhanced TCO Information to include costs of pilots.
- Blackberry end users with voice enabled on their Blackberries were 51% of respondents.





Study Conclusions

- **Personal Productivity** > Typical end user converts 47 min of down time into productive time per day (196 hrs per user per year recovered downtime)
- **Workflow** > Allows mobile staff to keep work moving for others while out of the office (Increases teams efficiency by 29%)
- **Immediacy** > Able to respond to time sensitive emails
- **Blackberry Net TCO** > \$1,228 per yr.
- **Blackberry ROI** > ODOT = 32 min/day per user average, or payback period of 45 days (9 weeks.)



Survey Responses

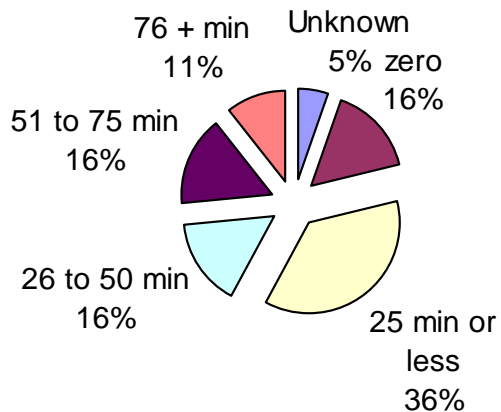
ODOT Pilot
Vs.
Ipsos - Reid

Downtime recovered during working day

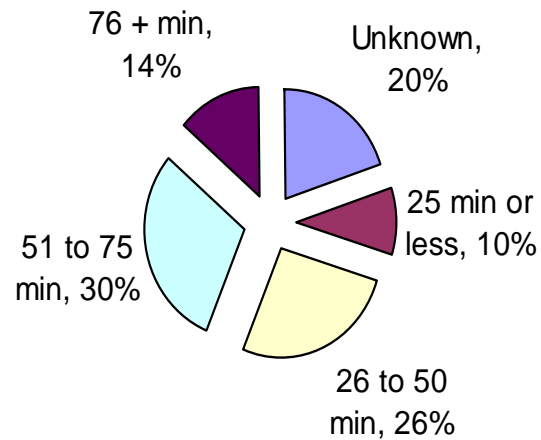
ODOT = 83%

Ipsos-Reid = 80%

ODOT
Downtime (minutes per day) recovered



Ipsos-Reid
Downtime (minutes per day) recovered





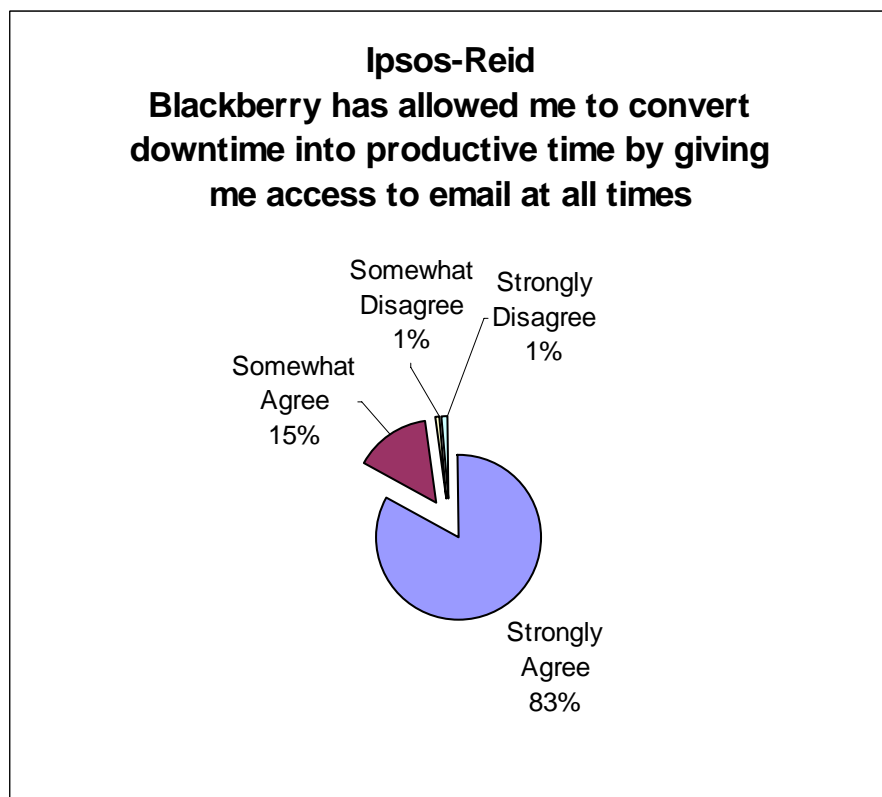
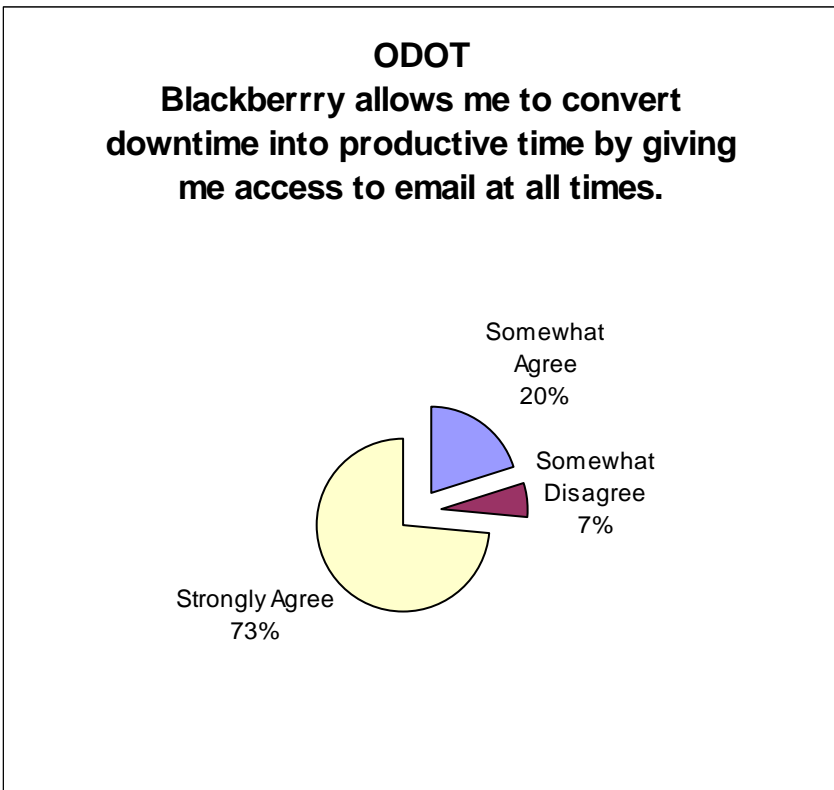
Survey Responses

ODOT Pilot
Vs
Ipsos - Reid

Downtime recovered by access to email at all times

ODOT = 93%

Ipsos-Reid = 98%





Survey Responses

Personal time recovered because of Blackberry

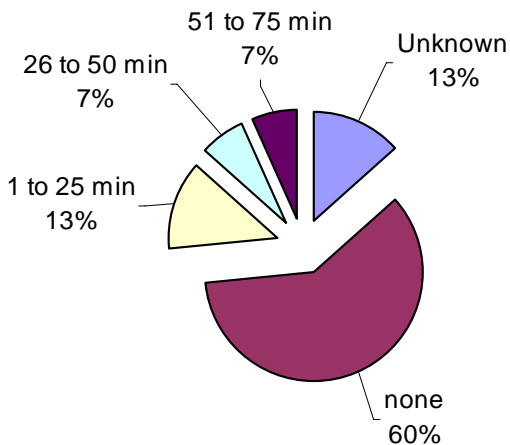
ODOT Pilot
Vs
Ipsos - Reid

ODOT = 27%

Ipsos-Reid = 66%

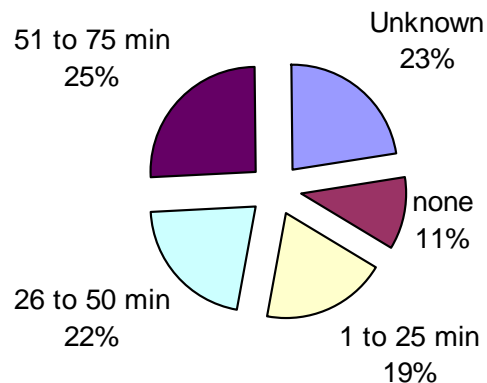
ODOT

Personal time (min per day) recovered because of Blackberry



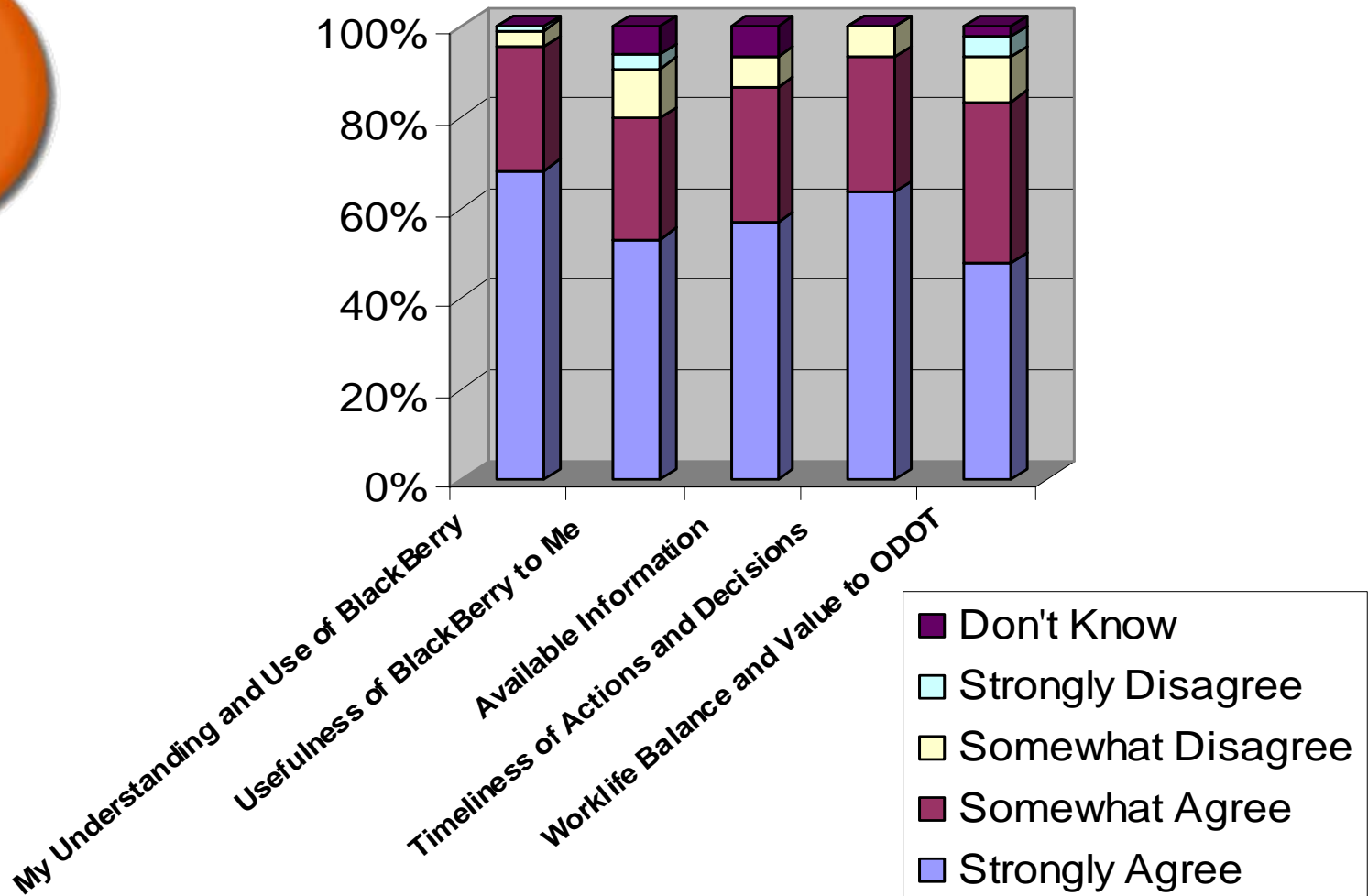
Ipsos-Reid

Personal time (min per day) recovered because of Blackberry





ODOT
Blackberry
60-day Pilot
Survey





Outstanding Issues

ODOT
Blackberry
60-day Pilot
Survey

Calendaring

- Most calendaring issues involve 'delegates'
- Multiple meeting invitations / modifications / cancellations show on Blackberry
- Meetings setup by a delegate (On behalf of their manager) do not show up on the Blackberry
 - **Physical resync often required**
- Meetings show up at incorrect times
- Rescheduled meeting added as additional meeting, leaving original



Outstanding Issues (Cont'd)

ODOT
Blackberry
60-day Pilot
Survey

Messaging

- Deleted messages do not automatically reconcile with Outlook / Blackberry
- Messages moved to a .PST folder within Outlook are not removed from Blackberry

Support

- No true Blackberry 'experts' available at ODOT
- 3rd level support, NetApps has tried to fit in between preparations for Exchange 2003
- FSU currently has just one Blackberry
- Help Desk not ready



Outstanding Issues (Cont'd)

ODOT
Blackberry
60-day Pilot
Survey

- Impact to admin staff
 - Cleanup multiple meetings and undeleted messages, etc..
- Impact of Doug Tindall's "... Hold Flat..." memo
 - Some requests have been cancelled
 - This survey reinforces the value Blackberry can add to ODOT !!
- SSL VPN for cellular laptop cards
- Blackberry Policy not developed



Cost of adding additional Users

ODOT
Blackberry
60-day Pilot
Survey

Cost could vary based on voice plan selected

- Blackberry 7290 - \$249.99
- Unlimited data - \$49.99
- Voice - \$12.99

\$0.11 per min., 1,000 M2M, Free LD & Roaming

Total initial costs per user: \$312.97

- Does not include cost of CAL
- How are cost of additional CAL's covered after 120 ?

Total Monthly On-Going costs per user:

- \$62.98 plus \$0.11 per min.



ODOT
Blackberry
Proposed New
Users

List of Proposed Additional Blackberry Users (33)

Ron Winterrowd

12

- Blair Johnson
- Chris Weaver
- Jeff Gower
- Ed Fischer
- Hal Gard
- Harold Lasley
- Bruce Johnson
- Tom Lauer
- Joan Plank
- A Senior R2 Mgr
- Dennis McIntosh
- Alan Arceneaux

Virginia Alster

2

- Linda Campbell
- Toni Rogers

Mike Wolfe

8

- Heather Catron
- Michael Cobb
- Ray Mabey
- Karen Jones
- Deb Geideman
- Kathy Booher
- Dave Lutz
- Jim Cox

Ben Berry

1

- Sandy Jefferson

Peter Byrne

10

- Dave Howard
- FSU Manager
- Denny Jorgenson
- Network On-Call
- Systems Mgmt On-Call
- 1 – FSU Team Lead
- 4 – FSU Techs (support)



Next Steps

ODOT
Blackberry
60-day Pilot
Survey

- For the remainder of the pilot (4 mos.), continue to rollout new Blackberries as the need or efficiency is identified.
- At the end of the 6-month pilot, present ICOI the findings and business case for an ODOT Blackberry Messaging Service.



Audience Q&A

