

Nordic Giant **Demands** **Secure** Communication

Fast and efficient decisions are dependent upon easy access to information for employees in the field. At the same time, it puts exceedingly high demands on security. This is why Orkla has chosen DME for mobile access to e-mail.

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Morten Bjørklund
VP Architecture & Security



The Nordic giant in branded consumer goods

The Orkla Group is the leading supplier of branded consumer goods to the Nordic grocery market, and operates in the branded consumer goods, materials, renewable energy and financial investment sectors. Orkla is one of the largest listed (Stockticker: ORK) companies in Norway with more than 30,000 employees in 40 countries. The biggest operations are in Norway, Sweden and Russia. Among other countries are Denmark, Finland, Poland, Germany, Switzerland, France, England, USA, India and Japan. Operating revenues in 2006 was NOK 53 billion.

For many years, Orkla ASA has been one of the largest companies in Norway. Ownership of companies and acquisitions around the world, predominantly in the Nordic countries, have brought the number of employees to more than 30,000. Orkla's investment business, continued acquisitions and daily operations of the many business units within the group, demands that travelling employees have fast mobile access to e-mails.

"Many years ago, we established a mobile solution for our employees", explains Morten Bjørklund, VP Architecture & Security at Orkla ASA. "The solution was based on PDA, but in 2006, we realized that the future lied in a more flexible and cost efficient use of standard mobile phones".

"We chose DME on several criteria", Bjørklund continues. "One of the most important criteria was the security aspect, but moreover it is our belief that Excitor has the right experience with the Nordic business environment and the flexibility to support and meet our demands concerning implementation and modification".

A better result than with other suppliers

Presently, Orkla has implemented the solution with nearly 600 users, but Bjørklund expects that, during the coming months, they will purchase and implement additional licenses, bringing the total number of licenses up to 1,000.

"Today, I can say with confidence that all our expectations were met, both regarding the technology and the cooperation with Excitor. I doubt that we would have achieved the same good result with another supplier", Bjørklund stresses.

Life has become easier

Financially, this has proven to be a very wise decision for Orkla. According to Bjørklund,

DME has provided Orkla with a much more efficient administration of mobile communication, including simple software updates on the mobile phones.

"Simpler administration was a key parameter, when we chose DME. Additionally, our users have one less thing to worry about during a busy work day. They know that we can make updates remotely, by pushing new software out on the telephones", says Bjørklund. "Our employees are spread out all over the world, and it would be almost impossible for us to update the mobile phones manually. With DME, employees just have to receive and accept a text message, and the rest will happen automatically".

A flexible platform was a demand

At Orkla they have recognized, that it is difficult to control the users' choice of personal communication platform. Therefore, it was also an important consideration that DME is platform independent. DME actually makes it possible to use the same mobile client, regardless of which mobile phone is used. In that way, all training and support can be identical, whether the telephone is from Nokia, SonyEricsson or a different supplier.

"Some of the companies owned by Orkla, have previously attempted to standardize on a given mobile phone, but we find that this repeatedly gives us the same problems", Bjørklund continues. "When new mobile phones have to be purchased, the model may be discontinued or the technology has become outdated, which presents a choice between breaking ones own principles or start all over again with all employees".

Lower TCO

Communication plays a vital role for a company like Orkla. The decision to give mobile access to e-mails for key employees, was made on the basis of a

general evaluation of employees' need for flexible access to information. Today, DME is an important tool for employees, who have to make decisions fast in relation to their business – no matter where they are geographically. It has therefore been crucial to Orkla that low costs could be combined with a high level of security.

DME is a simple, flexible solution that holds all the advantages of mobile access to e-mail – at a lower cost. And even though Orkla has not carried out an actual financial calculation of the solution, Bjørklund is convinced that simplified administration, efficient compression of data during transmission as well as increased efficiency the solution has given employees in total has resulted in a lower TCO, than what could have been achieved with other solutions.

Today we trust the security

"The information that is sent back and forth is often confidential. Consequently, the security aspects are of utmost importance to us and something with which we will not compromise, regardless of the cost," Bjørklund points out.

"With DME, we have it all: Low cost and security in transmission and security with regards to the information stored on the

mobile phones. If a mobile phone is stolen or lost, we can remotely delete the mobile phone's memory. If the SIM card is replaced, all data will also be erased. We have tested this many times, and today we feel completely safe using mobile e-mail".

Focus on employee welfare

Orkla utilizes all the functionalities in the DME solution. This includes push e-mail and all facilities for secure communication and simple remote administration. Orkla's focus on employees' well-being has actually resulted in business needs not being the only factor in deciding the time frame during which e-mails are automatically pushed to mobile phones.

"Orkla's success is dependent on efficient and content employees. It is our responsibility to assist them in keeping down stress levels", Bjørklund says. "We have employee surveys on an ongoing basis, which focus on work-and-life balance, because we wish to ensure that access to mobile e-mail does not result in our employees constantly being in the red zone. This is why we have made sure that e-mails are only pushed to employees' phones during regular working hours, which is a minor, but important functionality in DME", Bjørklund concludes.

Key selection criteria

During the selection of DME, Orkla focused on all aspects of security: Transmission security by means of data encryption and security of the information that is stored on the mobile phones. If a phone is stolen or lost, we can remotely delete the phone's memory. And if the SIM card is replaced, the memory will likewise be erased.

Furthermore, it was a key requirement that administration of the users' mobile phones could be simplified compared to the previous solution at Orkla.

Orkla has not carried out an actual ROI calculation, but experience a lower TCO by virtue of simplified administration, efficient data compression during transmission, as well as an increase in efficiency, the solution has given the employees.

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The solution of today and tomorrow

Today Orkla has rolled out the solution to approximately 600 users and expect the number will rise to 1,000 users before the end of 2007.

Orkla makes use of Push e-mail, PIM Sync, Mobile Device Management as well as Mobile Security and is in the process of implementing calendar administration and multiple time zones in the system.

At present, the system covers the Scandinavian time zone, but is in the process of expanding to Finland, Poland and the Baltic states as well as Rumania, the Czech Republic and Austria. Orkla may later on look closer at the possibility of implementing actual sales support functionalities in the solution.

E-mail platform	Lotus Domino/Notes
Primary devices	Nokia E-series, Nokia N-series, SonyEricsson UIQ phones
Device operating systems	Symbian, UIQ
Average data usage	1.7 MB monthly per employee