



## MFS Ltd takes care of business with the Palm Treo 650 smartphone

MFS Ltd is an investment company listed on the Australian Stock Exchange that currently manages approximately \$4 billion of investments and funds. MFS' business centres around innovative investment in the areas of property; retirement and aged care; hotel, tourism and leisure; fixed income; and alternative investments.

### The challenge

MFS executives are constantly on the road meeting with clients, shareholders and investors. MFS needed a way to provide its executives with a mobile office that would let them check emails, coordinate appointments and transfer sensitive information. In the past, the mobile devices deployed by MFS were unstable and therefore unreliable. MFS were also conscious of the costs and time involved in administration and deploying the software.

MFS infrastructure manager Jason Gouws explains, "We were looking for a secure and reliable solution that allowed us to electronically transfer sensitive information to our team. We also needed a system that would reduce administration time by remotely updating changes to an inbox and calendar, such as email read/unread status and deletions, or rescheduled appointments."

### The solution

After attending a solution developer conference, Jason found the solutions he was looking for. The Palm® Treo™ 650 smartphone in conjunction with Good™ Mobile Messaging software from Good Technology would provide MFS with the stability, features and functions its executives needed. MFS called upon integration technology specialist Starcom to set up a four-week trial with the Treo 650 smartphone.

MFS found the Treo 650 to be a solid, reliable business tool that had all the features MFS executives needed while on the road.

Gouws said, "The partnership between Palm and Good Technology is what makes this solution truly successful. They have set a new benchmark for all hardware and software developers to aim for."



The Treo 650 combined with Good Technology software enables centralised device management, including security features such as over-the-air device disablement and password device lock. "This type of security is critical because we need to ensure that sensitive customer and company data is not jeopardised," says Gouws.

"Using the Treo 650 with Good Messaging, calendars can be kept up to date remotely, users can send, receive and delete email in synchronisation with their office computers while also having the convenience of a mobile phone at their finger tips.<sup>1</sup> What's more, as the Good Messaging software allows for real-time adjustments, there is no lag in information updates, lowering the total cost of ownership."

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1. Within wireless service coverage area only. Availability and coverage depends upon carrier and the geographic scope of international roaming agreements. Email, messaging and web access requires data services from a mobile service provider at an additional cost.



### The outcome

To date, MFS has deployed more than 50 Palm Treo 650 smartphones and hopes to double this amount in the upcoming months. MFS has been able to equip a truly mobile team of executives, maximising communication for those out on the road.

“Rolling out the devices has been so easy. The Treo 650 smartphone is a secure, reliable tool that has become pivotal to our business. The support that Palm has given us throughout has been invaluable. The Treo 650’s intuitive design and simple, easy-to-use features has meant the transition and implementation across the organisation was hassle-free. Many of our executives didn’t even require training – they just picked it up and started using it,” says Gouws.

With the Treo 650 smartphone, MFS executives can stay on top of important issues while they are out of the office and be more responsive to client and shareholder needs. Users can be assured that information will be transmitted encrypted end-to-end using Advanced Encryption Standard (AES) built right into the Good Mobile Messaging solution. In addition, productivity has increased because executives are able to respond to their clients faster and complete transactions promptly.

Another key benefit of the Treo 650 is that executives can now stay on the road longer because they do not have to come into the office to check their emails. Administration time has been reduced because the email status is updated between both the Treo 650 and the user’s PC. There are also fewer discrepancies with calendar entries as appointments can be updated remotely.

“The Treo 650 smartphone coupled with the real-time synchronisation solution from Good Technology has given us a wireless communication system that has improved communication efficiencies throughout the organisation,” concludes Gouws.



### Enterprise

MFS Ltd

### Industry

Investment funds management

### Category

Professional services

### Application

Good Mobile Messaging software from Good Technology

### Features

- Easy-to-use interface
- Access to email
- Reliable hardware
- Calendar synchronisation
- Secure data transmission

### Benefits

- A completely mobile, cost-effective, easy-to-use solution
- Reduced administration time
- Enhanced internal communications
- Increased client, partner and shareholder response time
- Transactions completed promptly

### Specifications

- Palm Treo 650 smartphone
- Palm OS® 5 Garnet v5.4.8
- XP Professional OS/Windows 2003 Server running Microsoft Word/Microsoft Excel 2003
- Internet Information Services and Internet Explorer v6.0

There are more than 30,000 Palm OS® based applications solutions – each customised to meet the needs of both individuals and businesses. For more information, please log onto [www.palm.com](http://www.palm.com)