



DMX MUSIC

DMX Music is a global leader in digital music and visual imaging programming. With one of the world's largest digital music and video libraries, the company delivers more than 500 unparalleled styles of non-stop music via digital cable, satellite, DVD, the Internet, and airline aircrafts. The company distributes its services worldwide to more than 11 million homes, 180,000 businesses, and 30 airlines, with a worldwide daily listening audience of more than 100 million people.

Objective.

DMX Music has always been at the leading edge of technology advancements. As remote access to email became a viable business solution, the DMX Music IT department began to consider the possibilities that a wireless messaging system could bring to its business.

"In addition to email, we started to look for solutions that could deliver wireless access to calendaring and contacts to improve the productivity of our employees," says Nick Wilson, chief technology officer for DMX Music. "We were also intrigued by the number of mobile handhelds being announced that included phone, PDA, and email all in one device."

Solution.

During a major industry trade show, Wilson saw a demonstration from Good Technology that caught his attention. "Good showed how they could provide full, wireless synchronization for everything including email, calendaring, and contacts on a wide range of handhelds," says Wilson. "After seeing the demo, I knew we just had to have it."

After some initial planning, Good and DMX Music teamed up to determine how the Good™ Mobile Messaging solution could provide the most value. "After looking at the business, we decided to roll out the new handhelds both to top management and the sales force," says Wilson. "This is where we saw the solution could have the biggest impact on our business and the most immediate payback for our investment."

DMX Music now has close to 400 people using GoodLink on the Treo™ 650 Smartphone. About 300 users are in the United States, while the other 100 are located in Europe. The company utilizes both Verizon Wireless and Vodafone as carriers, depending on the location and need of the user.

DMX MUSIC
WWW.DMXMUSIC.COM

Objectives:

Arm top executives and the sales force with the tools they need to work effectively in a real-time business environment.

Solution:

GoodLink, on the Palm Treo 650 Smartphone with carrier service from Verizon Wireless and Vodafone, gives DMX Music senior management and sales force fully synchronized access to email, calendaring, and contacts across the United States and Europe.

Result:

With GoodLink, DMX Music executives are more productive, the company's sales force is more effective, and the IT department has saved the company money.



Results.

"Good's wireless messaging solution has been fantastic," says Wilson. "Our executives can stay in touch with the business while they travel, our sales force can react more quickly to customer needs, and from an IT perspective, Good's service is secure, reliable, and has reduced our total cost of ownership."

Email has become critical in the communication process. To provide the highest level of customer service possible, the faster the response, the better. "With GoodLink, the DMX Music sales force can now operate effectively in this real-time business environment," says Wilson. "They report being more effective in their jobs and improved customer satisfaction because they are able to respond almost immediately to their customer's needs."

In addition, the DMX Music executives have become more productive. While traveling, GoodLink helps them keep on top of their appointments by always having an up-to-date schedule on their handhelds. It's also convenient to have the right contact information at their fingertips to avoid time-consuming searches or calls to get the right information to respond to an important business matter.

"I've also received a lot of positive comments about Good's user interface," says Wilson. "The Microsoft® Office Outlook®-like screen is highly functional and users are productive almost immediately."

Good also delivers from an IT administration standpoint. With Good's Over-the-Air (OTA) feature, DMX Music can order handhelds directly from the carrier and have them shipped to the end user. Once they arrive, someone in the IT department can provision a handheld remotely and have it running within 30 minutes. Wilson figures the OTA feature alone saves DMX Music close to \$250 per handheld, due to reduced provisioning time and lower shipping costs. Another benefit is that the user gets a working handheld much faster.

Finally, Good's service is reliable and secure. "In the four years we've been using Good, the service has only been down twice," says Wilson. "And every time I've had a question, Good's support has been superb."

With the success of Good to date, DMX Music will start rolling out handhelds with GoodLink to the company's middle management. "With senior management and the sales force using GoodLink, middle managers have taken notice and have begun asking for the handhelds," says Wilson. "While it was a conscious business decision to implement GoodLink in a phased approach across the company, it now makes sense to provide Good's wireless messaging service to the whole company so that everyone can experience the benefits of Good."

"Good's wireless messaging solution has been fantastic. Our executives can stay in touch with the business while they travel, our sales force can react more quickly to customer needs, and from an IT perspective, Good's service is secure, reliable, and provides a great value with a low total cost of ownership."

NICK WILSON
CTO, DMX MUSIC