

## Handheld PCs Delivers Total Wireless Solutions by Reselling Nokia Intellisync Mobile Suite and Nokia Eseries Devices

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**Pierre Lams**  
Co-founder  
Handheld PCs

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| <b>Customer:</b>  | Handheld PCs  |
| <b>Industry:</b>  | Wireless solutions  |
| <b>Challenge:</b> | Provide customers with a middleware platform that supports the broadest range of mobile devices and that is best suited to satisfy their business needs |
| <b>Solution:</b>  | Nokia Intellisync Mobile Suite and Nokia Eseries devices  |
| <b>Benefits:</b>  | Reliably connect mobile workers to critical back-office systems, such as ERP and CRM, for improved efficiency and productivity                          |

Handheld PCs is a leading provider of wireless solutions to business and public sector organizations in the United Kingdom. Established in 2002, the company delivers total wireless solutions that enable field-based employees to complete specific tasks on hardware and provide traveling executives with email and access to data on a wide range of mobile devices.

### The Challenge

When co-founders Nick Taylor and Pierre Lams launched Handheld PCs in October 2002, they recognized that businesses were eager to benefit from the improved productivity of a mobilized workforce—but only if mobility provided an immediate and tangible return on investment (ROI).

Handheld PCs believes a fully integrated approach to wireless communication, which allows mobile employees to remotely receive, process, and send data electronically, is the most effective way to achieve an efficient operation.

“In other words, if we put the right kind of mobile devices and middleware in the hands of our customers’ employees, they are going to be able to affect quite a dramatic change

in their performance,” stated Lams. “But due to the diversity of the workforce, the real challenge is connecting field-based employees to critical back-office systems. Be it email, enterprise resource planning (ERP) systems, or customer relationship management (CRM) systems, the right software must support a wide range of mobile devices.”

After evaluating seven different middleware platforms over an 18-month period, Handheld PCs concluded that Nokia Intellisync Mobile Suite was the ideal solution, as it supported the most diverse range of products and was best suited to its customers’ varied needs.

### The Solution

Handheld PCs was impressed by the comprehensive features offered by Nokia Intellisync Mobile Suite. “We found the level of detail in the Nokia Intellisync email solution to be unique,” said Lams. “The wide device and personal information management support, detailed email, and sophisticated device management puts Nokia ahead of other middleware platforms out there.”

## Customer Profile

**Company:** Handheld PCs Limited

**Headquarters:** Maidenhead, U.K.

**Founded:** 2002

**URL:** [www.handheld-pcs.com](http://www.handheld-pcs.com)

**Primary Business:** Provider of total wireless data solutions

Looking to distinguish itself in a crowded market, Handheld PCs has focused on delivering corporate applications that go 'well beyond email.' The ability of Nokia Intellisync Mobile Suite to remotely manage a broad range of mobile devices met this requirement.

"We were delighted with the capability that Nokia Intellisync Mobile Suite has in its systems management module," stated Lams. "Using this solution, a customer can look at a mobile device from a PC and see what its battery level is and how much memory has been used. This capability gives customers the confidence to roll out mobile technology to hundreds of users with the reassurance that IT administrators can effectively manage those devices remotely."

There has been growing demand among Handheld PCs' customers to be able to distribute enterprise data such as image and media files, in addition to documents and spreadsheets in different file formats, through their mobile devices. Using the Nokia Intellisync File Sync module, they can distribute data from their network reliably and efficiently.

Additionally, the Nokia Intellisync Application Sync module allows Handheld PCs' customers to make real-time updates to databases such as Siebel, Oracle, and SAP. Using Nokia Eseries devices or other mobile devices, mobile workers can capture data on their device through the module while in the field and then integrate it directly into their organization's database in real time.

## The Benefits

While offering its customers data distribution through Nokia Intellisync Mobile Suite, Handheld PCs realized it could provide further support through its own products. Hand-e-pix and hand-e-pen rely on Nokia Intellisync File Sync to enable mobile devices to interface with a company's CRM, ERP, or other database to perform critical tasks.

One such company is Flamingo Holdings, which uses Nokia Intellisync Mobile Suite to provide email to the management team. The suite is also used to provide the quality control team with an interface on smartphone devices to their ERP database system, called IFS and based on Oracle. Flamingo Holdings provides major U.K. supermarkets with over 1.5 million bouquets of fresh-cut flowers and 1 million packs of freshly prepared vegetables every week from their farms from around the world.

For Handheld PCs, Nokia Intellisync Mobile Suite and Nokia Eseries devices have been instrumental in their dynamic growth. "In just four years, our company has gone from zero to \$3.2 million in revenue. Business is now largely based on offering our solutions and services in conjunction with Nokia Intellisync Mobile Suite," confirmed Lams.

With the release of Nokia Intellisync Mobile Suite 8.0, Handheld PCs expects to further extend its business opportunities through the tools available with Nokia Eseries devices.

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**Americas** Tel: 1 877 997 9199 • Email: [usa@nokiaforbusiness.com](mailto:usa@nokiaforbusiness.com)

**Asia Pacific** Tel: +65 6588 3364 • Email: [asia@nokiaforbusiness.com](mailto:asia@nokiaforbusiness.com)

**Europe, Middle East, and Africa** France +33 170 708 166 • UK +44 161 601 8908 • Email: [europe@nokiaforbusiness.com](mailto:europe@nokiaforbusiness.com)

[www.nokiaforbusiness.com](http://www.nokiaforbusiness.com)

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