



## Mobile organisation

The modern mobile phone is an advanced instrument. This is why strategies are required when it's time for staff to be given new phones. The City of Malmö enlisted the help of Atea to ensure it made the best possible investments.

**WHEN MALMÖ GAINED** its city arms more than 570 years ago, there were almost 5 000 people living within the city limits. This is around 1 000 people less than the number now employed by the municipality of Malmö and who also have access to mobile phones for work.

The city has developed, as have the areas of use for mobile phones. Certainly, there are still some people who only use their phones to make calls; but for many people, mobile phones have become an advanced instrument offering access to the Internet, e-mail and calendars. The City of Malmö used to have a system whereby staff themselves went out shopping when it was time for them to buy a new telephone or accessories. This system was both time-consuming and – above all – hard to monitor.

“It was obvious that we really needed some structure,” says Milena Parashkevova, who works with procurement for the municipality.

When it was time for new mobile phones again, the City of Malmö came to the conclusion that something new was needed. Ideally, the municipality wanted to implement a structure similar to the one they already had for IT. Atea took on the telecoms giants and emerged victorious from the procurement battle. Immediately after that, a product committee was appointed which included representatives of all the different users in the municipality.

“This product committee is something we use regardless of what we’re selling,” explains Magnus Carlsson, customer manager at Atea. “The job of this committee is to help out with choosing products, and we give good advice and tell our customers what other customers have done.”

Milena Parashkevova, who works with procurement within the municipality, and Yvonne Soleus, IT secretary and ordering officer in the city’s Fosie district, are both really pleased with how simple it was to launch the new system.

“We had a couple of obstacles to overcome initially, but that’s always the way,” they reckon.

The big change for all users was that they no longer needed to head out to the special telephone store down in the town. Instead, they now have access to eight different telephone models offered in the Atea e-shop, and via their own internal e-commerce site in the Raindance finance and accounting system.

### Substantial time savings

Milena Parashkevova explains that it used to take, on average, a couple of hours for staff to get new telephones. Now they can have new phones with just a few mouse clicks. Initially, there was concern that users would complain when they were no longer able to see and touch the phones in real life. But the majority of users quickly got used to shopping online. There are also other solutions, as in the Fosie district.

### 40 951 texts in a month

- The city of Malmö employs 18 910 people.
- There are 6 191 subscriptions in total at present, although not all are private. They may belong to preschools or home help groups. 40 951 text messages were sent using the telephones over the past month.
- Over the same period, statistics show that 312 532 calls were made, totalling 8 714 hours of talk time. And over the same period, users connected to the Internet 51 607 times.



“Both we and another administration brought back the mobile phones to our central reception area, and users could go there if they wanted to try out the phones. It works brilliantly,” says Yvonne Soleus.

Together with Atea, the municipality has decided to offer eight different telephone models, with four variants. One variant for just making calls, one with a sync function so that users can use e-mail and calendar functions and go online. The range also includes an advanced model. The fourth model is a super-hardwearing variant which can be used by staff working outdoors, for instance. Magnus Carlsson shows us the rubber-enclosed phone and tells us how he let his six-year-old son play with it.

“That tells you a lot about how much it can take!” he laughs. The fact that the range of models is restricted has allowed the company to keep prices down, and the ordering process is considerably more seamless and less time-consuming than it used to be. The new system offers several advantages.

“Well, now we can view usage statistics every month; the numbers of text messages sent and the number of minutes used on calls, for example. We used to be able to view just the totals,” says Milena Parashkevova.

### Electronic invoices

When staff bought their phones from stores, this involved a lot of paperwork. But this is a thing of the past.

“We use electronic invoice management nowadays, and all our users are set up in the system,” points out Magnus Carlsson. Representatives of the City of Malmö have only good things to say about the cooperation.

The fact that Atea took on someone to work specifically with the municipality once the contract had been entered into is a great extra, according to Milena Parashkevova and Yvonne Soleus.

“The people at Atea are always really easy to get hold of,” they say, adding that they were given excellent guidance throughout the entire process. Atea also offers other services in the system which the municipality doesn’t use yet.

“We’re definitely planning to do so in future, but we wanted to start off small,” explains Milena Parashkevova.

The fact that Atea already had a presence in the municipality really helped them to win the mobile telephony contract. But Magnus Carlsson points out that there’s no such thing as a dead cert when it comes to procurement.

“The fact that we won the contract, despite competition from a number of major corporations working solely with telephony, is an indicator that Atea understands what its customers need,” he says with a smile. Milena Parashkevova and Yvonne Soleus nod in agreement.

### Lots to gain with contract

- The City of Malmö has bought mobile phones, accessories and support for its staff from Atea. A preselected range of phones can now be purchased by employees at the Atea online store.
- Invoicing takes place electronically.
- The City of Malmö has made significant time savings thanks to just a few mouse clicks. The range of telephones on offer has been restricted to three levels (voice, advanced and shockproof), making choosing a telephone considerably easier for end-users. Now users no longer have to head off to a store and do their own legwork. These factors alone have resulted in time savings of at least 2–3 hours per telephone. If you then add the effects of standardisation and invoice management automation on top of that, there are further savings to be made. Valuable time that can be put to better use for the city! To date, the City of Malmö has registered 6 000 subscriptions, and this figure is constantly growing.

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