



## Case Study

### BlackBerry and Exgis make mobile expense tracking easy for custom printing house

JD Print & Display is a SMB company that specializes in custom printing solutions for their clients. With over 20 years of printing experience, JD Print & Display is uniquely qualified to meet the specialized promotion needs of their clients in the Screen Printing and Point-of-Purchase (POP) marketplace. With their printing machines often operating in a 24-hour environment, and customers who are global in reach, the business of JD Print & Display is fast paced and innovative.

Staying current with technology is not just a requirement in the printing business – it is a must. With digital printing now a mainstay in the industry, printing houses and equipment have evolved to meet the demands of their clients. JD Print & Display is no different, with their digital equipment and imaging machines, they are able to print off a variety of mediums in any size volume for their increasingly global clients.

Keeping up to date with clients and ahead of the competition is an on-going process. With the sales and account management teams constantly on the road, the executive team decided to provide them with an advanced mobility toolset. The goals were outlined in simple terms as follows:

- Provide the sales team an easy to use tool to respond quickly to clients while on the road.
- Allow the sales team to be on the road 15% more each week spending time with clients and prospects and less time on administration.

For their solution, JD Print & Display purchased BlackBerry 8700 wireless devices for their sales and account teams for instant email and voice communications with clients while on the road. To reduce administrative overhead, JD Print & Display deployed Exgis Expense – an expense management tool specifically designed for use on the BlackBerry and Internet.

#### Company

JD Print & Display

#### Applications Deployed

Exgis Expense

#### Situation

The printing business is a competitive market with technology playing an increasingly important role. As a growing company, JD Print & Display is in the process of streamlining their administrative processes. They required a mobile expense management solution to allow their sales and account teams to easily capture their travel expenses and reduce their administrative time by 30 minutes each week.

#### Company Profile

JD Print & Display is a growing SMB company that specializes in custom printing solutions. They provide solutions for clients across North America and around the world.

#### Solution

Exgis Expense was deployed to the sales and account teams – allowing them to capture business expenses – directly from their BlackBerry devices.

#### Results

With the BlackBerry mobility solution, the sales and account teams spend more time on the road meeting with clients and prospects and less time in the office on administrative work such as completing weekly expense claim reports – a time savings of 30 minutes per employee each week.

## The Advantages of Proven BlackBerry Technology

With their business goals in mind, JD Print & Display embarked on a strategy that would:

1. Provide wireless connectivity to the entire sales and account teams, and
2. Immediate reduction in administrative time

While there were other mobile platforms available, JD Print & Display selected BlackBerry as the tool of choice. "In reality, it was a very simple choice" says Darren Buck, President. "The BlackBerry has such a great reputation for ease of use, security, and durability".

In fact, the BlackBerry met the all the requirements of wireless connectivity for JD Print & Display with the combined voice, data, push-mail, and synchronized over-the-air calendar features in one device. "From a business owners perspective, knowing my clients are being serviced quickly and effectively by a mobile sales team, makes the selection of the BlackBerry an easy decision" says Buck. "The built-in security and extension to 3<sup>rd</sup> party applications make the BlackBerry choice even clearer".

## The Advantages of Exgis Expense for the Mobile Professional

Not only did JD Print & Display decided on BlackBerry smartphones for instant communication, they really saw how it could be used as a platform for improving other areas of their business – in particular utilizing mobile applications on the BlackBerry to reduce regular administrative tasks and thus allowing the employees to have more time to focus on their core functions.

"We decided to focus on low-hanging fruit." says Doug Taylor, Sales Manager at JD Print & Display. "On the fly expense capture was our first mobile application. It made the most sense for our team and provided immediate impact in the administrative and overhead savings each week."

In order to provide a mobile expense management tool, JD Print & Display selected Exgis Expense as their solutions vendor. Exgis Expense was deployed to the sales and account teams – allowing them to capture business and travel expenses – directly from their BlackBerry devices.

Everything entered into Exgis Expense on the BlackBerry is automatically synchronized to a secure website, so the employees can submit their expense claims each week with a few mouse clicks – a significant time savings over the previous method of completing spreadsheets. Further, with currency exchanges rates from XE.com automatically loaded into Exgis Expense on a daily basis, expenses incurred abroad are automatically calculated into the company's home currency of Canadian dollars.

"Exgis Expense is a fantastic extension to the BlackBerry" says Doug. "I am constantly on the go and love how easy it is to use Exgis Expense to record my business expenses as soon as I incur them".

With the BlackBerry providing mobile email and voice communication, and Exgis Expense reducing the weekly administrative time of compiling and submitting expense reports, JD Print & Display was able meet their requirement of having the sales team spend 15% more time with clients and prospects.

*"Our Sales Team was in the office 10 hours a week on average focusing on administration tasks. Now with BlackBerry and Exgis Expense they reduced time in the office and spend more time at the client site garnering additional business!"*

*- Darren Buck, President  
JD Print & Display*

For more information on Exgis Expense by Exgis Inc., please visit [www.exgis.com](http://www.exgis.com)