



## Reporters get the scoop with wireless email solutions

### Case Study: News Limited

#### BlackBerry solution from Optus drives greater productivity

##### Overview

Established in 1952 by Rupert Murdoch, News Limited has approximately 12,000 staff situated in metropolitan and regional areas across Australia and is an important national media outlet for publications such as The Australian and The Daily Telegraph. In 2006, News Limited launched a new division, News Digital Media, including their comprehensive news website, [news.com.au](http://news.com.au).

To remain relevant in today's competitive news environment, and with the increasing popularity of the Internet as a news source, it was crucial for media outlets such as the Daily Telegraph to find innovative solutions to be the first to report stories.

"The Internet provides a vehicle to instantly publish breaking news and consequently challenges the way we produce content," said Ian Hughes, Integration Editor at The Daily Telegraph.

"Because media outlets are putting more emphasis on online news delivery, there is a need in a competitive marketplace to have content delivered as quickly and as easily as possible," he continued.

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'yes'  
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## Opportunity

A mobile phone study conducted by The Daily Telegraph in November 2007 revealed that reporters preferred the BlackBerry solution for filing breaking news stories online and for communicating with the News Desk. Prior to the study, staff relied on personal mobile phones to send stories to the News Desk or waited until returning to the office to complete the task.

Hughes explained why the BlackBerry outperformed other mobile devices: "Our reporters found the BlackBerry was well-suited for quickly filing stories on the web. The Internet function allowed them to get access to websites while on the road easing the process of story chasing. Journalists could also receive emails from the News Desk and combine new information with their latest findings, enabling a completed story to be filed online while out of the office."

## Solution

Following the success of the study, The Daily Telegraph extended the usage of BlackBerry devices beyond the company executives and editor level to field reporters as a means of capturing breaking news.

"The key driver was to give reporters a quick, easily portable device with which they could file news stories to the Internet. The BlackBerry enabled access to information, such as overnight police reports and court schedules, so that rather than having to come into the office to find out what's going on, they can just log onto the Internet remotely and not come into the office at all; they can go directly to where they need to be," said Hughes.

Hughes went on to say "Our goal was to find the best available tool on the market that not only worked for our reporters, but worked for the business as well. That's what we found in Optus' BlackBerry solution. It has made our reporters more efficient and it's made them feel more valuable to the organisation.

The Optus BlackBerry solution adopted by The Daily Telegraph provides reporters with a secure, wireless extension to corporate email, allowing the easy management of their email communication while on the go. The new solution includes the following features:

- A user-friendly device easily configured for rapid distribution.
- An integrated phone supporting voice services and SMS, that allows reporters to easily place and receive calls.
- Internet access.
- QWERTY keypad and optional portable Bluetooth keypad, essential for filing longer stories.
- Long-lasting battery life.
- A two-megapixel camera, ideal for publishing online.
- A dedicated network server, providing advanced security features and email service, enabling reporters to stay connected to their office while on the road.

## The Business Benefits

The adoption of the Optus BlackBerry solution for The Daily Telegraph reporters is seen as extremely positive and beneficial to the business, as described by Hughes.

"What we're finding with the BlackBerry is that we are getting more value out of our reporters' efforts. We are gaining a competitive edge because the device enables us to upload our stories before the competition," said Hughes.

"Prior to the introduction of the BlackBerry, when reporters were filing stories over the phone, we were much more prone to errors being introduced into copy. However, since the introduction of the device our reporters are submitting their content in a more user-friendly way and we aren't seeing the earlier error rates," Hughes added.

By implementing Optus' solution, The Daily Telegraph experienced further benefits, including:

- Greater efficiency and productivity from their team of reporters.
- A competitive edge by providing a "real time" filing device.
- Ensures exclusive copy is posted correctly online.
- On-going support and training by Optus technicians.

Since the implementation of the Optus BlackBerry solution, News Limited has been partnering with Optus to develop new applications and functions, and increase the device's value for reporters.

"We're working with Optus to create advanced solutions to suit our specific needs and those of our reporters such as adapting the standard camera feature or voice recorder. Instead of a reporter having to carry a separate recording device, we can modify the BlackBerry's recording function to turn it into a voice recorder. That's really what the challenge ahead of us is all about—how to make a good tool even better," concluded Hughes.

### About Optus Business

Optus Business is a leading provider of telecommunications and information and communications technology (ICT) solutions to businesses across the spectrum. Optus solutions are suitable for organisations with 200 or more employees and include mobile, IP converged solutions, voice and data and IP. For more information, please visit [optusbusiness.com.au](http://optusbusiness.com.au).

### Further Information

If you want to discuss how Optus can help you increase productivity through innovative communications solutions, contact your Optus Account Manager, call our hotline on 1800 555 937 or visit our website at [optusbusiness.com.au](http://optusbusiness.com.au).