



## CASE STUDY Mobile Working

### **Identity Remains Confidential :**

Effective were approached by the CEO of a long-term customer in the media sector who was in the process of simultaneously taking over and merging three other companies to form a larger media group.

### **What was the Problem ?**

The CEO called to say that he would be travelling to his villa in the south of France within the next 24 hours to work on the final details of the transactions, but needed to remain in contact with his office by email.

The villa was situated in a secluded location in the hills a few miles back from the coast with no existing communications facilities and it was impossible to install either a dial-up modem or a broadband service in the time available.

### **How did Effective help ?**

Effective identified that a 3G data card was the only possible solution, but were concerned about the suitability of the 3G network coverage in such a remote area of France.

Using personal contacts in France, Effective was able to contact Vodafone France and to have them check coverage in the villa's location; the checks confirmed that coverage should be OK.

Effective checked Vodafone coverage in France, sourced a 3G data card from Vodafone UK, installed the software & the card into the CEO's laptop, tested it and trained him how to use it – all within 8 hours of receiving the initial call.



### **What our customer had to say :**

*"Effective pulled out all the stops and made a real difference – without their help, we would not have been able to complete the transaction in time."*

*PS, Chief Executive*

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