



Open Your Possibilities™

Good for Enterprise™ Helps Specialized Break Away from the Pack



“Specialized is in the business of bicycle racing and Good makes our business go faster. Just like the sport we live and breathe, our business is every bit as competitive. We often go head-to-head with larger, more established companies who would like to see us at the back of the pack. Good gives us the edge we need compete and win.”

**- Ray Dzek, Network Operations Manager
Specialized Bicycles**

Specialized Bicycles was founded in 1974 by riders for riders. Headquartered in Morgan Hill, California, with global distribution, the company focuses on making everyone’s time on a bike better by delivering functional and technically advanced equipment that provides a true performance benefit. For more information visit: <http://www.specialized.com>.



The Challenge

Specialized is a “David” among “Goliaths.” It has achieved a high level of market prominence and clout despite its size and years in the market. To get to this position, however, everyone within the company wore different hats and worked long hours to keep up with the demands of growing a global business.

To make employees as productive as possible, Specialized provided them with different mobile communications tools including pagers, cell phones, click-to-talk devices, and laptop computers.

It quickly became clear that using and managing all of these devices was taking away from the productivity gains Specialized wanted to achieve. Users wanted one device to manage it all.

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Specialized Bicycles At-a-Glance

BUSINESS CHALLENGE

Grow a global business and compete against well-established industry giants by providing employees with the best mobile communications solution possible.

TECHNOLOGY SOLUTION

Good for Enterprise running on Samsung and HTC devices with service from AT&T and Sprint gives Specialized employees full access to email, calendaring and contacts. This way they can communicate 24 hours a day, seven days a week to meet the demands of a rapidly growing global business.

PAYOFF

- Employees are more responsive and productive allowing them to get more work done.
- IT can resolve problems quickly to keep Specialized’s business running smoothly around the world.
- Specialized can break away from the pack to compete and win against much larger and well-established companies.



Fortunately, Specialized discovered Good Mobile Messaging from Good Technology as a way to integrate multiple device features into a single mobility platform to improve usability, manageability and productivity.

The Solution

After a thorough evaluation, Specialized deployed Good for Enterprise across the organization. Good is now used by more than 160 employees around the world, and at all levels of the organization, allowing them to do their jobs more effectively. Specialized runs the Good Mobile Control and Good Mobile Messaging component primarily on Samsung and HTC devices that use the Windows Mobile operating system.

When it came to service providers, Specialized selected AT&T and Sprint, since they offered the best coverage and connection quality no matter an employee's location. "Global coverage was a necessity since our worldwide presence has grown considerably," said Ray Dzek, Network Operations Manager for Specialized.

The Benefits

Using Good, Specialized can operate as a lean, fast, efficient and global organization allowing the company to compete with industry heavyweights.

Good for Business

As Specialized expanded its global presence by adding manufacturing and service centers across Asia, Europe, and the U.S. and supporting cycling events around the world, Good enabled employees to keep the business running smoothly 24 hours a day, seven days a week.

For example, a production-line worker in Taiwan recently had an issue with a bike part that was being assembled. Using Good, the production assistant was able to directly communicate with a Specialized product manager in the U.S. about the problem. After a quick exchange regarding next steps, production continued without delay.

Good for IT

For the IT department, Good helps them provide superior service to its customers—Specialized employees. Recently, an IT staff member received a late night email message from a user in Asia that was locked out of his account. With just a few clicks, the problem was resolved and the user was up and running. Using Good, the IT team can provide top-notch customer service to ensure employee productivity around the clock.

In addition, Good offers the following benefits for Specialized.

- **Device choice**—Since Good runs on multiple devices from a variety of manufacturers, Specialized gives users a choice without the IT hassle. With one consistent user interface, technical support is simple and streamlined.
- **Reliability** —Good's reliability means the IT team doesn't have to constantly manage the server or devices. "Even with more than 160 users, Good just works," said Dzek. "When I give Good to a user, I rarely hear from them again. Good isn't a drain on my resources and that allows us to focus on more important tasks that have a direct impact on our business."
- **Simplicity**—Dzek also likes the Good solution because the company has kept the product simple. "Good has resisted the temptation to add lots of bells and whistles, which gives it a clean look and feel," said Dzek.

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Good Technology

For more information, please call 866 7 BE GOOD, email sales@good.com, or visit www.good.com.

Good Technology Headquarters
101 Redwood Shores Parkway, Suite 400
Redwood City, CA 94065 USA
+1 650 486 6000

Good Technology US
4250 Burton Drive
Santa Clara, CA 95054
+1 866 7 BE GOOD

Good Technology UK
Davidson Building, 5 Southampton Street
London WC2E 7HA, United Kingdom
+44 (0) 20 7845 5300

Good Technology Asia/Pacific
F11, ZhongTian Building
No. 3, Fu Kang Road, NanKai District
Tianjin, PR of China 300074
+86 22 58392555

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