

Sprint Business Solutions – Ford Motor Company Case Study

A Single Device Is Extending the Workplace for Ford Motor Company Engineers



Challenge

In 2004, Ford Motor Company set a record for introducing 40 new or substantially new products in one year. A remarkable number that reinforces the importance of giving Ford employees the right tools to meet the challenges of their jobs. For example, Product Development Engineers have the responsibility to build quality products at an impressive rate. In this fast-paced environment, they are constantly on the go, shifting priorities and making quick decisions based on facts. They have to be mobile and flexible. Unfortunately, their previous communication services did not allow the flexibility needed. There were the traditional ways to reach engineers – desk phones and pagers – however, that meant keeping track of multiple numbers and devices.

With Product Development stretched out over multiple facilities like the Proving Grounds, the Wind Tunnel or the Certification Test Lab, and states, it was not realistic for them to always be at their desks to take a call. A critical question could go unanswered until the engineers were back at their desks. Pagers allowed a more urgent contact but did not always mean receiving an immediate response. The engineer still had to find a phone or free computer, which was not always easy if in a meeting or at the Proving Grounds.

To combat this problem, Product Development requested that the IT department find a mobility solution that allowed quick communications with their Ford coworkers and outside vendors using a single device to extend their workplace.

Solution

Sprint developed a wireless solution that allowed engineers the flexibility and mobility they needed with wireless phones. The wireless phones allow the engineers to have one device for all of their communication needs. The solution allows quick connection between co-workers and suppliers around the country with a push of a button, wireless phone functionality for longer conversations and text messaging to allow for fast responses when conversations are not possible or are inappropriate.

Sprint also developed an Enhanced In-Building Coverage solution that boosted the public network's wireless signal in Ford facilities in Dearborn. This is accomplished by placing a number of antennas at strategic locations, emitting low-power RF signals. The in-building solution increases signal strength to compensate for any conditions that may cause blocked and dropped calls. This helps ensure that technology or construction within these buildings does not interfere with the engineers' calls.

Ford Motor Company is a global leader in the automotive industry. Based in Dearborn, Michigan, Ford Motor Company has manufactured and distributed automobiles for over 100 years. Today, Ford automobiles, or one of its brands, can be found in 200 markets across six continents. With more than 325,000 employees worldwide, Ford's automotive brands include Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, Mercury and Volvo.

For more information on Ford Motor Company, visit www.ford.com.



Together with NEXTEL

Bottom Line

It is all about mobility. Ford was able to eliminate about 8,000 desk phones and replace them with wireless phones. Ford engineers all over the country are able to be accessed real time, anytime, and that is important because Ford has been able to actually speed up its product development cycle as a result of the change.

Why Sprint?

Sprint and Nextel have come together, offering you more choice and flexibility. This powerful combination brings you access to more products, more services and more of what you need – to do more of what you want. Welcome to a future full of possibility.

We are the new Sprint, and yes you can.

