



BAe Systems

BAe Systems has 30 bases throughout the US and the UK, generating annual sales of more than \$4 billion. BAe Systems designs, develops, integrates, manufactures and supports a wide range of advanced aerospace products and intelligent electronic systems for government and commercial customers. Avionic Systems, based in Rochester and Edinburgh (UK), employs 2,500 people. Working in the field of design and manufacture of Vehicle Management, Man-Machine interface and Mission Systems electronics.

The Problem

"We need to communicate rapidly with our 260 senior managers amongst our 2,500 UK workforce, spread across 2 major sites (in Rochester and Edinburgh). Email was neither fast nor dependable enough with our increasingly remote and mobile key staff. Our business is going through major change and delays to that process impact on our costs.

The Business Issues

2sms worked with BAe Systems to establish how to:

- Increase productivity by use of integrated PC to mobile SMS technology
- Increase speed of communication from one to many recipients
- Deliver cost savings when compared with voice or email communication
- Remove repetitive non added value tasks
- Obtain real time notification of successful delivery of SMS alerts

The 2sms Approach

"2sms worked with us seamlessly. Their product is straightforward and gives us what we need without complication. Testing was easy before we bought, so there were no shocks. Their software and platforms gave us flexible solutions that we needed and they understood our business needs."

How it Worked Out

Following the free trial BAe Systems purchased 3 months anticipated message use. They monitored their usage and are currently investigating their potential use of the 2sms Crisis Management product. BAe Systems purchased further volumes over time, saving costs by purchasing increasing quantities.

Customer Comments

"BAe Systems target their leadership population with key issues often needed at short notice. Using 2sms is superb for this. As a rapidly changing business we have had to announce key Company personnel issues such as pension reviews, redundancies and organisational changes. Using text messaging is the only way to ensure 260 senior managers can be contacted to meet together at short notice. Whether the message request is given at short notice or pre-planned the 2sms system allows me the additional time to think the message through and put all the necessary planning in place, rather than worrying about whether I have been able to contact everybody. The message can then be activated from one to many, at exactly the right time. I have received very positive feedback from the management community on this method of communication. I am now investigating the 2sms Crisis Management product to incorporate into our key business processes".

For further information :

<http://www.2sms.com>

877-276-7266 (USA)

0800 65 222 77 (UK)

+44 1234 757 800 (Rest of World)



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