



Application Story

Benelli Tecnomeccanica S.p.A.

Italian Manufacturer Chooses e/pop for Secure Company-Wide Instant Communications

The term “Internet Time” describes the pace at which business moves in the 21st century. To keep up with the speed of business today, communication tools that enable groups of people, including co-workers, vendors, partners and customers, to interact instantly, began to emerge. One such communication system, Enterprise Instant Messaging (EIM), has evolved into a trustworthy, reliable and irreplaceable method of communicating in real-time that has, in many instances, replaced the phone and email, especially when the situation demands immediate resolution.

Problem:

- Keeping users informed regarding line of business applications
- Efficiency of inter- and intra-departmental communications

Solution:

- e/pop Professional, secure instant messaging, presence and real-time communications for business

Business & IT Benefits:

- Network users much better informed about IT issues with secure, unavoidable pop-up messages
- Eliminated communications delays across physical building barriers

Benelli Tecnomeccanica, S.p.A., of Urbino, Italy, is an innovative company that chose WiredRed’s e/pop, a secure instant messaging and real time communications software, as its trusted internal communication system. Benelli deployed e/pop to eliminate expensive communication delays, increase the quality of customer service and to provide instant company-wide instant alerts about the status of the computer network and software applications.

Benelli Tecnomeccanica, was founded in 1972 to provide engine and frame manufacturing for companies that build racing-class motorcycles. Today, it continues to provide design and manufacturing services, including aluminium and steel robot welding assemblage, for automotive and motorcycle companies. Over the years it has served a prestigious client list that includes companies like Ducati, Aprilia, Bimota, Lamborghini, Moto Guzzi and Ferrari.

Benelli originally tried out an early form of instant messaging in 1996 when it began using ICQ, from Mirabilis, Inc., a chatroom-type of application still used today, but it was used only sporadically for urgent communications. Andrea Nardi-Dei, Benelli’s CIO, sought a secure IM solution in order to keep up with the faster pace of production and business in general and adopted e/pop for internal communications about orders, stock and shipments. Nardi-Dei said that e/pop is being used to send critical messages that are “short, necessary, urgent and immediate.”

“We’ve found that e/pop is much more effective for internal communications and less intrusive than picking up the phone,” he said. “Email is okay for less urgent matters, but if you want an answer about stock shipments, customer orders or deliveries immediately, using e/pop is definitely preferred.”

Furthermore, Nardi-Dei uses e/pop for all communications regarding the network environment, “Sending instant IT alerts using e/pop makes my job so much easier,” he explains. “I’ve created specialized messages that allow me to blast out an alert requesting that employees close the MRP application so I can upgrade it, to notify staff that new applications are available, or that I’ll be shutting down the server for maintenance.”

Benelli has found that e/pop unites company employees and enhances the teamwork environment. Communication between the warehouse to the IT department, production unit and administration offices has improved since deploying e/pop in 2001. Being away from the office no longer has a negative effective on workflow. e/pop allows Nardi-Dei and Benelli’s managerial staff to connect with employees while working away from the office using a secure VPN connection. As a result of better and more efficient communications that impact the bottom line, e/pop enables Benelli to compete more effectively in a competitive business environment that requires quick, decisive action.

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