

# Lafarge

## BlackBerry Custom Application Offers Competitive Edge for World Leader in Building Materials

*“Several people have stopped our IT Director in the halls and commented on how much they like the solution. In fact, many of them would now rather use the BlackBerry handheld than a laptop.”*

### Challenge

- Lafarge is the worldwide leader in building materials, with a workforce of 75,000 across 75 countries
- The gypsum division needed to improve the efficiency of translating pricing changes to their customers
- Current system was slow in meeting market conditions using pagers, phones and laptops

### Solution

- Leverage an existing deployment of 1500 BlackBerry handhelds through the development of a custom application
- Create an application that transmits instant notifications of price changes and immediate approvals
- Built by CGI using the Flowfinity Solutions Platform for BlackBerry – integrated with the company’s JD Edwards EnterpriseOne XE system

### Result

- Sales team prefers to carry a BlackBerry handheld versus their laptops
- Improved customer satisfaction from faster delivery of information
- Pricing decisions are now translated into the back end ERP system, which helps manage company profitability

