



Case study 1

Orde Levinson is director of JBOL, a small company that specialises in supplying the medical industry with instruments for collecting samples and other niche needs. For 80 years the processes in these areas have remained unchanged but Levinson's company aims to improve the quality of the samples collected.

He regards the company as a start-up and states, quite boldly, that it couldn't exist if not for mobile technology. "We contract out manufacturing and distribution and it's really important to us to have the IT in place to support that," he says. "Without it we couldn't take orders, fulfil orders — we'd be in trouble."

The office equipment in use isn't actually complicated. There are three staff and five computers and they can use a secure virtual private network to get into the office system from any wireless access point in the world. The chief difference mobility makes is that if not for the technology the company would have to be office-bound. There would need to be more staff on site at any given time and this would diminish the opportunity to go out and talk to customers, and sell the items.

PC World Business evaluated the need and installed the systems. It was a mutual decision that the IT in question should be relatively low-key. "We may go for Blackberries in future," says Levinson. For the moment, however, the wireless laptops and server solution allow the company to work in ways that wouldn't have been possible only a few years ago.