

# “Business Everywhere and Anywhere” SaskTel Wireless Modem Service

## BACKGROUND

Since 1944, family owned and operated Kramer Ltd has been Saskatchewan's Caterpillar dealer. The Kramer family has generations of experience in the earth moving industry, dating back nearly as far as the invention of the first mechanized equipment. Current president Timothy Kramer is the third generation to be at the helm and while a lot has changed in over 60 years of operation, the vision, drive and determination on which the company was founded remains a cornerstone of its success. With complete parts, sales and service facilities in seven locations across the province, Kramer Ltd offers a wide range of service vehicles and equipment. Kramer's clients vary in size from small family owned farms to multi-national corporations and comprise a multitude of industries, including construction, mining, oil and gas, transportation and agriculture.

## CHALLENGE

With the evolving environment of business came some logistical challenges for Kramer. Ensuring that all staff members, from sales and service to management, were able to stay connected in the field required a comprehensive and unique solution. As the Information Systems Manager for Kramer Ltd, Rob Nelson was responsible for finding and implementing that solution. "I'm responsible for all areas of computing technology – voice, data, cellular. Basically, if it plugs in to the wall and uses electricity, or if it happens within about ten feet of a computer, I'm on the hook," says Rob. Operating throughout the province, often in remote areas, employees needed a simple yet effective method of connecting to the company network without traveling back to the office. Eliminating costly lags in productivity proved a major driving factor in Kramer's search for improved off-site connectivity.

## SOLUTION

While other options may have existed, Rob found SaskTel Wireless Modem Service to be the most effective solution to meet Kramer's needs. "It was a way to differentiate ourselves from our competitors," recalls Rob. "We could have connectivity for everyone that needed to be connected in the field. We have 117 laptops in our fleet. Eighty of them have a wireless modem attached, but every machine is set up to use one as part of our base install."

Kramer implemented this service along with a Virtual Private Network (VPN), which allows employees secure access to information and e-mail on the company's server. "It was a pretty large concept shift," explains Rob. "People went from 'Where can I find a connection?' to 'I can connect from anywhere.' Basically, we jumped from being semi-mobile to fully mobile in a period of about two months."

The ability to connect to the company network from off-site has proved invaluable for Kramer. "Technicians can order parts for a machine and don't have to drive back to the office to call it in," mentions Rob. "In the future, we're going to see sales deals closed in the field. Even today, sales staff uses the connectivity to improve the speed at which they close a deal. A contract can bounce back and forth between head office and the sales rep real-time."

Choosing SaskTel Wireless Modem Service involved more than just features and functionality. "There isn't another company that provides the kind of coverage that SaskTel does," Rob says. "We get such high value from the relationship we have with SaskTel that I wouldn't want to muddy it by looking at another provider." With the current network upgrade bringing wireless speed nearly up to par with wired high speed in 64 locations across the province by the end of 2008, the reasons for Kramer to continue with SaskTel are crystal clear.

[sasktel.com](http://sasktel.com)



**“Some of the folks here say they couldn't live without it because they really can have their office in their truck.”**

**Rob Nelson**  
IS Manager, Kramer Ltd.

[kramer.ca](http://kramer.ca)

> ahead by a century

1 9 0 8 - 2 0 0 8

**SaskTel**