

# Fone Logs tools up BBerry dealers

Fone Logistics has teamed up with BlackBerry maker Research In Motion (RIM) to offer dealers accredited BlackBerry training.

Fone Logistics has invested around £10,000 in the courses. It said the cost to dealers of such BlackBerry business sales training would be £750 per day normally, but it is making it available to dealers for free, with a one-off charge of £75 for the final examination.

Modules cover BES integration and technical selling tools. Titles 'Technically Accredited' or 'Sales Accredited' BlackBerry Partner are available to SME dealers on

Fone Logistics dealer Astute Mobile Data Solutions won a 'Driving Innovation in the Public Sector' award from RIM in Monte Carlo last week for its BlackBerry medical application.

The Astute mCare app gives on-call doctors access to patient information from BlackBerry handsets.

RIM's awards were for its EMEA BlackBerry Alliance partner community, working with clients in public sectors.

completion of the course.

Fone Logistics sales and marketing director Julien Parven said: "Voice and data sales are important for the channel. There's a strong push for BlackBerry handsets.

"With technical training, our dealers will sell more data on BlackBerrys, and we will grow business as a result. These courses are cost-effective and essential."

Sessions last two days. Fone Logistics will run one in Newcastle and one in Slough in February and March next year. Parven expects around 40 dealers to join the programme.



Parven - BlackBerry training

## O2 RIM repair gig for Anovo

From February, O2 will use Norwich repair centre Anovo for BlackBerry handset returns. To now, O2 customers have been required to deal with manufacturer RIM direct. High volumes of BlackBerry faults has seen O2 take the matter in-hand, and appoint regular agent Anovo. The pair promise a 10-day turnaround.