



"The BlackBerry is a great efficiency tool, but it took Mobile Mentor to really make it work for me"

Matt McKendry from Deloitte is one busy fellow. The recently-appointed partner has a range of responsibilities, in particular looking after New Zealand's growing SME sector.

One of the perks of the job was a new Vodafone BlackBerry but it was a bonus that wasn't rating high on Matt's priorities.

"I'd routinely manage my emails from home in the evening by logging in using my laptop. But what happened was that while I was online, I'd dive into a little bit of work I hadn't finished, or get sidetracked on something and before I knew it hours had gone by and not only was my baby asleep but my focus on work was driving my wife crazy."

Matt feared a BlackBerry would just fuel this work addiction – "I thought I'd always be playing on it and that would add to the annoyance factor."

So for three months or so, the BlackBerry travelled alongside the laptop, carrying out the mundane and routine tasks. It was accompanied by the user manual - unopened.... "it's a guy thing," says Matt. "We just don't read manuals".

With this admission, Matt joins a growing number of people with high-end mobile technology but the capability and desire to use only very small percentage of its capability.

