

BlackBerry Customer Profile

Matthew DiSero:
Comedy Magician
Comedian and Business Owner

"BlackBerry allows me to be accessible virtually anywhere in the world. I'm never disorganized and I get more business than ever."



Profile:
Matthew DiSero –
Comedy Magician

Title:
Comedian and Business Owner

Company:
Comedy Magic
www.mattdisero.com

Goals:
Manage bookings and stay in touch,
wherever work takes him

Solution:
A BlackBerry device

Results:
Increased revenue and a stronger
connection to home



Phone



Email + SMS



Organizer



Browser

Visit - www.discoverblackberry.com

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"It's amazing. BlackBerry allows me to work effectively even when I'm away from the office."

The Story:

Matthew DiSero tours the world performing his special blend of comedy and magic for corporate audiences like IBM®, Kraft and General Motors. With his BlackBerry® device, he runs the show on the go.

Matthew's Challenge:

Matthew DiSero had been working the comedy circuit for years when he decided to try his hand in the corporate conference world. It turned out to be his niche, and business started booming.

More clients meant more days on the road: Sydney, Tokyo, New York, London. Pretty soon, the toughest thing about the job he loved was keeping on top of it.

When Matthew's friend introduced him to BlackBerry, he found the magic he was looking for.

He builds his client base:

Most of Matthew's new clients find him through his website (www.mattdisero.com). Which means email is often that key first point of contact. Before BlackBerry, he would respond whenever he could get to an Internet connection. But sometimes, it would be days later, and that was costing him jobs.

Now, he answers right away, whether he's backstage at a show in Seoul, on a ferry to Vancouver Island or on the 7th tee at his favourite golf course. Matt believes, *"It's a capability, that's translated into seriously increased revenue."*

He keeps up his social life:

Despite all the laughs, a one-man show can get lonely. Jetting around the globe means Matthew doesn't get to see the people he cares about as much as he'd like.

Luckily, BlackBerry lets him stay in touch with his friends by email, mobile phone, text messaging (SMS) and Instant Messaging. Sometimes, that's while he's waiting for a soundcheck or in the back of the limo on the way to the venue. *"I've got several of my friends hooked on BlackBerry too. We text each other all the time. It works out really well and keeps me in the loop."*

He manages his day-to-day . . . hour by hour:

Phone calls and emails from clients and travel agents are a given most days. *"It's amazing. BlackBerry allows me to work effectively even when I'm away from the office."* But that's just the tip of the iceberg:

- With mobile Internet access, Matthew gets online to research companies he's working for so he can tailor his show to the audience.
- Because he can open attachments like Microsoft® Word and Excel files, he reviews invoices and contracts from just about anywhere. And when he's working with a writing partner across the country, they trade joke ideas and script notes the same way.
- His BlackBerry calendar means he never misses a show – even one that's booked a year in advance. He sets a reminder for the week prior so he's always on schedule.

His Solution:

With his BlackBerry device, this comedy magician:

- Builds his business by responding quickly to inquiries
- Keeps in touch with friends and family, even though he's never home
- Manages his tour bookings from wherever his schedule takes him

BlackBerry™