ManageEngine

SMOLLAN

protects data on 10,000+ mobile

devices, improves productivity,

and cuts costs using

Mobile Device Manager Plus

CASE STUDY

Overview

- **Company name:** Smollan

- **Industry:** Retail

- **Location:** South Africa

- **Mobile devices being managed:** 10,500

Over the past 84 years, Smollan, which started off as a regional sales agency, rapidly expanded into a national chain before establishing itself as an international retail solutions behemoth catering to brands and retailers across five continents. By covering every aspect of how a brand is managed at the point of purchase, Smollan acts as a pivot point where retailers, brand owners, and shoppers intersect.

With over 59,000 employees, Smollan works towards perfecting retail and shopper experiences across 450,000 retail outlets worldwide. The company focuses on building and leveraging relationships at the store level to optimize the availability and visibility of brands.

Business Challenges

Managing over 18,000 devices across 13 business units is no easy feat, and that is exactly what Noeline Blignaut, MDS Manager of Assets at Smollan, and her team of eight have to contend with. Moreover, with Smollan deciding to embrace enterprise mobility to help its growing mobile workforce better cater to the needs of the company's clients, Blignaut's team knew they had to be ready to handle the influx of mobile devices in their IT setup.

In line with this, Smollan was on the lookout for an effective mobile device management (MDM) solution to resolve some of its existing mobility challenges, first among which was equipping the mobile devices used by its field agents with the required in-house application.

> "*Our business uses our own application which we have designed to assist in getting information from the field to our clients. Our users need to answer questions and place orders daily to ensure that our clients' products are on the shelf and well-stocked. We have introduced a time and attendance function within our application too*"
>
> **Noeline Blignaut**
> MDS Manager - Assets

Secondly, Blignaut's team was faced with the challenge of ensuring remote support to the company's field agents in case of any mobile device related issues. The alternative to remote support was to take the employee out of the field to bring the device to the IT team, which negatively affected productivity.

The third challenge Smollan's IT team faced was ensuring their employees in the field were where they were supposed to be at all times. To tackle this, Smollan wanted to be able to track the location of all devices handed out to end users.

Besides this, Smollan's IT team had to ensure that employees were using company-provided mobile data only for corporate purposes; to achieve this, Blignaut and her team needed to restrict end users from downloading non-work related applications.

Last but not least, Blignaut was also well aware that mobile devices can easily be misplaced or stolen, and when something like that happens, any sensitive business data stored on the device poses a huge security risk for the organization as a whole. Blignaut and her team needed a way to erase sensitive information on devices that had been reported missing to ensure Smollan's corporate data didn't fall into the wrong hands.

Solution

After careful analysis of all the existing IT management challenges that Smollan faced, and also taking into account future needs, Smollan's IT team was on the lookout for MDM software that would help them take better control over the mobile devices used to access corporate resources. After a comprehensive survey of multiple players in the MDM market, Blignaut zeroed in on ManageEngine Mobile Device Manager Plus as it met all of Smollan's requirements.

Application distribution and remote troubleshooting

Smollan's IT team currently manages **10,500 mobile devices** with Mobile Device Manager Plus, and they can now easily distribute their company's in-house application to all of these devices. If there are any problems with the company's mobile devices, the IT team can remotely assist users with the remote control feature available in Mobile Device Manager Plus.

> "*Mobile Device Manager Plus helps us in assisting users remotely with issues on our applications, and assisting users in country areas with problems that occur. We don't have to pull our people out of the trade and lose valuable work time while sorting out the issues on their devices*"
>
> **Noeline Blignaut**
> MDS Manager - Assets

Geotracking and data security

Securing corporate data on employees' mobile devices is a top priority at Smollan, as any data leak would negatively impact the business. With Mobile Device Manager Plus, Blignaut's team can now know the current location of all corporate mobile devices, and also remotely erase any sensitive business data on a lost or stolen device.

> "*The geo-location feature of Mobile Device Manager Plus works brilliantly and the corporate wipe is vital for us when a device has company information on it. We like to keep our company information private and ensure our assets are looked after*"
>
> **Noeline Blignaut**
> MDS Manager - Assets

Application blacklisting

With mobile data being expensive, Blignaut's team uses the app blacklisting feature available in Mobile Device Manager Plus to ensure that data provided by the organization is only used for corporate purposes.

> "*Blacklisting applications is important, as the data we allow is only to be used on our company applications. Blacklisting applications not associated with the company saves us money*"

Noeline Blignaut
MDS Manager - Assets

Business Impact

> "*Mobile Device Manager Plus is ensuring our company information is safe. It has assisted us in knowing where our devices are and ensuring that non-work related applications are not downloaded onto our company devices.*
>
> *The online assist team is always on hand to assist no matter what time of day it is, and our concerns that we raise get resolved immediately.*
>
> *We have only been using the system for a month and have already seen a great change within our business with the devices which are enrolled with MDM. I am looking forward to many more years of using Mobile Device Manager Plus, as it will show big savings on data costs and protect our work applications out in the trade*"

Noeline Blignaut
MDS Manager - Assets