

Blue Dart Case Study

SOTI and Blue Dart: Delivering Daily with 100% Reliability!



About Blue Dart

Blue Dart, South Asia's premier express air and integrated transportation, distribution and logistics company, offers secure and reliable delivery of consignments to over 25,498 locations in India. As part of the DHL Group (DHL Express, DHL Global Forwarding & DHL Supply Chain), Blue Dart accesses the largest and most comprehensive express and logistics network worldwide, covering over 220 countries and territories offering an entire spectrum of distribution services including air express, freight forwarding supply chain solutions and customs clearance.

Blue Dart's integrated air support and ground network includes 7 aviation hubs and bonded warehouses, 12 express hubs, 55 domestic warehouses, and dedicated air services with a fleet of three Boeing 737 freighters and four Boeing 757 freighters operating each night to the 7 main metros in India. Blue Dart caters to various sectors like pharmaceuticals, automobiles, banking and financial, and to millions of retail customers through 390+ One Retail stores.

The Business Challenge

The Indian logistics industry is growing at a steady pace and the country is now a prime destination for world-wide logistics service providers. Owing to the nature of its services with its strong distribution network and investment in technology, the express delivery industry is expected to be at the epicenter of growth in the logistics space.

Being a part of this core customer-driven industry, customer centricity is at the centre of everything Blue Dart does. Their mobile field staff are the face of the organization to the customer. They are a direct touch point and hence the Company ensures that they provide optimal customer service. Their mobile field force not only has good communication skills but also possesses excellent knowledge of the local geography and language, to ensure exemplary customer service and timely deliveries.

Operating on a dedicated APN and currently using Airtel's GPRS Network, Blue Dart's Motorola MC70 devices are location-specific and not user-specific. The efficient mobile field force can pick up any of the devices and get the relevant data synchronized based on their credentials, as they go about performing their delivery cycles. All input gathered on the field is directly fed into the devices, which include keyboard input, barcode scanning, digital signatures as well as photographic evidences.

Right from the design phase, Blue Dart was absolutely sure that they would need to deploy a device management system to manage the multitude of devices in the field. The Blue Dart solution had to be custom-built to enable their couriers to get the job done right the first time and to be equipped with key information regarding Blue Dart services, to continue Blue Dart's legacy of best-in-class customer service.

Industry Application Area:
Express Air and Integrated Transportation, Distribution and Logistics

Mobile Devices:
Motorola MC70 devices

Summary:

Blue Dart

Offers an entire spectrum of distribution services including air express, freight forwarding supply chain solutions and customs clearance safely and reliably to over 25,498 locations in India.

Challenges

Barcode Scanning, Data Collection & Synchronization, Deployment of a mobile device management system to seamlessly manage 1,000 devices in the field

MobiControl Solution

Quick installation by scanning barcodes, Centralized Remote Control, Flexible for use on various devices and OS, Real-Time Device Information, simple Integration with main tracking systems

Result

Reduced Operational Downtime, Increased ROI, Speedy Information Gathering, and Streamlined Mobile Operations

"Implementing SOTI MobiControl on 1,000 devices has addressed our requirements so completely that we are increasing investment in this solution to enhance coverage from 45 locations to over 180 locations across the country."

-Daniel Matthews,
General Manager,
Systems Development
Blue Dart Express Limited., India



The Solution

Blue Dart was looking for a mobile device management solution which would not tie them down to any particular device manufacturer or operating system, or contain some other dependencies which would make it difficult to roll out and maintain. The Company was already operat-

tracking system as well as with the tracking tools on their website: www.bluedart.com.

The Result

Implementing SOTI MobiControl has addressed Blue Dart's requirements completely. Their mobility solution is centrally managed with the

down the positions, send guiding messages on screen and retrieve the devices quickly, without loss of precious data.

The advantages and the ROI were so amazing, that Blue Dart is intent on increasing investment in SOTI MobiControl in order to enhance the coverage from 45 locations across the country to over 180 locations.



ing under tight timelines of the project and needed a solution which would fit into the schedule, without requiring additional time and effort! Blue Dart thoroughly evaluated three device management solutions and zeroed down to SOTI MobiControl as it offered them the flexibility that they were looking for.

SOTI MobiControl has been an integral part of Blue Dart's solution from day one. There are about 1,000 devices currently being used and there are plans for taking this ahead on a fast-track. The devices run on Windows Mobile 6.1 and the other components needed to implement the solution are Microsoft .NET Compact Framework 3.5 and of course, SOTI MobiControl. Blue Dart's solution is developed in Visual Studio, and the local database on the device is Microsoft SQL Server Compact Edition 3.5[®] which synchronizes with the centralized Oracle 10g Database on a GPRS network. The information is integrated with the main

devices operating in 45 locations spread across various parts of the vast country. Post-implementation of the solution, there was a need to recall all devices back from the locations for a retrofit. Apart from the first time installation, all the re-implementation was achieved with SOTI MobiControl remotely and this ensured that there was no operational downtime.

As leaders in the logistics industry, Blue Dart's services respond to 'express' needs, as the information regarding the packages are needed by their customer in express mode. World-renowned for setting high standards, the chosen mobility solution was one such initiative to provide that extra speed required for efficient information gathering.

Some direct examples of ROI resulting from the use of SOTI MobiControl have been that, in various instances, about a dozen devices were lost in the field, but SOTI MobiControl was able to lock

Solution Benefits:

- Quick device deployment and configuration
- Data synchronization
- Location tracking
- Real-time remote support and control
- Detailed device information
- Flexible and scalable

About SOTI Inc.

With over 80,000 customers in over 150 countries, SOTI Inc. is the world's leading provider of Mobile Device Management & Security (DMSEC) solutions for the Enterprise and Consumer spaces.

SOTI's best-selling DMSEC solution – SOTI MobiControl – enables organizations of all sizes to manage, secure, support, and track their mobile operations, reducing their Total Cost of Ownership.

Tel: + 1 905 624 9828 (International)
Tel: 1 888 624 9828 (Toll Free in North America)
sales@soti.net
www.soti.net

