Fred IT Group *Case Study*

Supporting the Retail & Health Sectors in Australia, backed by SOTI MobiControl

About Fred IT Group

The Fred IT Group is an Australian IT support and services company specialising in the needs of retail and pharmacy in Australia. Fred has a national team of 140 staff, and local offices in Melbourne, Sydney, Brisbane, Adelaide, Ballarat and Perth, all equipped with state-of-the art demonstration and training facilities.

The company has:
- 3,000 business clients in Australia
- 2,500 pharmacies in Australia
- 2,000 broadband customers in Australia
- Support offices in each state

Fred is committed to leading industry-wide technological innovations to improve health, efficiency and business outcomes for the retail industry throughout Australia. Fred was awarded Microsoft 2008 Retail Vertical Developer of the Year (International) for industry expertise and innovation in retail. Fred has also received the iAwards 2009 Victorian award for leading innovation in health information technology for eRx Script Exchange at Australia's principal ICT industry awards.

The Business Challenge

The Fred IT Group's software, Fred Mobility, is developed for its clients operating in standard retail store outlets and runs on Windows Mobile v6 devices. Fred Mobility communicates over WiFi to the customer's central POS SQL database. The software enhances back office man-

agement by assisting with inventory management such as updating stock levels, changing pricing, printing shelf labels, performing stock takes, and creating and receiving orders.

With close to 100 devices deployed and growing at a rate of 20 per month, Fred was keen on ensuring the ongoing maintenance and monitoring of all of its units was as easy as possible. Fundamental issues in supporting its devices remotely were a continuous struggle at Fred.

Fred required a mobile device management solution that would easily and efficiently enable the management of all of its devices at all times. Improving customer support and service for its devices, ideally from a remote, central location, was paramount. In addition, Fred needed advanced functionality to facilitate quicker problem resolution as well as constant control to maintain a standard image on all devices (including the deployment of software updates).

Without a robust mobile device management solution to support its device infrastructure, Fred was dependent on an outdated system which required customers to ship equipment back to the organization in order to process updates and undergo both scheduled and unscheduled maintenance. Not only did this cumbersome process result in time wastage, it was also severely disruptive to the customer. Fred was aware that the only way to solve its mobile support woes was to implement a high-end mobile device management solution with all-inclusive capabilities.

Industry Application Area:
IT and Support Services Company

Mobile Devices:
Datalogic Memor

Summary:
Fred IT Group
Leading specialty contractor for communications companies, utilities and governments

Challenges
Easily enable the management of all devices at all times, improving customer support and service from a remote, central location

MobiControl Solution
Affordable and Easy-To-Use, Centralized and Remote Control, Helpdesk Tools, Asset Management, and Package Deployment

Result
Reduced Device Management Costs, Increased ROI, Efficient Mobile Projects, and Streamlined Mobile Operations

"We were most impressed with how easy it was to get MobiControl up and running. Using MobiControl has certainly taught us how to make better use of our mobile devices and maintain efficient processes around how they are used and updated."

-Andew Thomas,
Technical Services Manager

The Solution

After talking with a number of industry experts, Fred was introduced to SOTI MobiControl, an advanced management, support, security and tracking solution for mobile devices. Impressed by its simplicity and ease-of-use, Fred opted to install SOTI MobiControl instead of competing solutions it had also evaluated.

The setup process was seamless for Fred having installed SOTI MobiControl themselves without technical support assistance. Most noteworthy was how quickly it installed the MobiControl solution and had it operational, particularly when compared to other MDM solutions that were too bulky and overbearing to deploy.

With a number of advanced features, SOTI Mobi-Control offered Fred centralized control, helpdesk support, asset management and package deployment, among other functionality. Fred is now able to swiftly roll out software changes and updates to devices, which has been especially helpful when software bugs are discovered that require immediate attention.

"We were most impressed with how easy it was to get MobiControl up and running," said Andrew Thomas, Fred IT Group Technical Services Manager. "Using MobiControl has certainly taught us how to make better use of our mobile devices and maintain efficient processes around how they are used and updated."

The Result

Deployed across all of Australia, SOTI MobiControl has had a marked impact on Fred's mobile device operations. With the aid of MobiControl, Fred has been able to streamline how its devices are used and supported.

Fred anticipates significant savings from Mobi-Control's deployment capabilities, particularly when its in-house application, Fred Mobility is continually developed, and updates and ongoing support are taken into account. SOTI MobiControl has offered improved device deployment and device upgrading processes, often as simple as the click of a few buttons from the MobiControl Management Console.

In addition, MobiControl's remote control and training tools have meant fewer on-site visits and less overall time spent on-site. MobiControl has nearly eliminated the need for customers to ship devices back, resulting in fewer in-house repairs and reduced downtime for customers. MobiControl's helpdesk functionality has significantly diminished pre-existing disruptions and time wastage for both the internal and customer sides of Fred's operations. Also, by applying a consistent image across its entire range of mobile devices, Fred has been able to ensure a more reliable product, in turn reducing demand and strain on the helpdesk.

"We're very happy with the positive impact Mobi-Control has had on our mobile operations," con-

tinued Andrew Thomas. "The product is exceptionally easy to navigate and our staff has quickly picked up its intricacies. Technical and sales support from Canada has been first-rate, but above all, the fact that throughout this entire process, there has been a local agent based here in Australia has had a phenomenal impact. "

Solution Benefits:

- Real-time remote control and helpdesk tools
- Software and data provisioning
- Centralized management over any network connection
- Instantaneous device deployment and configuration
- Management of several complex mobile projects simultaneously
- Reduced cost, time and resources

About SOTI Inc.

SOTI Inc. develops industry-leading solutions for Mobile Device Management (MDM), Mobile Content Management (MCM), Mobile Email Management (MEM), Mobile Application Management (MAM), Mobile Security Management (MSM), and to enable Bring Your Own Device (BYOD) policies in the workplace.

SOTI MobiControl solves the unique challenges involved in managing, securing, supporting, and tracking mobile and desktop computing devices across all platforms. Today, over 10,000 customers around the world in all industries rely on SOTI to manage millions of devices.

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