# KIABI
## CASE STUDY

## KIABI saves time and money with on premise EMM

KIABI is the leading 'ready-to-wear' clothier in France. As their slogan says, the company's vision is to deliver 'la mode à petits prix' (fashion at low prices). KIABI opened their first store in 1978 in Roncq, France and now, thirty years later, the company operates over 500 stores in 14 countries, including Spain, Italy, Russia and Morocco. KIABI also includes a successful online business, kiabi.com, which has sold to over 20 million online shoppers in 39 countries around the globe. In 2016 the company earned approximately 1.8 billion Euros in revenue, an 8.2% increase from the previous year. Equally important to the company's financial success is the high regard of their employees. In 2017 KIABI placed 3rd nationally as a 'Great Place to Work' based on employee feedback.

## The Business Challenge

KIABI has been employing mobile technology in their supply chain operations for years. The company uses rugged mobile devices inside their stores for delivery processing, inventory control and stock transfers. A managed services provider (MSP) was employed to secure and manage the company's devices.

KIABI was increasingly frustrated with how long simple changes were taking with their solution provider. They were also concerned that their decade-old devices were becoming obsolete —it was time for a change. The company decided to move forward with Unitech PA700 smartphones for their bigger screens, faster processors and ability to run custom Android applications. However, they wanted a new enterprise mobility management (EMM) solution that offered flexible provisioning and app deployment, but most importantly, they wanted a strong remote support capability to fix device problems. After a rigorous RFP process, they turned to SOTI MobiControl, the recognized industry-leader in deep Android management and remote support.

**Vertical:** Retail
**Region:** Europe
**Device:** Unitech PA700
**Platform:** Google Android OS

### Mobility Management Challenges

- Migrate from inefficient and expensive Managed Services Provider (MSP).
- Remote support required for user device problems in the field

### Mobility Management Benefits

- Faster and more cost-effective change management for packages and profiles
- Real-time remote control fixes device problems faster

*"The introduction of SOTI MobiControl has transformed the way in which we operate. We no longer have to rely on third-party organizations, and the speed and efficiency it has brought to our operations has been a game-changer."*

*Mr. Fabrice Mulier*
*Device Manager*

## KIABI
### la mode à petits prix

## The Solution

KIABI started to deploy SOTI MobiControl in early 2015. As an added incentive, they were able to convert the licenses from their existing EMM solution to SOTI MobiControl licenses. SOTI's multi-OS capabilities eased the migration from their legacy devices running Windows CE, to the new Unitech PA700s based on Google Android. In addition, SOTI MobiControl managed the remote deployment of packages (groups of applications), profiles and policies for over 5,000 new mobile devices.

An important aspect of KIABI's mobility strategy was the suite of applications they deployed for operations support. This included collaboration apps like Yammer and Skype, as well as strategic line of business applications for merchandising support and store management. SOTI MobiControl is critical for the management of these applications, including deployment, updating, and removal.

With over 500 stores in 14 countries, remote support was another important feature for KIABI. This was especially critical during initial migration as they dealt with novice users, and the rollout of different devices. SOTI MobiControl makes remote support easy. SOTI's Android+ enables full remote control, 2-way chat, file sync as well as screen and video capture.

## The Results

KIABI was extremely happy with the ease and flexibility of the SOTI solution — everything was faster and easier to control. SOTI's technical support team quickly resolved the few issues that were raised during installation, setup and device migration. Moving to an on-premise solution produced an immediate return – change requests were cheaper and faster. KIABI no longer had to pay their solution provider to create/modify a profile or package at a cost of 500 – 1000€ per request. This was especially beneficial during their Unitech PA700 rollout as they were changing profiles and packages multiple times per week.

SOTI MobiControl's remote support was a game changer. In the past, users with even the most trivial of device problems were required to ship their devices back to company HQ for a fix. With SOTI MobiControl, all device issues can be resolved remotely. This was especially powerful as the remote workers became more familiar with the new mobile devices and applications.

The success of SOTI MobiControl has opened the floodgates to new mobility projects within KIABI. They are actively piloting tablet computers to deliver a "digital workspace" and help capture customer data for their loyalty programs. KIABI knows that SOTI MobiControl is future-proof and can support their ambitious mobility strategy and open endless possibilities.

# KIABI
### la mode à petits prix

## SOTI®

SOTI is a proven innovator and industry leader for simplifying business mobility and making it smarter, faster and more reliable. SOTI helps businesses around the world take mobility to endless possibilities.

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