CUSTOMER SNAPSHOT

INTERNATIONAL FASHION RETAILER USES SPRINGDEL TO MANAGE FLEET OF STORES

Since opening the very first branch 20 years ago, international fashion retail king based in Europe did not imagine they'd enjoy a steady growth. The first branch sold clothes in good prices which led to an ever increasing customer loyalty base. This prompted more branches to open up where they were demanded. Across Europe, they have built a reputation for being the most visible fashion store with multiple branches condensing in one location. Customers are now demanding for goods to be available 24/7 which gave rise to increased staff, even more branches within inner city links and now all across neighboring countries. They also took their goods online. Employees continue to work hard and provide affordable fashion while always staying close to their customers.

WHAT THE CLIENT NEEDED

With a steady increase in online sales plus huge demands on their retail stores, they needed to manage all store activities and have it centralized. They wanted even their backend operations like stocks handling and inventory to be part of the centralized system. IN other words, they wanted a very active mobile management solution which can control every single deployed mobile device, all 2200 of them, in the hands of 2000 employees across the continent. Most importantly, this solution must guarantee protection of data aside from processing it fast, be able to handle any OS integration, manage apps and have a remote control feature.

WHAT SPRINGDEL OFFERED

If feature-packed is what client wants, it's what they get with a few more upgrades. Springdel delivered our best solution called Springmatic which can be customized down to the most critical feature. These customizations such as remote control enable devices to perform various tasks better than it did before. Having MDM feature-rich is in itself what makes Springmatic great. It is the real solution, the first true one that can work with any OS and any device.

APPROVED RESULTS

Having the remote control feature built into the device using our MDM has upgraded their deployed handhelds to do all tasks better and faster. For example, stocks monitoring has become an error-free undertaking. Customer's data protection has also been optimized and can withstand attacks even from within internal sources. It was built more intelligent that way. This Mobile Management has ensured all accuracy in all activities across all their branches. Finally, It solved the problem every online fashion retail store worries about - making data available real-time, solving customer issues faster and cement their reputation as a reliable Ecommerce platform.