

Canadian Automobile Association (CAA) Case Study

Delivering Exceptional Emergency Roadside Service with SOTI MobiControl



About CAA

The Canadian Automobile Association (CAA) is one of the largest consumer-based organizations in Canada, providing peace of mind to over 5.6 million members through 9 automobile Clubs and 140 offices located across the country. CAA also advocates on issues of concern to its Members, including road safety, the environment, mobility, infrastructure and consumer protection.

With over 1.9 million Members throughout Ontario, CAA South Central Ontario (CAA SCO) is one of CAA's automobile Clubs, offering exceptional Emergency Roadside Assistance, complete Automotive and Travel Services, Member Savings and comprehensive Insurance Services.

The Business Challenge

CAA SCO has an excellent reputation for its Emergency Roadside Assistance, which is available 24 hours a day, 7 days a week, and 365 days a year. CAA SCO's service professionals are perpetually on the road, responding to its Members in need of roadside services with their corporate-issued Motorola MC65 devices. As the scale of CAA SCO's mobile deployments increased across Ontario, it became vital to find a solution that enables the IT department to remotely diagnose and troubleshoot the devices in the field. The association needed to ensure high reliability and productivity of its service professionals by minimizing device downtime on the road.

Another major challenge for CAA SCO was that its IT department had to manually update applications and security policies on the devices. Since the devices are spread across Ontario, physically updating the device would take IT administrators months to complete all devices.

Overall, CAA SCO required an easy-to-use, comprehensive enterprise mobility management solution to efficiently manage the entire mobile device lifecycle.

The Solution

"After comparing several Enterprise Mobility Management (EMM) solutions on the market, we chose MobiControl in the end as it offers us the most control. In addition to our requirements, MobiControl has other cutting-edge features we can leverage to further enhance our mobile operations," said Sean Macdonald, Mobile Solutions Specialist of CAA South Central Ontario.

Through MobiControl intuitive, web-based management console, CAA SCO has the ability to centrally manage, support, secure, monitor and track its mobile devices regardless of their location. Relying on MobiControl's robust remote control and Help Desk capabilities, CAA SCO can perform remote diagnostics in real-time to identify device issues and take remote control of an end user's device for troubleshooting. Furthermore, device screen images can be captured for training purposes.

Industry Application Area:
Automotive

Mobile Devices:
Motorola MC65 Devices

Summary:

CAA
CAA South Central Ontario is an auto club offering insurance, travel, automotive care and roadside services

Challenges
Remote Mobile Device Support, Minimize Device Downtime, Reduce Device Management Costs, and Manual Software and Security Updates

MobiControl Solution
Real-Time Help Desk Support, Fast Remote Control, Mobile Application Management, Enterprise Application Catalog, Remote Lock and Wipe, Device Screen Capture, and Device Tracking

Result
Optimized Productivity, Reduced Operational Downtime, Reduce Device Management Costs, Enhanced Security, Higher IT Efficiency, Improved Customer Satisfaction, and Increased Mobility ROI

"Prior to installing MobiControl, device users on the road had to return to our head office to get their devices fixed, which took hours before the issue was resolved. With MobiControl's innovative remote control technology, device issues are resolved within minutes of us getting a support call. This saves us both time and money, allowing us to see the ROI of our mobility investment within a short period."

Sean Macdonald
Mobile Solutions Specialist
CAA South Central Ontario



MobiControl's Mobile Application Management (MAM) technology allows CAA SCO's IT administrators to easily distribute, track, update and secure enterprise applications over-the-air. In addition, device users have the option to install or update applications through a customized Enterprise App Catalog.

If a device is ever lost or stolen, CAA SCO can use MobiControl to track the device location, and even remotely lock or wipe the device at a moment's notice to safeguard sensitive corporate and member information on the device.

"MobiControl's folder structure allows us to easily determine which facility the devices belong to, without having to cross-reference our inventory information," said Macdonald.

The Result

MobiControl has provided CAA SCO with complete visibility and centralized control of its mobile devices, resulting in increased productivity of its service professionals while reducing the total cost of mobile device ownership. "Prior to installing MobiControl, device users on the road had to return to our head office to get their devices fixed, which took hours before the issue was resolved. With MobiControl's innovative remote control technology, device issues are resolved within minutes of us getting a support call," said Macdonald. "This saves us both time and money, allowing us to see the ROI of our mobility investment within a short period."

Furthermore, MobiControl has simplified CAA SCO's process of delivering new applications and security policies to its remote mobile devices, enhancing the efficiency of the IT department. "MobiControl gives us the ability to perform automatic software and security updates over-the-air for our entire fleet of mobile devices. This has reduced our time to complete updates from months to a matter of days."

After a successful initial deployment, CAA SCO has since increased the deployment to nearly 300 devices managed by SOTI MobiControl. In the next 12 months, CAA SCO estimates that it will be managing over 500 devices with SOTI MobiControl.



Solution Benefits:

- Faster remote control and support
- Enhanced security and compliance
- Easy and quick application management
- Reduced cost, time and resources for IT
- Higher ROI

About SOTI Inc.

SSOTI is the world's most trusted provider of Enterprise Mobility Management (EMM) solutions, with over 14,000 enterprise customers and millions of devices managed worldwide. SOTI makes mobility work by developing industry-leading solutions for EMM, allowing organizations to support corporate-liable and Bring Your Own Device (BYOD) policies. SOTI MobiControl solves the unique challenges involved in managing, securing, supporting, and tracking mobile and desktop computing devices across all platforms.

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