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Masafi Case Study

SOTI MobiControl and Masafi Enhance Efficiency of Mineral Water Deliveries Across UAE

Industry Application Area:
Food and Beverage Production & Distribution

Mobile Devices:
Samsung GALAXY Note devices

Summary:
Masafi
The leading producer and distributor of pure, natural mineral water and premium products in the UAE

Challenges
Support Remote Mobile Devices, Manage Enterprise Applications, Safeguard Corporate Data, Track Shipments and Reduce IT Costs

MobiControl Solution
Centralized Remote Control, Help Desk Tools, Silent Application Installation, Device Lockdown, Zero End-User Intervention, Easy-to-Use and Real-Time Device Information

Result
Remote Control and Help Desk Tools, Real-Time Device Information, Application Management, Silent Application Installation, Location Services, Advanced Security and Lockdown/Kiosk Mode

"We are very pleased to have selected SOTI MobiControl to manage our growing number of Samsung devices. MobiControl has improved our business operations by making deliveries more efficient, allowing our pure water to reach those who depend on it."

Lasheen Ummar
IT Manager
Masafi

About Masafi

Established in 1976, Masafi is the leading producer of pure natural mineral water in the UAE. The company has retained its market leadership for over three decades by providing world-class products that are renowned for their pure natural freshness. Masafi operates a 250,000 square metres bottling and manufacturing facility located near several rich underground wells in the northern Emirate of Ras Al Khaimah. In additional to mineral water, Masafi offers a wide range of premium products such as fresh and natural juices, chips, basmati rice and tissues.

Masafi has built an extremely strong distribution network to consistently meet dynamic market requirements and has continuously upgraded its state-of-the-art equipment to keep pace with technological advances around the globe.

The Business Challenge

In the UAE, desalinated seawater and groundwater are the only two main sources of drinking water. As tap water is neither a healthy nor viable option, the increase in demand for pure water comes as no surprise.

As a company-wide mobility initiative, Masafi equipped its delivery workers with Samsung Galaxy Note devices, which gives them access to the company's route optimization application for finding the shortest and fastest

delivery routes. However, soon after deployment, Masafi experienced several challenges. When encountering a device malfunction in the field, mobile workers had to ship the device back to Masafi headquarters for the IT Administrator to troubleshoot and repair, which took hours to days. This reduced the efficiency of Masafi's mobile workforce and risked delaying deliveries to those in need of pure water. Installing and updating applications was also a time-consuming process for Masafi. The IT team had to manually configure each device as they lacked a solution to manage applications over-the-air. Furthermore, Masafi was concerned about corporate data security risks from lost or stolen devices.

To ensure minimal device downtime and efficient fresh water deliveries, Masafi required a comprehensive, reliable and easy-to-use solution to manage and support its mobile devices and applications.

The Solution

Masafi selected SOTI's MobiControl to enhance its enterprise mobility strategy based on the positive recommendation from InCube, Middle East and North Africa's premier provider of hardware and software solutions. With over 10,000 enterprise deployments and millions of devices managed worldwide, MobiControl is the world's most trusted provider of Enterprise Mobility Management (EMM) solutions. Masafi uses a variety of MobiControl's cutting-edge features to streamline its mobile operations across

the UAE.

MobiControl's intuitive, web-based Management Console provides Masafi full control over its Samsung Galaxy Note devices, enabling the IT department to manage the company's Samsung Galaxy Note devices with ease.

Leveraging the world's fastest and most reliable remote control technology, MobiControl gives Masafi's IT administrators the ability to provide timely remote support for device users in the field. With MobiControl's Help Desk tools, the IT staff can quickly troubleshoot and resolve technical issues over-the-air in real-time. In addition, MobiControl provides Masafi's IT team with a comprehensive set of capabilities to manage, distribute and update its delivery route optimization application for devices out in the field, without ever disrupting the end-users.

Relying on MobiControl's location-based services functionality, Masafi can locate and track its mobile devices graphically on a map. This gives the company greater visibility of shipments throughout the delivery process, ensuring that the high demand product is delivered on schedule.

The Result

MobiControl has empowered Masafi to manage, support, secure and track their Samsung Galaxy Note devices with complete confidence. After im-

plementing MobiControl, Masafi has reduced the total cost of mobile device ownership, optimized the delivery process, enhanced productivity and increased its overall mobility ROI.

Using MobiControl's advanced management functionality, Masafi's IT staff can now remotely diagnose and fix device issues in a matter of minutes. This has minimized device downtime and further enhanced the efficiency of the company's mobile workforce, ensuring on-time water deliveries to retailers and home-owners throughout the UAE. With MobiControl's robust application management features, Masafi can quickly and easily distribute and update its enterprise applications, eliminating the tedious and time-consuming process of manually managing applications on each device.

Furthermore, MobiControl secures Masafi's confidential corporate information by enabling its IT department to locate, track, lockdown and wipe lost or stolen devices, ensuring that sensitive corporate data is safeguarded at all times.

"We are very pleased to have selected SOTI MobiControl to manage our growing number of Samsung devices," said Lasheen Ummar, IT Manager of Masafi. "MobiControl has improved our business operations by making deliveries more efficient, allowing our pure water to reach those who depend on it."

Solution Benefits:

- Fast remote support
- Reduced device downtime
- Optimized efficiency and productivity
- Improved corporate data security
- Enhanced customer satisfaction
- Quick application installation and updates
- Savings in device management costs
- Higher mobility ROI

About SOTI Inc.

SOTI 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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