

SOTI



SOTI MOBICONTROL



TRANSPORTATION
& LOGISTICS



ZEBRA & DATALOGIC SCANNERS,
SAMSUNG TABLETS & OTHERS



ANDROID



EUROPE

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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CUSTOMER STORY

SOTI Helps Food Delivery Chain Picnic Save 70 Working Days of Manual Configuration

Founded in the Netherlands in 2015 with just four electric delivery cars, Picnic now has the biggest electric grocery fleet in Europe with over 2,000 small cars delivering groceries to hundreds of thousands of customers. In the Picnic app, customers find the same groceries as they do in the supermarket for the lowest price which are then delivered to their door.

Expanding into new cities monthly, Picnic was named the country's fastest growing company in 2019. This was due in part to growth into countries such as Germany in 2017 and more recently France. With its expanded footprint and focus on technology, Picnic aims to create sustainable solutions for grocery deliveries to homes across Europe.

The Challenge

Picnic scaled up quickly and was looking for new and efficient operational systems as a result. Manual processes to track and manage devices and orders were reaching their limits. Delivery 'Runners,' as they are called, need all systems to be optimized when out on delivery. For instance, when a battery runs low on a device, it makes it difficult to complete deliveries on time. Device security and compliance was also important, and having a technician at each location to configure devices was not sustainable.

The Solution

By integrating SOTI technology along with its partner, Reverse IT, Picnic has now improved its operations and increased the reliability of its devices. Troubleshooting errors that occur in the field are now corrected remotely by one person. With battery and inventory visibility, Picnic can easily identify device issues in seconds and charge or replace them proactively before they are needed for deliveries.

Runners now have a better user experience because they are supported on their deliveries. Runners' devices are always equipped with a full battery and the most updated software. SOTI MobiControl was the only Enterprise Mobility Management (EMM) solution in the market that allowed Picnic to manage Android devices that ran on multiple operating systems.

The Results

Before using SOTI MobiControl, it would take approximately 20 minutes to set up a new device. That time has now been cut down to three minutes. With thousands of devices currently under SOTI MobiControl management, Picnic has saved 70 days of manual work, minimized device downtime and improved operational efficiency. Security and compliance are also important to Picnic, and the company can easily provide clear and safe guidance on device handling to all its employees.



"Since working with SOTI, we've made massive improvements to both our device setup time, as well as the safety, efficiency and productivity of our Runners. We have ambitious growth plans over the next few years including opening in other strategic markets. We're confident that SOTI's solutions will help us to scale faster and more efficiently."

Markus Rupp, Picnic
Project Engineer

