

JJ Food Service Limited Case Study

Food Service Distributor Enhances Support and Efficiency with MobiControl



About JJ Food Service Limited

JJ Food Service Limited ("JJ") is a leading organization in the Food Service Industry that has been distributing frozen, chilled and ambient foods as well as catering disposables and cleaning materials to High Street Caterers for over 20 years. JJ also offers marketing, retailing, distributing, and Cash & Carry services for a wide range of food and catering products. It has five different locations across the UK, including its head office in Enfield, Middlesex, and is continuing to expand its operations along with its already winning yearly turnover of 130 million pounds. JJ also has a commitment to excellence and, as such, was awarded the Grocer Gold Award as a Wholesaler of the Year for 2009.

The Business Challenge

JJ's mobile field-force consists of delivery truck drivers using M3 Mobile SKY devices and sales representatives using both Windows Mobile PDAs and Dell Laptops. The mobile devices are spread across the country and supported by Vodafone UK's robust data network. JJ's mobile device management concerns evolve around drivers in the field who are using mobile devices running an in-house application, JJM Delivery, to interact with customers on a day-to-day basis.

Each JJ driver is equipped with one rugged device and one handheld portable printer. By scanning unique

barcodes located on the back of their ID cards, drivers can automatically download their daily delivery routes remotely. Deliveries and general driver activities are managed by JJ's proprietary application, JJM Delivery, which links directly to JJ's Enterprise Resources Planning (ERP) system, Microsoft Dynamics AX. JJM Delivery provides drivers with core functionality to perform essential tasks including delivering pre-ordered products, generating real-time invoices, automatically calculating the amount of an order and cross-referencing a customer's outstanding account information. This delivery application is critical to JJ's daily operations; it manages driver information, database synchronization, financial processing, inventory control and GPS location tracking of drivers.

Providing real-time support to remote drivers who report problems with JJM Delivery is a vital aspect to maintaining the software in-house and in the field. JJ receives many support calls per day from its drivers concerning both technical and non-technical issues. Any delays in assisting drivers ultimately hinders the completion of delivery tasks and costs JJ resources and money.

To address its challenges, JJ needed a centralized mobile device management solution that enabled managers and support personnel to view and control applications running on handheld devices and restrict access to the various levels of hardware and software. In ad-

Industry Application Area:
Food

Mobile Devices:
M3 Mobile SKY
Windows Mobile PDAs

Network:
Vodafone Data Network

Summary:
JJ Food Service Limited
Distributor of frozen, chilled and ambient foods with over 700 employees and 200 trucks

Challenges
Mobile Device Management, Real-Time Support and Invoicing, Software Deployment, and GPS Location Tracking of Drivers

MobiControl Solution
Easy-To-Implement, Robust Support Services, Helpdesk Tools, Centralized and Remote Control, and Software Deployment

Result
Seamless Integration with Third-Party Applications, Reduced Device Management and Labour Costs, Efficient Mobile Projects, and Faster Problem Resolution

"While it's difficult to assign a monetary value to how MobiControl has improved our business, we realize that our mobile projects would not be successful without SOTI."

-Rif Kiamil,
IT Manager, JJ Food Service Ltd.

dition, JJ required the functionality to efficiently resolve support calls without time delays, detect malfunctioning hardware in real-time as well as manage, control, and secure devices to decrease interruptions while drivers are completing tasks.

The Solution

JJ's adoption of MobiControl as its mobile device management solution was a seamless transition for the food service company, especially after unsuccessfully testing other mobility solutions including Sybase iAnywhere's Afaria and B2M Solution's mprodigy. SOTI MobiControl is the most viable solution for both JJ's financial and mobile management needs. JJ's main concern was acquiring a solution that featured real-time support, troubleshooting capabilities, and immediate response and problem resolution. It was also important for JJ to be able to centrally manage all mobile devices while still possessing the flexibility to manage each device separately regardless of location.

"The installation process for MobiControl was straightforward for our IT team," states Rif Kiamil, IT Manager, JJ Food Service, "With SOTI's help [documentation] section filled with all the appropriate guidelines, we were able to complete the installation by ourselves." The simplicity of implementing the MobiControl solution ensured a problem-free integration with JJ's proprietary delivery application and its ERP system.

JJ has been able to optimize its support processes with MobiControl's functionality to view a driver's mobile device screen in real-time, examine any system malfunctions on the device while it is still in the field, and troubleshoot the errors without ever being in physical contact with the device. SOTI MobiControl's powerful remote control capabilities have equipped JJ's support personnel with the tools to effectively and efficiently detect real-time malfunctioning of both mobile device hardware and software.

In addition to remote control and helpdesk tools, MobiControl offers JJ superior access to data and software on its mobile devices. Prior to adopting MobiControl, JJ only periodically updated its delivery application, JJM Delivery, on the drivers' devices. Now, with remote access and software deployment functionality, JJ personnel are able to deploy updates to applications running on the handheld devices. Software remains up-to-date and JJ is able to remotely track hardware and software across five locations via a central management system. The MobiControl solution expertly enhances JJ's operations by implementing necessary access, control, and management of its mobile fleet with the use of minimal resources.

The Result

SOTI MobiControl has sufficiently improved JJ's mobile device management process and increased the efficiency of its mobile fleet. By integrating JJ's mobile application, JJM Delivery, and its ERP system, Microsoft Dynamics AX, with MobiControl, JJ has been able to save time and money while streamlining the accuracy of its processes. The integration of these three solutions has also enabled JJ to monitor the status and progress of all deliveries in real-time and immediately satisfy customer demands, thereby ensuring that JJ preserves its high level of customer service.

The return on investment JJ has achieved from managing devices centrally and problem solving in real-time with MobiControl has been significant. MobiControl has allowed JJ personnel to improve accuracy at the support level as well as productivity in the field. JJ has also reported a reduction in labour costs by almost £100,000 a year eliminating the need for multiple support personnel.

MobiControl's remote control, helpdesk, software deployment and centralized control functionality has improved the workflow and processes of JJ's mobile projects. Now equipped with MobiControl

to manage, support, and control its devices, deliveries, and assist with internal mobile operations, JJ is reaping the benefits of decreased support costs and faster problem resolution. Increased efficiencies have subsequently improved driver productivity and enhanced communication between headquarters and field workers. SOTI MobiControl has been able to effectively integrate across JJ's organization facilitating its continued use of proprietary and third-party technology while also positively influencing the overall success of its mobile business. Rif Kiamil comments, "While it's difficult to assign a monetary value to how MobiControl has improved our business, we realize that our mobile projects would not be successful without SOTI."

Solution Benefits:

- Real-time support and remote control
- Faster problem resolution
- Quick and easy implementation and integration
- Reduced cost, time and resources
- Instantaneous software deployment
- Increased efficiency and productivity of mobile fleet

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.

+1 888 624 9825 (NA)
+44 121 3680675 (UK)
+61 3 90015554 (Australia)
+91 124 464 7684 (India)

sales@soti.net
www.soti.net

