



Empower Retailers with AirWatch Secure Content Locker

Retailers are looking for new ways to enhance customer experiences by providing custom and unique services to shoppers. As a result, they are embracing new mobile innovations to secure real-time productivity tools to empower associates, streamline operations and elevate the customer experience.

AirWatch[®] Secure Content Locker[®] protects sensitive content in a corporate container and provides users with a central application to securely access, distribute and collaborate on the latest documents from their mobile devices. Our enterprise file sync and share solution supports multiple use cases and initiatives for retail organizations, making it simple to equip store associates with real-time sales forecasts, product catalogs and customer information; expedite onboarding by distributing new hire documents; and provide managers with real-time store visibility.

Significant Cost Savings by Replacing Paper Processes

Traditional practices in retail rely heavily on paper, printing and shipping processes, resulting in substantial monetary obligations. With Secure Content Locker, retailers can share digital look books, coupons and promotions, catalogs and more with their customers without the need for excessive paper, printing and shipping. Consequently, budgets are significantly decreased when adopting an enterprise file sync and share solution.

Empower Store Managers With Real-time Information

Enable store managers to perform managerial duties and access the productivity tools they require to maintain operations on the store floor. Secure Content Locker integrates directly to backend content repositories, providing real-time access to catalogs, inventory and sales metrics. As a result, managers are better able to support their staff to deliver elevated customer experiences and convert occasional browsing or showrooming shoppers into loyal customers.

Collaboration Across the Retail Organization

The entire retail ecosystem must be aligned to provide exceptional shopping experiences for customers. With Secure Content Locker, designers collaborate with retailers on upcoming look books, branch managers work with corporate to identify upcoming sales targets, and store managers communicate with distributors to ensure a sufficient inventory. Collaboration tools such as editing and annotation, file commenting and the Activity Feed enable real-time communication while maintaining focus on serving customers and driving sales.

Enterprise-grade Security and Industry Compliance

Consumer data is secured and PCI compliance is maintained through various security restrictions and controls available in Secure Content Locker. Content is encrypted in-transit, in-use and at rest with AES 256-bit, FIPS 140-2 encryption. Advanced data loss prevention capabilities, such as dynamic watermarks and sharing restrictions, protect sensitive documents containing company policies or employee information. In the case that a device is lost or stolen, a remote device wipe removes all corporate data to ensure confidential information is not released.

Secure Multimedia Capture

Retailers are enabled with secure photo and video capture directly within Secure Content Locker. In an instant, take a photo of updated planograms or new product arrivals and send to a manager for review. Files are protected with AES 256-bit, FIPS 140-2 encryption and securely saved in the application, not on the device. Secure audio recording and note taking capabilities enable buyers to make quick memos of new product lines or designs while attending a fashion show or visiting a showroom.

Instant Access to Onboarding Materials

Secure Content Locker simplifies the way retail associates access and interact with corporate documents. Human resource departments can expedite onboarding processes by providing new hires with the essential documentation, training manuals and videos directly on their mobile device. Specific documents can be marked as 'required' and impose a certain action to be taken prior to granting full access to Secure Content Locker.