

# Miroglio Fashion Increases In Store Online Sales Using AirWatch-Managed Mobile Devices

## The Mission

Miroglio Fashion is the clothing division of Miroglio Group, based in Alba, Italy, with subsidiaries all around the world. The company owns 11 brands including Motivi, Carattere, Oltre, Elena Mirò and Fiorella Rubino and nowadays operates a network of 1,300 stores worldwide.

Miroglio wanted to introduce mobile devices in its stores to meet three key business needs:

- Improve customer experience with the use of tablet devices in its stores
- Improve the in-store efficiency using online supply channels
- Reduce travel costs by offering employees online training and real-time file sharing

To fulfill its business goals with mobility, Miroglio needed an enterprise mobility management (EMM) solution to centrally manage its mobile fleet and create flexible profiles to push applications to in-store devices.

## The Results

After considering multiple EMM providers, Miroglio selected AirWatch® Enterprise Mobility Management for its flexibility to meet evolving business needs. “We were looking for a market-leading product in EMM that would allow us to apply different policies and AirWatch met all of these requirements”, said Luciano Manini, chief technology officer, Miroglio.

The organisation equipped store managers with tablets for sales support, centrally managing a fleet of more than 1,300 mobile devices. The 10-inch Samsung tablets are running on Android and configured with Miroglio’s internal customer relations management (CRM) application. Through the CRM application, managers can recognise and profile the organisation’s loyal customers and trace their purchases to understand shopping habits. “Our application allows us to check the customer’s preferences and suggest article purchases. If the product is not available in store, we can speed up the sales process using our e-commerce website”, said Manini.

“The customer service improvement and real-time access to our e-commerce website through AirWatch-managed mobile devices has led to a significant increase in online sales finalised in stores,” he added.



### Solution Overview

- Client: Miroglio Fashion
- Industry: Retail
- Geography: Italy, Global
- Solutions: MDM, MAM
- Infrastructure Integrations: Microsoft Office 365, ActiveSync, SharePoint
- Devices: 1,300+



AirWatch<sup>®</sup> by VMware<sup>®</sup> also enables Miroglio headquarters to digitally send information on shop window staging onto shop managers' tablets, using an application that helps to visualise merchandise planogram. "We want to enable the concept of Fast Fashion and change our shop window displays in very short two-week cycles, reducing the time between initial sale and replenishment", said Manini.

Tablets are also used by employees to access corporate email and e-learning programmes without traveling to training centers. Miroglio also enables employee access to SharePoint for corporate sharing of documents. This functionality has helped the organisation reduce travel costs associated with training.

## What's Next

Miroglio plans to introduce additional applications for video and chat to allow retail store employees to communicate and interact in real-time.

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– Luciano Manini  
Chief Technology Officer  
Miroglio

