The Challenge
Companies in the food distribution industry are increasing their use of mobile devices to compile information on where products come from, what needs to be ordered, and where items must be shipped. Tablets and smartphones have proven to be extremely helpful in managing operations and streamlining internal processes for businesses looking to expand into new markets and grow their client base.

The Client
Relay Foods is an online grocery store that provides customers with the best sustainable products from local stores, restaurants and farms, including a wide variety of specialty foods and local produce. Shoppers can select a convenient pickup location close to where they live or work, or have their order delivered to their doorstep. By partnering with both local artisans and national brands, Relay provides customers with a healthier, sustainable way to shop and eat and vendors with a marketplace to start their businesses and sell their products. The company has been in operation since 2009 and now has more than 135 employees in six markets throughout the mid-Atlantic.

As a company geared toward optimization and efficiency, the benefits of partnering with an Enterprise Mobility Management provider were obvious to Kase Luzar, director of special projects, Relay Foods. “When I learned what an EMM solution could actually do for our company, the decision to go mobile was simple. Given Relay’s vision to expand to national markets, no manual process would ever work long term.”

The Solution
Luzar first learned about AirWatch® through a developer involved in building Relay’s internal sales application. “Talking with our developer confirmed the need to find a quality EMM solution, and AirWatch seemed like the best fit for us,” explained Luzar, who now uses AirWatch to manage more than 70 company-owned iPads.
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Prior to AirWatch, Relay Foods did not have extensive safeguards in place to manage the company’s mobile fleet. “Employees signed a few property agreement documents and we tried to use simple spreadsheets for monitoring check-in and check-out. It quickly became clear that these weren’t effective solutions for a growing company that was also becoming more distributed as we entered new markets,” said Luzar.

Relay Foods’ sales team uses an internal iPad app and the operations team uses the devices on a daily basis for perimeter sales, fulfilling orders and planning delivery routes. Email is used with all devices, and custom profiles provide additional content pertinent to varying employee roles. “Knowing who has which device at all times is vital, because these are shared devices that constantly change hands. Anything outside of an MDM solution would never work for us,” said Luzar.

“For a company that’s geared towards optimization and efficiency, we knew that no manual process would every work long-term. Given Relay’s vision to grow nationwide, partnering with AirWatch was an easy decision.”

– Kase Luzar
Director of Special Projects
Relay Foods

Up Next
Relay’s IT team looks forward to expanding the company’s mobile strategy. “We’ve only scratched the surface in terms of customizing profiles with AirWatch. There’s a lot more that we can and will be doing,” said Luzar. “We’re very excited about what we can use mobile technology for as it relates to the operations side of our business - using scanners, for instance, instead of clipboards and paper. Or, continuing to tailor profiles based on the distinct needs of individual roles and cities. Those are fun things to think about, knowing that they are in fact possible with AirWatch.”