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# AirWatch Makes Mobile Deployment Smooth for AriZona Beverage; SCL Enhances Sales Process

## The Challenge

It's no secret that real-time mobile solutions serve to enhance productivity and efficiencies for company sales and distribution operations, allowing for effective supply chain management. Sales representatives, in particular, can access crucial customer and product information needed for business interactions. Additionally, mobile applications empower businesses to optimize their retail execution, giving drivers and merchandisers the tools to be more productive. For AriZona Beverage, creating a streamlined mobile operation and expediting sales requests was the top priority. Once tablets and smartphones were introduced into their business practice, AriZona knew it needed a way to push product catalogs to the sales team, as well as provide secure Wi-Fi networks for mobile employees. AriZona chose AirWatch® to secure their devices and manage corporate information.

## The Client

Founded in 1992, AriZona Beverage offers a wide array of iced tea beverages and energy drinks with distribution across the world. With more than 400 employees, it is owned and operated in the U.S. and is continually expanding its product line and global presence. Andrew Knapp, IT support specialist at AriZona, oversaw the implementation of a mobile fleet of 250 tablets and smartphones, and he knew a Mobile Device Management (MDM) solution would be the key to a successful mobile strategy. AirWatch provides AriZona with standard MDM for corporate-owned devices and also enables BYOD programs for employee-owned devices. AirWatch Secure Content Locker™ (SCL) was also adopted to enable streamlined sales operations and a less cumbersome logistics method.

### Solution Overview

- Customer: AriZona Beverage
- Industry: Consumer Goods
- Geography: North America
- Features: MDM, SCL, BYOD, VPN
- Devices: 1-500

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## The Solution

For AriZona, mobility provides the most benefits in the sales arena. "There are 200 sales team members that travel to stores to refill orders and sell new products," says Knapp. "They use a web-based inventory system over VPN, as well as accessing email and contacts with customer information." Prior to AirWatch, AriZona did not have an Enterprise Mobility Management (EMM) solution in place, and the IT team knew they needed a more economical way to submit product orders. "Instead of our sales team using paper to write down orders and then recording them back at the office, they can directly input the orders on their tablet," explains Knapp. "AirWatch was one step ahead of the competition with all of these features."

Knapp remembers that deployment time was minimal for the AriZona mobile fleet. All of the devices are password protected and equipped with Active Directory, ActiveSync, Wi-Fi and VPN. "It was really easy to update profiles with the new Exchange links for email access," says Knapp. "Pushing down these settings is so simple with AirWatch."

SCL plays a critical role at AriZona. Instead of the sales team carrying product catalogs to meetings, they login to SCL to showcase new product promotions and beverage information digitally. "Our sales team picked up on how to use SCL immediately," explains Knapp. "We also save so much paper, which helps with our environmental initiatives." SCL creates efficiencies in business processes that were not possible before. Sales people enter live orders in real-time, which leads to quicker profits and results. "I couldn't do without the Content Locker, and I know it is providing business results for AriZona," concludes Knapp. "SCL was a deciding factor when choosing AirWatch."

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>
> – Andrew Knapp
> IT Support Specialist
> AriZona Beverage