

David's Bridal Empowers Employees with Apple iPod Touches

The Client

David's Bridal has more than 60 years of experience dressing women of all ages for life's special occasions. Nearly 50 percent of all United States (U.S.) brides choose to shop at one of more than 300 David's Bridal stores in the U.S., Canada and Puerto Rico. The corporate headquarters is located in Conshohocken, Pennsylvania, where 200 hundred people work to support more than 2,500 employees across its retail locations.

The Challenge

David's Bridal used Blackberry™ for company access to email for some time. However, in 2010, the IT department began to evaluate mobile device management (MDM) solutions to support a broader and more strategic enterprise mobility program. Numerous factors impacted this need, including an increasing demand for mobile devices aside from Blackberry, such as the iPhone® and the ability to support a bring your own device program for employees. In addition, the company required a solution that would enable them to provide and manage iPod® touches with a custom, corporate application deployed to its bridal stores.

"We ultimately selected AirWatch as our MDM solution for several reasons," said Scott Strahler, director of technical services, David's Bridal. "We wanted a solid company with a history of successful deployments and results. AirWatch is the only MDM solution with truly flexible deployment options. The scalability along with the SaaS model enabled us to get up and running quickly. In addition, the ability to centrally manage all mobile devices on a single console and monitor activity in real time was very important."

The Solution

"AirWatch not only met our basic security requirements like password protection and device wipe, but it also offered true multitancy and the advanced features we required for secure, scalable mobility," said Caryn Furtaw, CIO, David's Bridal. "During our evaluation of providers, AirWatch stood out as the undisputed industry leader in mobile and application

DAVID'S BRIDAL

Solution Overview

- Customer: David's Bridal
- Industry: Retail
- Geography: North America
- Features: BYOD, MDM, MAM, SEG
- Devices: 500-1,000



management. Naturally, with AirWatch at the forefront of this technology, we wanted the best solution that offered the most competitive pricing.”

Mobility has an increasingly strategic role in retail environments. As a result, David’s Bridal developed and installed a custom mobile app on 500 iPod touches for its 300 bridal stores. The app allows retail employees to check prices against inventory files and correctly tag products. “Having real-time inventory, pricing and data at their fingertips empowers our employees. They can validate information, make decisions quickly and are overall more efficient,” said Furtaw.

Due to the success of the initial mobile device program, David’s Bridal is evaluating its policies and procedures to potentially deploy additional devices to its broader workforce.

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