

Essilor Sees Increase in Employee Productivity with Tablets and Apps Managed by AirWatch

The Client

Essilor International is the world's largest manufacturer of ophthalmic lenses, based in France and quoted on the Euronext Paris Stock Exchange. Essilor operates in more than 60 countries and employs nearly 55,000 associates. Forbes magazine has recognized Essilor for the third consecutive year as one of the 30 most innovative companies in the world.

The Challenge

Essilor France values innovation and decided to replace its corporate fleet of laptops with sleek, portable tablets equipped with business-related apps for its sales force including sales and medical representatives. The tablets were needed to streamline front office activities, such as product presentations to clients as well as back office activities such as managing customer relations.

In 2012, the company launched lenses that marked a technological breakthrough in the ophthalmic industry. Essilor France wanted to equip the sales force with more efficient tools. The objective was to deploy 100 iPads, equipped with appropriate apps, to Essilor's sales team prior to a global trade show. The deadline could only be reached with the help of an enterprise mobility management (EMM) solution. "We chose AirWatch[®] to implement our mobile initiative because it offers the most features on the market and variable costs, thanks to a scalable cloud solution," said Mathieu Ngo, IT project manager at Essilor. "Pre-sales commercial assistance and on-going support were also requirements for us when evaluating EMM providers."

The Solution

With corporate-owned personally enabled devices and bring your own applications programs available to employees, Essilor embraces the consumerization of IT in a controlled manner. Employees can use corporate devices for personal use and can install their own apps. AirWatch enables Essilor to manage and secure the devices with a passcode and to remotely wipe devices in the event of loss or theft. Devices can access corporate email accounts, calendar, contacts and office applications, allowing employees to view and edit documents. Several profiles were pushed to the corporate



Solution Overview

- Client: Essilor International
- Industry: Healthcare
- Geography: France
- Features: MAM, MDM, AirWatch[®] App Catalog
- Devices: 100-500



devices based on the employees' role in the company, to provide access to relevant information and B2B apps.

AirWatch[®] Mobile Application Management is crucial for Essilor, which offers both internal B2B and public apps purchased through the Apple[®] Volume Purchase Program. These apps are pushed to devices or hosted in Essi Store, Essilor's customized AirWatch[®] App Catalog. Essilor's internal B2B apps enable the sales team to present products and services to opticians and healthcare professionals. For back office activities, 'Teranga', a customer relationship management (CRM) app, allows a constant exchange of information with the central CRM tool 'Siebel'. "Implementing AirWatch was a quick and intuitive process," said Christian Le Page, chief information officer, Essilor France. "It has enabled us to deliver business-ready devices to our sales team in a timely manner."

Up Next

New tablets running on Windows[®] 8 will be deployed to other departments. Essilor is exploring AirWatch[®] Mobile Content Management and AirWatch[®] Secure Content Locker™, as well as VPN integration. Essilor France regularly discusses its mobile management strategy with the other European subsidiaries.

"Our iPads are equipped with business apps designed by and for our sales force, and were therefore adopted quickly amongst employees. AirWatch enables us to manage our mobile fleet and securely distribute apps at an attractive price."

– Christian Le Page
Chief Information Officer
Essilor France

