

Case Study: Packaged Goods Company

Mobility XE delivers higher field sales productivity. Keeping shelves in convenience stores, grocery stores and other retail outlets stocked with perishable products calls for a highly efficient, well-coordinated effort. For a company with more than 100 products, a nationwide distribution network and annual sales of \$280 million, the stakes are especially high. To keep information flowing reliably across its distribution channel, this leading packaged goods company deployed the NetMotion Mobility XE mobile VPN.

About the Deployment

The company works through a network of independent sales distributors servicing exclusive geographic territories around the country. The sales force carries specialized, Windows®-based handheld mobile devices, with route management functions to place and receive orders; manage inventory; create invoices and returns when products are distributed to stores; report shipping discrepancies; and communicate with company sales management.

The IT team and mobile workforce faced a number of challenges, including:

- Secure mobile access to the route management applications
- Seamless roaming as sales distributors moved in and out of wireless networks
- Remote application and security updates
- Centralized device management and user authentication

“We considered several alternative solutions, including other mobile VPN applications, but due to the robust administration features and analytical reporting, we decided to go with NetMotion’s Mobility XE,” said the company’s director of applications. Across the hundreds of devices carried by the field representatives, the Mobility XE mobile VPN maintains secure connections to software applications as they move through wireless coverage gaps and across various networks.

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— Director of Applications

Organization

Packaged Goods Company

Industry

Food Manufacturer/Field Service

Objectives

- Establish secure mobile access to applications
- Enable seamless roaming
- Centralize device management

Solution

- NetMotion Mobility XE mobile VPN
- Windows-based handheld mobile devices
- Route-management software
- Other remote-management tools

Results

- Continuous, secure connections to applications
- Greater visibility for more efficient administration
- Remote-updating capability
- Heightened device security
- Higher productivity

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Full-Featured Remote Management

NetMotion Mobility XE also provides the IT department with centralized tools for remote device and application management, including:

- Reporting capability that provides device version and other information automatically, saving district managers' time in aggregating data for hundreds of devices
- More efficient and time-saving "Help Desk" capabilities as the IT department now has insight into the wireless connection status of each device
- The ability to set up protocols for remote application upgrades when devices are idle
- Other remote-management tools to minimize exposure to viruses and to quarantine lost or stolen devices

NetMotion software also facilitates comprehensive reporting on the status of a mobile deployment with its Mobile Analytics Module. The IT department has taken advantage of the connection-status report to monitor device connectivity.

Concludes the applications director, "With Mobility XE, we have all the necessary features required for remote management, and our mobile field force has seen increased productivity benefits."

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