

Safexpress Revolutionizes Logistics and Delivery Services with Devices Managed by AirWatch

The Client

Safexpress is India's leading logistics and supply chain management company. With offices in more than 610 locations and a fleet of 4,000 trucks, Safexpress provides high-speed, door-to-door delivery services for commercial goods and cargo throughout India. The innovative supply chain company partners with and provides customized, value-added services to a variety of Fortune 500 and top Indian brands across various industry sectors in the country.

In addition to creating a world-class warehousing infrastructure, managing third-party logistics and offering end-to-end logistics, the company provides specialized delivery services to prominent customer-facing online retail companies through its B2C subsidiary, Safexpress B2C.

The Challenge

At the direction of its leadership team, Safexpress turned its focus toward introducing mobility across its supply chain. Major objectives were to streamline internal processes, to stay abreast of the latest technology, to enhance visibility and ultimately to provide more value to its customers. The company sought a solution to capture real-time data during the delivery process and provide decision making and communication tools to its sales force and operations teams.

Safexpress's mobility goals also included deploying tablets and rugged handheld terminals to 1,500 delivery vehicles, providing communication and CRM tools to its business development and customer account management teams, and arming its operations managers, who are located throughout India, with mobile devices to enhance decision making.

Safexpress proactively seeks ways to evolve from an 'effort-based organization' to a 'results-based organization', so the company's leadership team turned to an enterprise mobility management (EMM) provider to achieve its goals and see tangible results.



Solution Overview

- Client: Safexpress Pvt. Ltd
- Industry: Professional Services
- Geography: India
- Features: MDM, MAM, MEM



The Solution

Anuj Saini, senior manager - IT, Safexpress, vetted various EMM solutions prior to selecting AirWatch® by VMware®. "There are several advantages to AirWatch, including its scalability, the ease of deploying applications, updates and profiles, and the ability to manage all mobile devices from a central console," said Saini, who oversaw the deployment of Android tablets. The tablets are used to enhance delivery operations by capturing real-time data, providing speedy updates to the transport management system, improving operational efficiency, and tracking the company's workforce.

Although Safexpress is still in the initial phase of implementation, the IT team has no reservations about deploying AirWatch-managed devices on a larger scale. "The enrollment process was very smooth. A small team of IT engineers completed the enrollment," said Anuj. "Employees have adopted AirWatch quickly and we expect more buzz when we roll the solution out to additional teams and locations."

Up Next

Safexpress envisions tremendous scope of development in the Indian supply chain and logistics industry and has aggressive future growth plans. The company believes that this can only be enabled through a robust IT infrastructure. Therefore, it will be a continuous endeavor by the company to invest in new IT solutions available in the market.

Safexpress plans to expand its deployment of AirWatch-managed tablets to employees in additional departments and will eventually migrate to a bring your own device model. The company also plans to use AirWatch to manage its fleet of handheld terminals, which are used for barcode scanning and play an integral role in the delivery process.

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Senior Manager, IT
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