

# Brake France Improves Efficiency with Mobility Powered by AirWatch

## The Client

In 1958, the Brake brothers established the Brake Company to distribute poultry products to restaurants in the United Kingdom. Today, Brake has expanded into Ireland, France and Sweden. Brake France was established in 1992 and has grown by integrating local businesses. Twenty years after its founding, with €540m turnover and an offering of more than 500 local products, Brake France has made its name in French gastronomy.

Brake France employs 1,900 staff to supply restaurants, as well as company, school and hospital canteens. The food retailer selects, develops and distributes a range of fresh, frozen, dairy and grocery products. Brake's mission is to make the life of restaurateurs easier by providing high quality and creative products in a timely manner.

Brake employees are often on the move – traveling between the company's 45 sites and visiting 43,000 clients. Brake prioritizes its customers' needs and guarantees next day delivery for all orders placed by 3:00 pm. The company is able to uphold this commitment to its customers due to its excellent logistics network and connectivity between employees.

## The Challenge

The leadership team at Brake France needs to stay connected to the operational teams to collect data, perform analytics and make executive decisions in real-time. The executive committee needed tablets enrolled with an app that would enable them to review key performance indicators and make decisions accordingly.

In 2010, the company decided to deploy a range of corporate-owned, personally enabled mobile devices. These pre-configured devices are provided to employees for professional use but are enabled for personal use as well. Because it was investing in expensive technology and tools to improve employees' productivity, the company wanted the ability to configure security settings, deploy applications according to users' profiles, locate the device, and remotely wipe corporate data in case of theft or loss. To do so, Brake France needed an enterprise mobility management solution.



### Solution Overview

- Customer: Brake France
- Industry: Hospitality
- Geography: France
- Features: MAM, MDM, MEM
- Devices: 100 – 500



## The Solution

After reviewing a number of solutions, Brake France selected AirWatch<sup>®</sup> to meet its mobility needs. "AirWatch has the ability to offer the same functionalities across all operating systems, which was a significant differentiator," said Gilbert Mazet, director of infrastructure, Brake France. "The solution's multitenant architecture, the flexible licenses and the quality of our relationship confirmed AirWatch was the right decision."

During implementation, two of the company's IT administrators enrolled 180 devices into AirWatch in just two weeks. A mix of Samsung<sup>®</sup> Galaxy Note tablets and iPhones<sup>®</sup> were distributed to the executive committee and employees in management positions in the human resources, operations and sales departments. "Implementing AirWatch was a quick, streamlined process for our IT team and we appreciated the AirWatch support teams," said Mr. Mazet. Configuring the Android devices was a manual process, while Apple Configurator was used for iOS devices. A profile was pushed to iPhones to enable access to a corporate calendar, contacts and email. AirWatch integrates with the open source email system OBM Groupware. An AirWatch profile is also pushed to integrate with a network access control and a Juniper SSL VPN on the devices, to offer a secure and seamless experience to the end user.

Brake France also used AirWatch to push Visio, an enterprise app developed by a third-party company, to the tablets. The app was designed to be used during executive meetings to review key performance indicators to enable effective decision making. The app connects to a large database and refreshes data weekly for meetings, or on demand as needed. It shows national, regional and individual data related to sales volume, cash and margins. AirWatch ensures end users have access to only relevant data based on their roles and organization group. For example, a sales manager in the south of France will only have access to the detailed data of this particular region.

## Up Next

Brake France is exploring mobile content management through AirWatch<sup>®</sup> Secure Content Locker™ to securely store, distribute and collaborate on content.

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– **Gilbert Mazet**  
Director of Infrastructure  
Brake France

