

AirWatch Enables Rotho Blaas to Transition Mobile Fleet from BlackBerry to iOS Devices

The Challenge

A recent analysis from ConstrucTech magazine* reported the widespread use of smartphones and tablets in the building and construction industry – a trend that is certain to continue. Due to their portability and user-friendly interfaces, mobile devices are becoming an increasingly popular tool for managing every phase of a construction project, including sales transactions.

Mobile devices help expedite the flow of information during a transaction, enabling salespeople to display pricing, enter orders, highlight the latest products and hopefully turn a prospect into a customer. To allow sales teams to 'go mobile', many construction companies partner with an enterprise mobility management (EMM) provider.

The Client

Rotho Blaas is a leading, multinational developer and provider of technology solutions in the wood building sector. The company offers construction professionals a wide range of innovative, easy-to-use products, divided into three main product lines: fastening systems, waterproofing and personal protection equipment including fall arrest systems. Founded in 1991, the Italian-based company has experienced strong global growth in recent years and now has 270 employees, of which 130 are sales people.

To increase efficiency and to deploy an internal app across all major operating systems, Rotho Blaas' leadership team transitioned its mobile fleet of BlackBerry® devices to Apple® iOS smartphones and tablets. The company's IT team turned to an EMM provider to make the transition as seamless as possible.

The Solution

After evaluating several EMM providers, Rotho Blaas selected AirWatch® to manage its new mobile fleet, which includes 130 iPhones®, 140 iPads®, and 30 Android™ and Windows® Phone devices. "Once we decided to switch from BlackBerry, it was clear that we would need an EMM solution," said Stefan Trebo, ICT manager, Rotho Blaas. "AirWatch immediately stood out as the



Solution Overview

- Customer: Rotho Blaas
- Industry: Construction
- Geography: Global
- Features: MAM, MDM
- Devices: 100 – 500



most interesting solution and the one that offered the best user support." Mr. Trebo and his IT team manually configured the devices in only three days by setting up an Apple[®] ID and installing an AirWatch agent on each unit.

Once the company's devices were successfully configured, Mr. Trebo used AirWatch[®] Mobile Application Management to distribute an internal app to the sales team, which enables them to confirm the availability of products and access price lists in real-time. "AirWatch made deploying our app a simple, secure process," explained Mr. Trebo. "The ability to access price lists, which constantly fluctuate, is particularly important to our external sales team. AirWatch enables them to view this information anywhere, at any time."

Rotho Blaas also values the ability to easily remotely lock and wipe corporate devices if they become compromised. "Every year, a dozen smartphones and tablets are lost or stolen. We have business critical apps running on the devices, which allow us to manage the building security. AirWatch gives us the confidence to wipe all the data stored on the devices, before they fall into the wrong hands," said Mr. Trebo.

All employees in Rotho Blaas' European offices use AirWatch, with the most prolific users being the sales team, department managers, technicians and management. "Our decision to implement the AirWatch[®] Enterprise Mobility Management Platform to manage our mobile assets has significantly contributed to workflow improvement and productivity," said Mr. Trebo. "We recently purchased additional AirWatch licenses, completing the process of transitioning from BlackBerry."

Up Next

Rotho Blaas is planning to optimize the use of mobile devices by eliminating notebooks provided to sales agents and replacing them with tablets managed by AirWatch. The company is also considering adding Windows tablet PCs to its mobile fleet in the coming months.

*Cloud and Mobile Apps Continue to Drive Construction, ConstrucTech, February 22, 2013

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