

# Edison Revolutionises its Business Thanks to Mobile Technology Managed by AirWatch

## The Mission

Edison, now part of the EDF Group, is the oldest European company in the energy sector and for more than 130 years has combined tradition and pioneering spirit with innovation and new technologies. Recently, the company decided to adopt a systematic approach to the use of mobile devices to address their spread within the enterprise. With representative offices in many countries and thousands of employees around the world, Edison needed to manage and control devices containing business critical information that could be lost.

For Edison, it was crucial to adopt an enterprise mobility management (EMM) solution for success. In particular, the company wanted to find a solution to meet three primary demands: create a self-service platform for end users; find full compatibility between the technological solution, the control requirements and company policy; and facilitate the work of the company's help desk, which is often under pressure. After compiling a mobile strategy study with input from a major technological advisory company and internal analysts, Edison identified AirWatch® by VMware® as the best EMM provider for its needs.

## The Results

Edison's experience with the AirWatch solution suite began with a small pilot of a few dozen users. "We liked the solution straight away, and we identified in it many particularly interesting features, such as the AirWatch® Catalog and the possibility of profiling more workgroups differently," said Domenico Grazioso, IT specialist, Edison. After a successful pilot, Edison began enrolling corporate and employee-owned devices, reaching 1,100 corporate devices. In addition, the company also implemented a successful bring your own device programme, and now manages 400 employee-owned devices.

The AirWatch solution suite provides Edison with a system to easily configure and manage policies, profiles and devices from a central console. "The definition of user profiles on the devices is crucial because it allows us to have an effective segmentation of our user base," said Francesco Rutigliano, innovation and application architecture, Edison. "All updates that are made on the device are made centrally by remote. This means that the solution is perceived by the user as completely transparent."



### Solution Overview

- Client: Edison
- Industry: Energy
- Geography: Global
- Features: MDM, MAM, MEM
- Infrastructure Integrations: Exchange, Active Directory
- Devices: 1,000 – 5,000



Using the AirWatch<sup>®</sup> Mobile Application Management solution, Edison can deploy public and internal applications to employees so they can remain productive on-the-go. The company, in fact, recently introduced a series of business applications to increase employee productivity on the move, such as applications for accessing document management systems, workflow authorization and viewing sales processes. "Mobile devices help me to achieve my business goals in a concrete way by increasing the speed of decision-making both internally and externally," explained Alessio D'Agostino, development architectures Italy, Edison.

For the sales process, Edison created a Web site optimized for smartphones through which prospects can get information on Edison offers available and subscribe to them. "The results are very positive," said Raffaella Manca, digital channel manager, Edison. "We saw that, in addition to a growing trend of uptake from customers in mobility, there is a very positive and growing trend in the sales conversion rate."

"What makes us so confident in the future is knowing we have a partner with a unique focus on the world of mobility. AirWatch can implement the latest technology updates in a very short timeframe," says Mr. Rutigliano. "In addition, we are particularly pleased with the efficiency of the professional services offered by AirWatch, such as the ASK Portal, the webinars and the support team."

## What's Next

Edison is currently exploring its content management options with AirWatch<sup>®</sup> Content Locker for securing and sharing corporate data and documents among employees. This would bring more resources to employees through mobile devices, increasing their productivity from wherever they are.

"What makes us so confident in the future is knowing we have a partner with a unique focus on the world of mobility. AirWatch can implement the latest technology updates in a very short timeframe."

– Francesco Rutigliano  
Innovation and  
Application Architecture,  
Edison

