



mobilezone Offers Employees Intelligent Endpoint Management

mobilezone has been the leading independent specialist for telecommunications in Switzerland and Germany since 1999. The company offers a complete range of smartphones and mobile subscriptions for mobile and landline telephony, digital television and Internet in more than 120 shops in Switzerland.

Industry

Telecommunications & Services

Strategic priorities

- Anywhere Workspace

Partner

JevoTrust Management AG is the leading end user computing specialist in Switzerland.

VMware footprint

- VMware® Workspace ONE®
 - VMware Workspace ONE Launcher™
 - VMware Workspace ONE Intelligence™
 - VMware Workspace ONE Assist™
 - VMware Workspace ONE Desktop Essentials™
- VMware Dynamic Environment Manager™

mobilezone is the only Swiss company that sells products and services from all major mobile phone providers as well as devices from all manufacturers in its shops. To support such a complex ecosystem and deliver the best possible customer experience, mobilezone needed secure, reliable IT services for employees in its shops, but the company was limited by its endpoint management. mobilezone partnered with JevoTrust to modernize its device management strategy with VMware Workspace ONE UEM. With this, mobilezone has introduced the automation, remote monitoring and centralized control necessary to transform security and productivity across its entire fleet of employee endpoints.

The most telecommunications services in Switzerland

mobilezone fills a unique segment in the Swiss telecommunications market. mobilezone is not only a long-standing industry leader but is also the only company in Switzerland that offers its customers access to products and services from all major mobile operators in the country under one roof.

The company brings together brands such as Swisscom, Sunrise, Salt, M-Budget, TalkTalk, Yallo, Wingo and others. Its greatest strength is the offer of expert advice and mixed offers to provide each customer with the ideal products.

At the core of the mobilezone business model is its knowledgeable and productive employees. Therefore, to maintain its stable growth trajectory, the company always strives to provide its employees with the best tools to provide effective customer service. The key to empowering the workforce in today's business environment lies in a company's IT infrastructure.

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Reto Marti, head of IT operations at mobilezone, explains: “One of our most important responsibilities is to provide our internal users in branches and shops with the best possible IT service with minimal friction.”

Outdated endpoint management

In the past, employees in mobilezone shops mainly relied on browser-based portals to register customers with partner brands. Recently, however, Wingo, one of these brands, has switched from a browser-based system to a new mobile app. To continue selling Wingo products and avoid losing revenue, mobilezone had to adapt to this change and equip its employees with app-enabled tablets.

The main barrier to tablet deployment was endpoint management. The IT department was unable to control installation on the devices and could not guarantee they were completely secure and functioning optimally.

The issue with the tablets raised a similar issue with the company’s Windows desktops and laptops. While mobilezone had a PC Lifecycle Management (PCLM) solution for these devices, the system was no longer up to date and lacked key features. For example, the IT team had to perform software updates manually and had no way to determine whether those updates had been installed correctly.

“When we released an update, we could never be sure if the cash register had accepted and implemented it,” says Marti. “We depended on feedback from collaborators who told us if an update really worked.”

mobilezone knew it needed a new endpoint management solution to maximize security and productivity. In addition, the company had to act quickly, otherwise it would have had to renew its license for the existing PCLM system.

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Modernizing with VMware and Jevotrust

mobilezone conducted a detailed market analysis and quickly determined that VMware Workspace ONE Unified Endpoint Management (UEM) was the most suitable product for the company. Not only did Workspace ONE UEM provide the same functionality as the existing PCLM system by allowing mobilezone to migrate without disrupting ongoing business operations, but it also delivered a host of new automation, remote management and messaging capabilities for true endpoint management modernization.

In addition, mobilezone was already using VMware vSphere*, and Marti had previously introduced VMware Workspace ONE products at another company to address similar vulnerabilities. This first-hand experience gave mobilezone confidence in its choice of VMware solutions.

To launch the products through the VMware Workspace ONE platform, mobilezone turned to Jevotrust, the leading digital workplace specialist in Switzerland.

“Jevotrust was instrumental in the implementation,” explains Marti. “The company helped us build the project from scratch, and the work was both high-quality and extremely fast: a rare combination.”

The collaboration between Jevotrust and mobilezone began with the rollout of Workspace ONE UEM Essentials across its fleet of 300 tablets. The solution provides an alternative launcher, a user-defining app for the home screen experience to access corporate resources, and interfaces for the mobile devices that are fully controlled by the IT department. This was all possible with VMware Workspace ONE Launcher: an app launcher product managed by Workspace ONE UEM.

End users only have access to predefined applications, such as the Wingo app, and cannot install software or change anything. In the meantime, the IT team has gained complete visibility to remotely monitor the status and security of the devices.

“Workspace ONE allows us to protect our tablets,” says Marti. “With GPS, we always know 100 percent where the scanner is currently located and whether it is switched on. We have access to the tablet and can reset and lock it, all from a single console.”

Following the success of the tablet project, the next step was to extend Workspace ONE to 800 Windows desktops and laptops at mobilezone. JevoTrust designed a comprehensive solution including Workspace ONE Desktop Essentials, Workspace ONE Assist, Workspace ONE Intelligence and VMware Dynamic Environment Manager and implemented this solution at mobilezone.

Centralized visibility and flexibility

With the introduction of Workspace ONE Intelligence, mobilezone now has unprecedented visibility into and control over its Windows devices. Granular reports allow the IT team to closely track the performance and security of each endpoint, as well as the user experience with the devices. With this visibility, mobilezone can ensure that its desktops and laptops function as intended, are used correctly and deliver the best possible service to end users.

VMware Dynamic Environment Manager is also integrated with Workspace ONE UEM. This gives mobilezone the ability to remotely apply company-based rules such as Group Policy Objects (GPOs), whether the target device is in the office, branch or on the road. For the first time, mobilezone employees have the flexibility to work anywhere without compromising the security of their device or productivity.

These capabilities make an enormous difference to mobilezone, as they are not offered by any other endpoint management solution on the market.

To ensure a seamless transition, JevoTrust created a script to automate the migration of Windows endpoints to Workspace ONE. Running the script took only 10 minutes per device and had virtually no impact on end users during the migration process. With this approach, JevoTrust completed the full migration in less than a month and met the organization’s tight deadline with ease.

Furthermore, this transformation has enabled the future growth of mobilezone. In the past, rolling out a new Microsoft endpoint sometimes took up to four hours. Now, the telecommunications company can deploy its desktops and laptops within minutes. Workspace ONE automatically detects and configures the type of endpoint, such as a cash register, without the need for manual intervention by IT administrators.

Improving employee and customer experience

The introduction of Workspace ONE has transformed the IT customer service experience for employees in mobilezone shops. VMware solutions have saved end users from unnecessary complexity, so they can now focus on helping customers without worrying about their devices. Technical problems occur less frequently and can be solved faster and more effectively with the support of the IT help desk.

Of course, increased employee productivity also leads to higher customer satisfaction. Employees can direct customers to the right products for them faster and reliable calculations make the purchase and registration processes leaner.

It has never been easier for the IT team to maintain endpoint security and performance. With centralized remote management and complete visibility, IT administrators can see and control all aspects of deployed devices from a single, intuitive dashboard. In addition, the automation provided by Workspace ONE has eliminated numerous manual tasks.

“The time savings are considerable,” says Marti. “Thanks to JevoTrust and VMware Workspace ONE, my team can now focus on value-add tasks instead of manual device management.”

The goal: invisible endpoint management

mobilezone will continue to work with JevoTrust and VMware to implement additional Workspace ONE features and enable new users. At the same time, the company will train its employees so that they can take full advantage of the improved IT services. The goal is to achieve such a smooth end user experience that employees don’t realize their devices are remotely managed.