MATRIX42
SMARTER WORKSPACE – BETTER LIFE

Multi-Case Study on Mobility

Marbet – Helukabel – Diamond Air

This is mobility – successful mid-size companies share their recipes for success

The subject of mobility is nothing new, yet what seemed like little more than a buzzword only yesterday has now become a critical factor for business success. Why is that? This is due above all to the fact that everyday use of mobile devices such as tablets and smartphones has already become the norm. What in turn leads to a change in our behavior, which often subsequently affects the way we work – how we conduct research, release documents, or handle communications. Companies that do not adapt to these changes are often confronted by so-called 'background mobility'.

Developing a mobility strategy is the only way to counteract this negative situation. This mobility strategy should not only cover which devices can be used by whom for what purposes; it should primarily determine which objectives are to be achieved in the short, medium, and long term when working with mobile devices – for example, shorter email response times, greater flexibility in support, creating an innovative impression with customers, and so on.

Objectives and framework conditions within companies are known to vary widely. The following examples can serve as guidelines for companies looking to design and implement mobility strategies.

marbet – Marion & Bettina Würth GmbH
marbet is an independent agency for direct communications owned by the Würth Group, which operates internationally. The agency was established by Marion and Bettina Würth over 20 years ago and currently employs about 150 staff to plan and hold events worldwide for well-known clients. *www.marbet.de*

OPE & BYOD – no problem for Silverback by Matrix42

Mobile phones are indispensable in the event management business. A range of smartphone brands are popular today, whereas in the past most users reached for either Nokia or BlackBerry models. This is just one of the reasons why marbet operates a BYOD strategy but increasingly backs Windows Phone for COPE devices. "We decided to introduce Silverback to be able to keep control of all these devices", says Alexander Wild, Systems Administrator at marbet. "Its price, user-based licensing model, and exceedingly simple enrollment impressed us. In addition, Silverback functions quickly and reliably in the background, which is another advantage."

Smartphones with certified connection

For security reasons, marbet has been using a certification concept in its IT area for several years now that works differently to traditional password-based login processes. "We work in line with a unified identity concept that is more secure and ultimately spares the user the trouble of recurring login procedures," says Alexander Wild. Once a device – whether fixed or mobile – has been rolled out, it receives the corresponding certificate, which allows the user to use it without restrictions. In other words, the device identifies itself automatically without user intervention. However, unifying this certification process with an EMM solution required some work. "The TAP.DE consultants were very helpful throughout the complex implementation process, assisting us with Silverback by Matrix42 and providing pragmatic solutions wherever problems arose," adds the administrator, who is now successfully using Silverback to manage marbet's smartphones

> "Getting to grips with three mobile operating systems and a certificate connection was very complex but, together with TAP.DE, we managed it."

Alexander Wild; System Administrator IT at marbet

Mobility drives innovation

"TAP.DE's holistic view and the pioneering approach taken by the Matrix42 solution have brought us to a whole new level in terms of mobility," Alexander Wild concludes. "Together, we have created a new way to drive innovations – both technological and creative." He is confident that he is very well prepared for the future, thanks to Silverback's licensing model and scope of services. "We do not care whether an employee receives a tablet or any other type of mobile device – the costs remain the same."

Helukabel Gruppe
Helukabel Group is a leading international manufacturer and supplier of electrical cables, wires, and cable accessories. The company has 43 sales and production locations in 26 countries, 1200 employees, and a product range comprising more than 33,000 items. *www.helukabel.de*

Minimalist Airwatch use

Years ago, Helukabel introduced Airwatch to be able to lock company mobile phones quickly and easily in case of loss. The Helukabel Group implemented Matrix42 Service Management, Client Management, and Asset Management in 2014, and learned about Matrix42's Silverback EMM solution in 2015. Helukabel's IT Manager Matthias Ott comments: "Back then, we already knew that only ten to 15 percent of Airwatch functions were actually being used, which meant that the cost-benefit ratio was extremely unfavorable." On top of that, the IT department had to commission mobile devices for Airwatch – this complex, time-consuming process took up to 30 minutes per mobile device.

> "Our employees need to have time to deal with things other than commissioning their smartphones."

Matthias Ott; IT Manager at Helukabel

Down-to-earth mobility

Intensive work with Silverback showed that this solution offered far greater overlap with Helukabel's requirements profile than Airwatch did. Moreover, the Silverback registration process was also much easier and faster. In November 2015, Helukabel decided to migrate to Silverback, which the company achieved within six weeks. "Together with the

specialists at TAP.DE, we were able to implement our requests and solve problems encountered in the migration," Ott recalls. "We now save 20 minutes per device on commissioning a smartphone or tablet, and the optional use of SMS gateways for the registration process is free of charge. In addition, feedback from users is positive, because Silverback is far easier to use than the Airwatch app, which is very complex." Today, Helukabel successfully runs more than 100 Android and iOS devices using Silverback by Matrix42.

KISS – Keep it short and simple

Users and IT are equally satisfied; users' mobile devices reliably do what is expected of them and the IT department once again has time for more important IT challenges. "We are happy to have found a suitable and effective solution in Silverback, which covers all our needs and is the best tool in terms of efficiency. Why use a sledgehammer to crack a nut if there is a simpler, smarter solution?"

Diamond Aircraft Industries
Diamond Aircraft Industries is an Austrian manufacturer of aircraft made of composite materials. Diamond Group has a global presence and offers innovative products, services, and expertise in the areas of general aviation, simulators, and remote sensing. The company has over 500 employees and is headquartered in Wiener Neustadt, south of Vienna. *www.diamond-air.at*

Bye-bye BlackBerry

Like so many companies, aircraft manufacturer Diamond Aircraft relied upon BlackBerry as its mobile phone provider back in the day. However, since the former mobile phone market leader has not succeeded in transitioning to the world of smartphones, Diamond Aircraft now wants to gradually replace its BlackBerry devices with Windows Phones. "Even though Windows Phone is not very widespread yet, we are convinced that these mobile devices will come to characterize the enterprise market in the future," says René Piuk, IT Expert at Diamond Aircraft. He wants to procure and roll out a total of 400 Windows Phones equipped with Windows 10.

> "We believe in Windows Phone and Windows 10 because we see them as the future of enterprise mobility."

René Piuk; IT Expert atDiamond Aircraft Industries

A holistic approach trumps all else

Diamond Aircraft is going to use Silverback as its EMM solution when it rolls out Windows Phones across the company. "We have been using Client Management and Service Desk by Matrix42 for many years now," says the IT Expert, "so Silverback fits perfectly into our plan to introduce a comprehensive workspace management system." He wants to fully integrate mobile devices within the company and, in the future, manage them directly using a single Matrix42 console. He and his colleagues hope that the unified endpoint management strategy will reduce management complexity as well as lower operating costs in the long term. "Together with TAP.DE we have implemented a sound solution using Silverback, which is already impressing us in its test phase," says Piuk happily. He is "more than satisfied" with TAP.DE as a consulting partner.

Windows Phone & Windows 10 on the test bench

The capability range of the Windows Phone, on the other hand, has some way to go: "There are still some challenges – as we speak – regarding the synchronization of the global address book. Also, if an update is pending, the smartphone's battery will discharge unusually fast. We have also seen that in some devices, the upgrade could only upload via WiFi. I'm certain, however, that Microsoft will resolve these weaknesses shortly," opines Piuk. All the same, he – just like Matrix42 – is convinced that the Windows Phone, including its operating system, will be the technology of the future.

Conclusion

Any company looking for an innovative, yet affordable EMM solution, should pay special attention to the underlying license model. It is also advisable to analyze in advance the actual parameters and areas of applications of smartphones and the like. An assessment needs to look at whether to equip a company with unified mobile devices or BYOD support, or whether to combine both strategies. Windows 10, with its new and comprehensive EMM interfaces for desktops and mobile devices, plays an important role here – the majority of companies believe Microsoft has a promising future in this field. A concomitantly important aspect is a unified endpoint management approach, connecting CLM and EMM. To this end, the companies are well equipped with Matrix42 and Silverback.

Matrix42 AG partner

The TAP.DE Group aims to find solutions for all processes and requirements at the user's IT workplace, sustainably generate added value for the customer and increase user efficiency and productivity.

Compliance requirements, increased user demands and cost pressure mean that now more than ever before, companies and public institutions are faced with the challenge of optimising IT processes, creating transparency and avoiding breakdowns in communication. IT consultants at TAP.DE work by the adage that 'there is always a simple solution, you just need to find it' to create and implement individual solution concepts that seamlessly integrate with customer business processes.

The mission of the company is to specialise and focus on solutions and processes on all aspects of IT workplaces and users. By specialising in this way, TAP.DE is an expert consultant, systems integrator and service provider for workplace infrastructure, endpoint security, IT service and finance management, process consulting and business analytics.

TAP.DE is headquartered in Straubing, Germany, and has subsidiaries in Germany and Austria. Well-known companies such as Magna, Puma, Software AG, Georg Fischer, the University of Vienna, the German Air Rescue and Karlsruhe District Office, among many others, obtain consulting services from TAP.DE.

In addition to Matrix42, TAP is also a partner of renowned software manufacturers such as Citrix, Microsoft, HEAT/Lumension and EgoSecure.

For further information, visit www.tap.de

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