VXL SUCCESS STORY: DR. MARTENS

VXL secures pan-European deal with iconic Dr. Martens boot brand

Iconic boot brand, Dr. Martens, realises full remote control support, cost savings, enhanced operational efficiencies with VXL's Fusion UEM (Unified Endpoint Management) solution.

Feature Quote

"*Working with VXL improved our productivity and efficiency. Our IT department used to receive many support calls, which were lengthy and frustrating to team members on both sides of the phone. Thanks to VXL Software's Fusion UEM full remote control support, we are able to solve device issues anywhere, in much less time, which will save hundreds of hours per year and allow our remote teams to provide the best possible support to our instore employees.*"

- Rakesh Sandhu, Retail IT Delivery & Support Manager, Dr. Martens.

SUMMARY

The Customer

Dr. Martens is an iconic British boot brand founded in 1960 in Northamptonshire. Nearly six decades later, "Docs" or "DMs" are worn by people around the world who use them as a symbol of empowerment and their own individual attitude.

Dr. Martens has a total of 94 worldwide stores in key locations including 36 in the UK, 22 in USA, 11 in Japan and recently a relaunch in China. In the last 12 months up-to 31 March 2018, group revenue was up 20% to £348.6m.

The Challenge

To deliver 'full' remote control support of Dr. Martens CipherLab mobile data scanners throughout the UK and Europe.

The Solution

- VXL Fusion Universal Endpoint Management (UEM) software
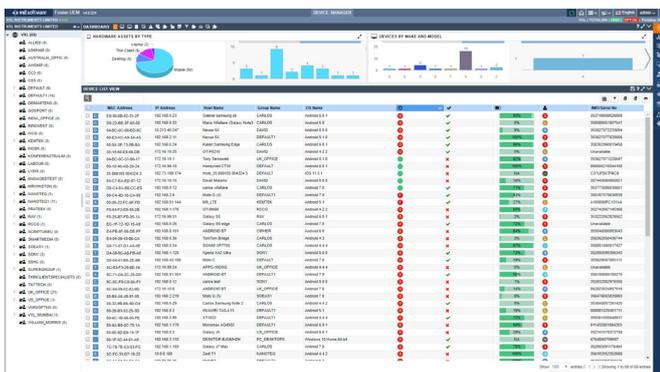
Key Benefits

- Full remote control support and management of mobile data scanners
- More productive remote employee support
- Minimum remote device downtime
- Cost savings via improved operational efficiencies.

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Goals and Objectives

- Full remote control support

- Minimise scanner downtime

- Lower operational costs

- Raise employee support

Using remote mobile hardware and software technology to empower its hundreds of employees across its UK and European retail store network, Dr. Martens faced a new challenge of achieving full remote control support of its end-point devices.

Employing rugged CipherLab mobile data scanners to monitor and manage stock inventory between the retail and warehouse locations, VXL Software worked with CipherLab to find a solution. To date, VXL Software's Fusion UEM is the only endpoint management software to deliver full remote control of CipherLab's mobile scanning devices.

Allowing Dr. Martens to quickly and effectively support employees in the field, keeping device downtime to a minimum, Fusion UEM was also employed to lock-down the devices to avoid accidental operator miss-use and ensure a reliable and productive user experience.

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Key Success Factors

Instrumental in the business win was VXL Software's VAR partner, Ganedata. Together both companies worked closely with Dr. Marten's IT department to ensure a seamless installation of Fusion UEM including the enrolment of CipherLab mobile data scanners, creation of regional group profiles and hosting in the Cloud. "Finding the right partners to improve both our operational efficiency and productivity was crucial to our business" added Rakesh Sandhu.

Furthermore, Dr Martens is now capable of remotely solving issues across UK and Europe, in much less time, not only saving hundreds of hours per year but also allowing its IT department to provide the best possible support to its in-store employees.

What sets Fusion UEM apart is the fact that it's a true unified endpoint management solution with the ability to manage both mobile (data scanners, smartphones & tablets) as well as static PC desktop and laptop devices.

About VXL Software

VXL Software is a global company, with offices in the USA, UK, France, Germany, the UAE, India and Singapore. VXL Software's Americas Group is head-quartered in Houston, Texas. The European headquarters is in Manchester, UK. VXL Software's development team, and the Asia Pacific headquarters, are based in Mumbai, India.

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