Case Study

ASAVIE

Mobile Visibility & Control for Increased Productivity & Cost Savings

Since deploying Asavie SD Mobile™ to its nationwide outside sales team Safe Haven has gained visibility and control of mobile device usage across over 350 iPads. The company has re-defined what it means to use the mobile device as a work tool and has gained the buy-in from employees who understand the benefits of this approach. Additionally, they are seeing significant savings in their mobile data bills on the back of the reduced data consumption already achieved.

CHALLENGES

Home security firms, by the nature of their business, have large numbers of employees in the field dedicated to sales and technical installations. Safe Haven has enjoyed rapid growth in the breadth and reach of its services across the US over the past number of years. This expansion has brought challenges for the business as they try to retain their market leadership and improve the productivity of their remote field sales workforce.

As part of a mobile first strategy Safe Haven armed its nationwide salesforce with iOS devices to successfully complete in-situ the full sales process from entering the deal; showcasing the service, to closing and registering the deal on Safe Haven's provisioning systems, as well as accessing the applications used in the business.

The main challenges faced by the IT team responsible for the governance of this mobile first project was a lack of visibility into the device data usage and control to ensure the devices were being used only for work related purposes. Although Safe Haven had already implemented a Mobile Device Management (MDM) solution to manage their devices, they lacked any insights or control over what applications or services were being accessed by their sales teams. In extreme cases, some individual employees were consuming as much as 100GB of data per month and racking up to $1,000 in monthly device bills.

Asavie SD Mobile™ allowed us to immediately gain better insights and control of our mobile device estate and our mobile data bills. We were also able to put some security features in place which we never had with the previous device level MDM solution.

Jason Vaughan, Director of Operations, Safe Haven ADT

ADT Authorized Dealer | Safe Haven Security

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Established in 1999 and conducting business in more than 30 states across the USA, Safe Haven provides electronic security, fire protection and other related alarm monitoring services built on the ADT (NYSE:ADT) Service network, catering specifically to families and their homes. Safe Haven is the 2nd largest dealer for ADT in the United States employing 1,500 staff in 50 satellite offices from L.A. to New York.

SOLUTION DEPLOYED

Safe Haven wanted their mobile devices to be used as dedicated work tools that would yield increased productivity by ensuring access to relevant business application services for sales reps on the move. They also sought to modify user behavior in order to reduce the high data consumption costs they were incurring, without impacting on employee relations. The initial licenses of Asavie SD Mobile™ were rolled out across the top performing market teams and having immediately seen positive results, the rest of the licenses were deployed shortly afterwards.

Asavie SD Mobile™ provides the ability to create customized usage policies to set data caps or time-of-day access and block non-work related domains for individuals and groups, so that devices are used as fit-for-purpose dedicated business tools only.

The powerful web content categorization feature ensures that Safe Haven can design policies to block domains that are not work related, but also protect employees from malicious websites through a real-time threat intelligence service. In addition, the devices are protected with standard MDM-type functionality, such as locate, lock and wipe, in case phones or tablets are lost or stolen.

BENEFITS

The Asavie SD Mobile™ mobility visibility and controls have benefitted Safe Haven in several ways in a short timeframe.

- It has quickly brought mobile data consumption costs into line with business objectives, ensuring that the finance department can forecast with confidence its monthly and quarterly mobility expenditures.

- A reduction in lost productivity due to ensuring fit-for-purpose usage of the mobile devices by sales reps.

- Increased security levels through zero-day defense blocking of malicious websites and enhanced MDM features.

From the usage point of view, the way we've been able to control data is like night and day. It works a 100%. We're tracking to hit less then 100GB of data by the end of this billing cycle for the entire mobile estate. This would never have happened before.

Jason Vaughan,
Director of Operations,
*Safe Haven ADT*

IMPROVED COST CONTROL

Overnight Safe Haven has generated cost savings. No more outlier users consuming in excess of 100 Gb/month. Total sales team data consumption is now on target and in budget.

GREATER PRODUCTIVITY

By creating a customized, fit-for-purpose user experience, Asavie SD Mobile™ enables Safe Haven employees access relevant content in a more productive manner and avoid time wasting distractions.

ENHANCED SECURITY

Increased security levels through zero-day defense blocking of malicious websites and essential MDM features of locate, lock and wipe.
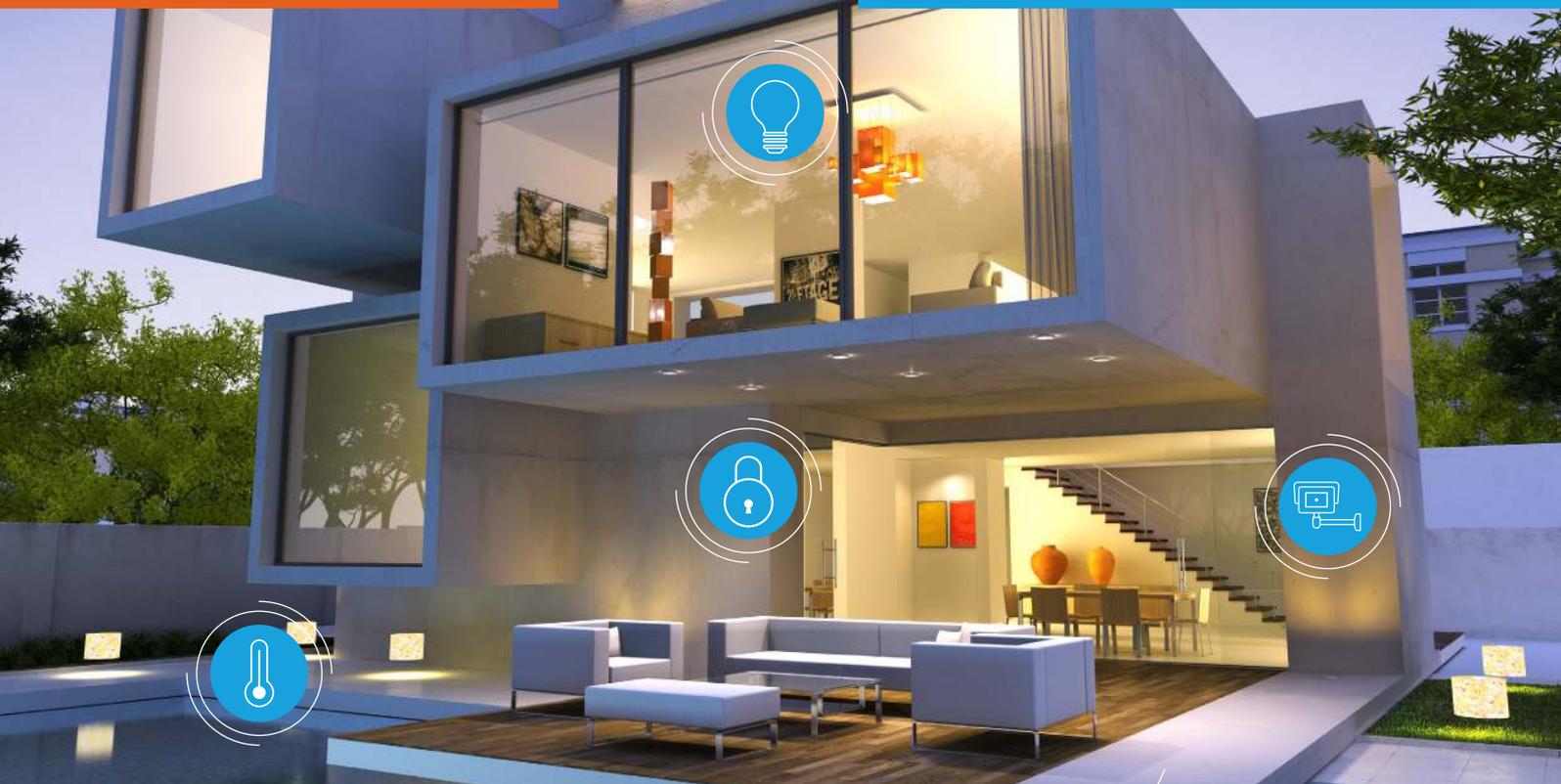
Asavie makes secure connectivity simple for any size of mobility or IoT deployment in a hyper-connected world.

ASAVIE