



La Poste solves the riddle of application updates and improves its postal workers

A 100% user-oriented roll-out to 100,000 smartphones

“With VMware Workspace ONE, everything is now easier for postal workers, managers and the IT department.”

JULIETTE BAUDRY
WORK ENVIRONMENT DIRECTOR
LA POSTE GROUP

MAIN CHALLENGES

- To make postal workers' daily life easier
- To roll out Workspace ONE on a very large scale
- To improve performance in terms of update quality
- To reduce time taken to update terminals
- To prevent downloads from non-secure stores

THE VMWARE HALLMARK

- Secure mobile equipment
- Automatic updates of business applications (20 applications)
- Management of all professional and personal applications thanks to Workspace One
- Strong support from VMware to deploy Workspace One in a tense planning with strong service quality requirements

La Poste group's 70,000 postal workers use a number of apps each day. The challenge was to keep these apps up to date for all of them.

To put an end to the painstaking and time-consuming manual step of each app update being downloaded by every postal worker, the La Poste group set itself the task of finding a simple, quick and user-friendly solution.

It chose VMware Workspace ONE to resolve the crucial issue of updates, thanks to the application push function built into this leading solution.

This results in updates being completed in no time as well as a better user experience for postal workers.

Mobile and connected, the La Poste group's 70,000 postal workers carry out most of their daily tasks with a smartphone in their pocket. From letters to recorded deliveries, envelopes and parcels – no fewer than 20 apps are vital to their work. The challenge was to significantly shorten their updating stage.

Objective: total version consistency

With pretty much everything in modern life now instant, having to manually download around 20 major updates to mobile apps on their work smartphone every three months seemed like an anachronism to users. But it didn't end there! “*The situation was also complicated for managers, who had to send numerous reminders. This meant we had to introduce checks,*” explains Juliette Baudry, Work Environment Director at La Poste. The situation also raised IT issues: “*Because we had an insufficient level of quality and updating apps took too long,*” she adds.

This had an impact on version consistency across all users, as well as functional performance of course.

The obvious choice of a leading solution

“*In a context of extremely rapid changes in the mobile ecosystem, we wanted a market-leading solution capable of seamless integration,*” recalls the Work Environment Director. The La Poste group therefore naturally turned to VMware Workspace ONE.

THE WORKSPACE ONE SOLUTION

- Optimised management of app updates
- Stronger access controls
- Unified terminal management
- More secure and simplified access to apps
- Minimisation of management costs

GAINS

- 15 to 30 minutes saved on update times
- Greater security with configurable blocking of access to non-secure stores
- Ability to restrict functionality to focus on business needs
- An app store available on all “Facteo” mobiles to promote professional apps
- Development of single sign-on (SSO) apps
- Association of two previously distinct functions: the MDM (Mobile Device Management) function and the company’s Store function

This solution is capable of segmenting user profiles and defining several scopes tailored to the Group’s various internal delegations and administrations – but above all is capable of ensuring very large scale and completely secure roll-out.

This was a major issue for La Poste, which wanted to equip no fewer than 100,000 smartphones! On top of the 70,000 postal workers’ devices, there were also 30,000 terminals used by other functions in the company.

The winning option of progressive roll-out

To overcome this ambitious challenge, La Poste immediately turned to the expertise of the VMware teams. The project would need to be gradual and, step by step, the partners ensured that feedback was positive before moving forward.

The Workspace ONE adventure began with a pilot in the summer of 2018 involving a few hundred smartphones. “Then we had a window of opportunity as we needed to launch a campaign to renew 40,000 phones,” says Juliette Baudry.

This was a windfall as half of these new terminals could benefit from the first mass roll-out of Workspace ONE between September and October 2018.

The deadline was tight, as this stage needed to be completed by the end of the year.

Users’ feedback and support were then analysed before planning the next step. Once the green light was given, roll-out plans could be finalised. The project was completed between March and October 2019 for the remaining 80,000 smartphones.

Things are certainly simpler!

At every stage of the project, the question of simplicity for users was the key concern for the La Poste group and its partner, in order to guarantee strong support.

“*This was a major issue and VMware really supported us in this approach,*” says Juliette Baudry.

Thanks to the VMware Workspace One’s push mode, “*apps magically arrive on the phone and postal workers don’t have to worry about it,*” explains Juliette Baudry.

All they have to do is activate the updates in a few fast and painless clicks. “*Because although user input is still required, it should be as minimal as possible,*” says the Work Environment Director. “*And roll-out was not seen as a major upheaval, which is a great success!*” adds Juliette.

Another major – and particularly user-friendly – benefit was the gain of between a quarter and half an hour on new application version upgrades.

“*Before, whenever we returned from holiday or at the end of the weekend, we always had to install updates,*” recalls Johann Antonin, senior postal worker at La Poste.

“*The tool has improved our everyday life as now we are operational straight away.*”

What does the future hold?

Now that La Poste has Workspace ONE, it is looking even further ahead in terms of digital transformation. “*At the start of 2020, for example, we are beginning to use VPN (Virtual Private Network) functions via apps,*” explains Juliette Baudry. “*These make it easier for us to display intranet applications on postal workers’ smartphones, securely and without redesigning the entire architecture.*”

Enough to flexibly and rapidly enhance the portfolio of the user applications and boost the transition to “mobile first”!