



## MIGROS STREAMLINED OPERATION EFFICIENCY FOR THEIR RETAIL EMPLOYEES, BOTH IN AND OUT OF STORE

# MiGROS

**CUSTOMER**  
MIGROS

**WEB SITE**  
MIGROS.COM.TR

**INDUSTRY**  
RETAIL

**LOCATION**  
İSTANBUL, TURKEY

### KEY CHALLENGES

- Data access and security
- Fast and extensive reporting
- Effective management of handsets and mobile devices

### SOLUTION

Migros not only provided time and cost efficiency, secure access and operational efficiency by integrating its mobile devices into Migros's infrastructure, but also enabled its employees to use whatever device they wish to.

### BUSINESS BENEFITS

- Opening new stores quickly
- Fast updates to the software
- Store managers are able to easily manage the whole store using one single tablet

Migros is an organized retailing company with the highest number of end-point devices (about 170 thousand), the biggest customer transaction numbers, and numerous stores to be opened very fast (300 stores annually) in Turkey. In this organization with 3000 suppliers, more than 45 thousand employees, thousands of processes about products (such as product acceptance through handsets, returning, order follow-up, taking out of the store, receiving orders from virtual market) are carried out through mobile devices. Therefore, mobility is a *sine qua non* for Migros. Tens of thousands of devices needed to be managed safely, fast and smoothly with no business loss.

Migros offers quality products and goods with affordable prices and a customer oriented approach in 81 cities in Turkey. The fundamental objective of Migros is to meet customer demands fast by reaching them through various channels according to their life styles and to help them have a unique shopping experience. Migros offers its services in the "Right Time and Right Place" through its various market chains such as Migros, MigrosJet, Macrocenter and 5Ms. Also, Migros offers wholesale service for hotels, restaurants and cafes. Migros Virtual market is the biggest and most widespread e-commerce website in Turkey.

In "Turkey's Most Admired Companies" research, Migros was awarded "Most Admired Retailer Company" for the 14th consecutive year.

### Challenge

Migros is a company managed by data. Therefore, employees needed to reach data on products and stock anytime and anywhere in a secure way. Making the right business decisions outside the company too, enabling access to data anywhere, anytime and anyhow and analyzing the corporate strategies and objectives accurately were of great importance to Migros.

The reporting system managing thousands of reports and inquiry monitors needed to work on the tablets efficiently and securely. This system includes the latest data on the price of a product, the amount of sale, instant sales/stocks/merchandise movements, chronological comparison between the sale rates, the products on the shelves and in the storehouse.

Application updates had to reach thousands of mobile devices in the shortest time. In an unmanageable system, this process used to take days, weeks, even months. They needed to take the inventory of mobile devices and handsets so that the devices could be managed remotely; they also needed to erase the data completely in case a device was lost. In addition, employees needed to be free to use whatever devices they wish.

Employees needed to reach and access company resources (email, internal portal, file server etc.) securely and easily through their own mobile devices.

“Thanks to Workspace ONE, the software updates that used to take weeks, is now completed in 1 hour smoothly. This led to a substantial decrease in the number of calls and a substantial increase in internal customer satisfaction.”

MURAT ZOBU  
IT INFRASTRUCTURE AND OPERATIONAL  
SYSTEM DIRECTOR  
MIGROS

#### VMWARE FOOTPRINT

- VMware Workspace ONE

#### PARTNER

- IHS Technology

## The Solution

Migros started to manage all devices such as handheld terminals, tablets of store managers, Virtual Market goods collection tablets, employee's mobile devices (BYOD) through VMware Workspace ONE powered by VMware AirWatch technology. The use of these devices is widespread across Migros ecosystem, i.e. Migros stores, distribution centers, headquarters and branches. In other words, there are more than 7 thousand handsets, over 3 thousand IOS tablets/phones and around 1,500 Android tablets/phones. Therefore, the company eliminated the complexities of endpoint management across all platforms; leveraged a single platform to manage all apps and devices, regardless of ownership models and with complete employee privacy.

Migros supported app management across physical desktops, on or off the corporate network, with unified endpoint management, enabled complete, scalable, lifecycle management and delivered real-time visibility for users, apps and devices across its network.

One of the most critical security precautions for Migros is to integrate security features implemented internally with different devices used by the employees. By means of Workspace ONE's flexible and inclusive approach, Migros established a new engagement model between IT and end users that promotes choice and flexibility while improving security. Employees now experience streamlined access to apps, which removed the unnecessary hurdles of VPNs and help desk tickets for resetting passwords.

Previously Migros was required to buy mobile phones for their employees, keep their stock records, organize their maintenance and follow their lines. This was a task that was burdensome in terms of the cost and human resources and required management by a separate department. Workspace ONE enabled employees to buy their preferred devices with an employee benefit and thus Migros could get rid of device inventory and maintenance.

## Business Results and Benefits

In addition to better efficiency Migros can now open stores more quickly. They have also improved the security, control and manageability for mobile devices and made it faster to distribute the applications that enable deliver of online and store orders.

Remote response to problems with handhelds has also been improved and secured. Now, the software updates are uploaded in one hour instead of one month. This led to a decrease of workload for the company help desk and an increase of internal customer satisfaction, which in turn enabled the IT department to save time. Thanks to Workspace ONE, Migros met the speed and efficiency criteria; business loss arising from such problems substantially decreased. When employees must reach the company resources from a mobile device, all procedures are carried out in an environment into which Workspace ONE solutions are integrated. So, private business information is prevented from being leaked.

Thanks to Workspace ONE, all the programs and adjustments are ready for the employees to use. Before that, employees would follow some procedures to do them on their own; if they could not, they used to get support but processes could be slow. Workspace ONE provided the store with functional and operational efficiency.

The report system, which is very frequently used by store managers or the users in administrative departments, is a critical tool. Workspace ONE enabled

“Freedom of device selection and employees’ decision to use the device they want to, was important. Thanks to VMware Workspace ONE, we can make all the devices chosen by users easy to access company resources and manageable.”

ÖMER LÜTFİ KARAGÖZ  
NETWORK COMMUNICATION AND  
INFORMATION SECURITY GROUP MANAGER  
MIGROS

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Migros to switch on the report system directly and smoothly from the server in the company so that employees are able to securely reach company resources.

Embracing the philosophy “Store is managed within the store per se”, Migros provided its managers with mobile devices and set an example in the European retail industry. Now, a store manager is able to control everything related to the store on his/her tablet. Migros also cleared up the burden and cost to enable users to access company resources.

To Migros, one of the most admired features of Workspace ONE is that it has enabled users to use their existing native applications through secured and controlled e-mail access. Freedom of device selection and employees’ decision to use the device they want to, was important to Migros. Thanks to Workspace ONE, the retailer can make it easy for all the devices chosen by users to access company resources and manageable. Migros, now, does not have to compromise on its principle of not causing a change in users’ habits.

### Looking Ahead

Migros preferred VMware virtualization platform as a hypervisor across all the hardware for all servers and applications on its infrastructure. The company uses VMware products to supervise this huge platform and automate the processes, and plans to expand use of these products.

