

# BCBG Transforms Retail Experience with Mobile Technology Powered by AirWatch

## The Client

Always on the forefront of fashion, BCBGMAXAZRIA (BCBG) is the premier lifestyle collection for today's modern woman. The company's name is derived from the French phrase "bon chic, bon genre," which is Parisian slang for "good style, good attitude." Reconciling creativity with accessibility and desirability with wearability, BCBG occupies a unique position in American fashion. Offering sophisticated, confident designs that take consumers from work to the weekend in style, BCBG is sold in more than 1,000 points of sale worldwide.

The collection's brands, which include BCBGMAXAZRIA, BCBGeneration and the luxury label Hervé Léger by Max Azria, are showcased within in-store shops of top department stores across the globe, such as Saks Fifth Avenue, Bloomingdale's, the UK's Harvey Nichols and Harrods, Spain's Corte Ingles and Palacio de Hierro in Mexico.

## The Challenge

With critically acclaimed collections, a loyal elite following and a strong worldwide presence, this design powerhouse has evolved into one of the hottest names in the fashion industry today. BCBG's innovative designs rule the runways season after season, but the company's executive team also wanted to secure its reputation as a leader in mobility. This required investing in the latest mobile technology and partnering with an enterprise mobility management (EMM) provider to manage the deployment.

"Things move quickly in this industry: trends change each season, new stores open and innovative ad campaigns are introduced," said Karl Ma, senior manager of global information security and compliance. "BCBG needed a mobile solution to digitize day-to-day business processes across 22 brands and keep employees connected, whether they are interacting with consumers at a retail store, buyers at a trade show or celebrity clients at a high profile event like the Kentucky Derby."

BCBGMAXAZRIAGROUP

### Solution Overview

- Client: BCBGMAXAZRIA
- Industry: Retail
- Geography: Global
- Features: MAM, MDM, MEM
- Devices: 1-100



As a global fashion empire, BCBG's wholesale sales team attends a variety of industry-related tradeshows, including Coterie, one of the most widely anticipated fashion conventions in the world. These events are ideal opportunities for the sales team to attract new clients and assist buyers with placing wholesale orders, so arming employees with mobile devices to simplify these tasks was a top priority.

## The Solution

After careful due diligence and comparisons between numerous EMM providers, BCBG selected AirWatch® to manage its mobile fleet of devices – a mix of iPads® and iPad® minis. According to Nader Karimi, BCBG's chief information officer, ease of use, price competitiveness, and sales team set the AirWatch solution apart from its competitors. "When we evaluated the various mobile device management (MDM) solutions on the market, AirWatch proved to be the easiest to use and provided the most value to our organization," he explained.

After a seamless implementation, Ma's team deployed the AirWatch-managed devices to the marketing, international licensee, and wholesale sales teams. BCBG's marketing team uses the tablets to showcase the company's latest runway shows, new merchandise and video campaigns to customers at events like Coachella. "BCBG has very trendy merchandise, and now we have the technology to showcase it to clients wherever they are located," said Ma.

The devices have also had a positive impact on the way BCBG's wholesale sales team operates at tradeshows. "Prior to partnering with AirWatch, sales people were using paper to take orders," explained Ma of the time consuming manual process. "Now, with a tablet in hand, the employees can show buyers the latest merchandise and place orders securely, at the touch of a button. The entire process is much more streamlined and facilitates interaction with clients. Since going mobile, we've attracted new buyers and significantly increased our revenue. This wouldn't have been possible without AirWatch to support the iPads," he said. BCBG has also seen a return on their mobile investment in the form of saving money previously spent on printing costs. "Before using tablets, we were spending upwards of \$2,000 a month on printing design-related materials and product images. Digitizing company materials has significantly cut down on these costs," said Ma.

"When we evaluated the various MDM solutions on the market, AirWatch proved to be the easiest to use and provided the most value to our organization."

– Nader Karimi  
Chief Information Officer  
BCBGMAXAZRIA Group

