



## Raising Efficiency While Reducing Administrative Burdens for Flipkart



### Solution Overview

- **Customer:** Flipkart
- **Industry:** e-commerce
- **Geography:** Bangalore, India
- **Challenge:** Flipkart needed to remotely manage a fleet of mobile devices with a critical in-house app for more than 3000 delivery executives across India.
- **Solution:** MaaS360 enables Flipkart to support 850+ mobile devices, manage remote updates to the app, lock the device in kiosk mode, track mobile data usage to keep data costs in check and ensure corporate policies are enforced.
- **Results:**
  - Delivery executives in the field receive remote updates of Flipkart's in-house logistics program application, ensuring that all are utilizing the latest version of the app
  - Mobile devices are more secure due to tracking and alert functionality
  - Administrative burdens are greatly reduced
  - IT is able to remotely monitor and manage devices and apps via a central solution. Previously IT staff was required at each delivery hub to provide regional support.
  - Flipkart can use geo-fencing to see if a delivery executive deviates from the designated route

### The Challenge: Mobile Device Management with the Goal of Increased Efficiency

Flipkart is an e-commerce company headquartered in Bangalore, India. It initially focused on the online sales of books, but it expanded its reach to include electronics and a variety of other lifestyle products to become the leading destination for online shopping in the country.

One of Flipkart's key value propositions is the prompt delivery of goods. The company employs more than 3000 delivery executives in 13 hubs across the country. To increase efficiency, Flipkart developed an online logistics application, eKart, to be utilized by delivery executives in the field via company-owned mobile devices. Flipkart knew it needed a Mobile Device Management (MDM) solution in place to remotely manage updates to its app, monitor data usage and enable reporting.

The use case for Flipkart was focused mainly on the need for asset management, remote monitoring, and mobile application management. In addition to supporting a network of delivery executives in the field, Flipkart wanted to make every effort to safeguard their newly acquired mobile assets and ensure that these devices were being utilized only for their designated purposes.

Flipkart's IT team recognized the need for a cloud-based MDM solution to support its field organization without incurring the additional costs of implementing an on-site solution.

### The Solution: MaaS360 for the Management of Mobile Devices on a Cloud-based Network

The Flipkart team did extensive analysis when researching MDM solutions. After its initial survey, they developed a short list of vendors including XenMobile, MobileIron, AirWatch and Fiberlink. Fiberlink's MaaS360 product provided the best overall solution, combining the flexibility of a cloud-based product with the asset management and tracking features that Flipkart required to achieve their specific MDM goals.

**Remote Asset Management.** When rolling out the mobile devices to its delivery executives, Flipkart was clear that they were to be used only for business purposes. It was important for



them to apply specific policies and restrictions on the devices to ensure that employees were not utilizing the devices for unauthorized applications. MaaS360 enabled them to lock the devices in kiosk mode, restricting users to only Flipkart-authorized applications.

**Monitoring and Tracking to Manage Costs and Maintain Efficiency.** The team was very interested in MaaS360's monitoring capabilities that would allow them to track mobile data usage to ensure data costs are in check. "Managing such a large number of users is almost impossible without the ability to monitor devices," said Tushar Saxena, Program Manager at Flipkart. "MaaS360's over-the-air configuration and automated monitoring functionality makes it feasible to manage a fleet of devices and keep within budget and plan."

**Cloud-based Solution for Reduced Maintenance and Cost.** Flipkart's business is entirely cloud-based, so they wanted their MDM solution to be built on a cloud-based model. "The fact that MaaS360 is a cloud-based solution enables us to focus solely on the functionality without the installation and server maintenance headaches of an on-site solution, not to mention the additional hardware investment," said Saxena. "From a cost and maintenance perspective, a cloud-based solution was an absolute must."

## The Benefits: Increased Mobility Leads to Administrative Efficiencies

The MaaS360 solution has enabled Flipkart to successfully increase efficiencies with eKart on MaaS360-protected mobile devices.

**Automation reduces administrative burden.** Replacing its time-consuming manual upload process with the automated system, Flipkart delivery executives are saving hours every day on paperwork. Additionally, the logistics application managed through MaaS360 provides Flipkart with a window into its ERP system for increased integration and reporting capabilities.

**Mobile device management enables centralization of IT resources.** MaaS360 enables IT to monitor all of its devices from a single console. As a result, Flipkart has been able to centralize its IT team, eliminating the need for designated IT resources in each of its 13 delivery hubs.

Flipkart's IT team can remotely deploy updates to the eKart application, ensuring that all delivery executives are utilizing the most current version.

**Monitoring capabilities ensure compliance with corporate policies.** MaaS360's alerts will enable the Flipkart team to monitor the physical location of its delivery executives to ensure that they adhere to their recommended routes for timely delivery and reduced travel costs. Flipkart has plans to set a five-mile radius around the delivery hub with MaaS360's geo-fencing feature, so if a delivery executive deviates from the designated route they can be alerted and can respond immediately.

Security features such as this, along with its reporting and the alert center functionality will enable Flipkart to proactively monitor devices to safeguard their assets and ensure compliance with company-set mobile policies.

Based on its success to date with the mobile roll-out of the first 850 devices, Flipkart plans to extend its mobile reach to include 2000+ devices in the near future.

“ We completed an extensive analysis when searching for an MDM solution. Fiberlink was competitive on all levels and demonstrated flexibility and willingness to work with us to accomplish our goals. This is how we treat our customers and how we like to be treated as well. ”

–Tushar Saxena,  
Program Manager, Flipkart

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