

BLUESTAR EUROPE ELEMEZ™ CASE STUDY

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BlueStar™ is the leading global distributor of solutions-based ADC, Mobility, Point-of-Sale, RFID, Digital Signage, and Security technology. BlueStar works exclusively with value-added resellers, providing them with complete solutions, business development and marketing support.

The company brings unequalled expertise to the market, offers award-winning technical support and is an authorized service centre for a growing number of manufacturers. BlueStar focuses on delivering hardware, software and critical accessories in one bundle with technology solutions across all verticals.

Delivering high volumes of product in an increasingly competitive European market is critical for BlueStar Europe. Achieving high service levels in these customer deliveries depends on reliable mobile scanning devices and productive workers in its warehouse operations to pick orders quickly and accurately for its channel distribution business in Europe.

If mobile devices fail, the business fails - it's that simple. Failed mobile devices can result in lost revenue and lost customers for BlueStar.

Because mobility is business-critical to BlueStar EMEA, warehouse operations and mobile technology must be managed and supported proactively like any other business-critical asset.

Mobile operations and the mobile ecosystem is increasingly complex, and traditional MDM products and services do not provide the real time analysis or reporting to stay on top of the big issues with mobile operations. BlueStar and all other enterprises have traditionally had no visibility into the health and utilization of their mobile devices and applications, resulting in expensive downtime, reduced shipments, increased costs and lost revenue and customers.

Business Challenges:

The challenges of managing mobility were numerous:

- **No visibility into the health and utilization of all mobile devices and applications** resulting in expensive downtime, reduced shipments, increased costs and lost revenue and customers.
- **Find a way to manage mobile technology and warehouse operations** like all other business-critical assets.
- **Ensure mobile devices and applications are highly reliable** in order to pick shipments quickly and accurately for its channel distribution partners across Europe.
- **Despite having an MDM in place, still find problems with asset management, device health issues, battery issues and high failure rates which negatively impact the overall Digital Employee Experience (IDEX) for BlueStar's warehouse frontline workers.**

Summary

BlueStar deployed Elemez Mobile DEX on all their Zebra Android mobile devices used in the warehouse to ensure the devices are performing optimally, utilized properly, fit for purpose and not causing any user frustration or lost productivity.

BlueStar's EMEA warehouse operations, IT and finance departments NOW have easy access to very simple screens using a simple red, amber, green alerting system that alert on the state of health of their mobile estate so that they can be proactive in preventing downtime on their mobile computers.

"As a large solution provider, BlueStar are familiar with mobile computing and their associated operational and financial challenges. Like most companies, despite our use of MDM, we still find problems with asset management, device health issues, battery issues, run time issues and high failure rates. Elemez changes all of this, using AI and machine learning to give the right information to the right people at the right time on the health and utilization of all mobile devices and applications."

Manel Baranera, CFO, BlueStar EMEA

Real-time monitoring of battery health and device health by support teams, operations or procurement, is dramatically reducing downtime of mobile devices and workers and eliminating the hidden costs of mobile outages for BlueStar's business.

Get in Touch

Contact us today to dramatically change how you manage mobility by going beyond MDM and adopting Mobile DEX.

**UK +44 (0) 1235 432 750
US +1 470 237 0360
sales@b2msolutions.com**

Elemez Solutions:

Elemez meets the challenges above by going beyond MDM to:

- ✓ Focus on alerts and problems made evident by Elemez instead of dealing with the volume of end-users calling with problems.
- ✓ Manage all devices regardless of manufacturer from a single screen and system instead of monitoring multiple vendor-specific solutions.
- ✓ Speed up time for resolution by eliminating much of the guess work and Q&A necessary to get a full report on device health and quickly find the root cause.
- ✓ Lower the volume of calls by leveraging Elemez to spot problems which are quickly turning into a crisis well before the volume of calls indicates the same. Elemez allows for proactive problem identification and resolution.
- ✓ Fix problems before users even know they exist to keep workers and their mobile device functioning and productive.
- ✓ Develop 7x24 operational metrics which measure uptime and other metrics traditionally reserved for mission-critical technology operations centers.
- ✓ Deliver Mission-Critical Mobility by focusing uptime and availability of mobile resources.
- ✓ Integrate with other operations functions around MDM administration, change management and even application development to provide the operational insights and expertise critical to successfully delivering and maintaining mobility.

Economic Benefits:

B2M can lower the True Cost of Ownership™ of Mobility by:

- **Improving worker productivity** by eliminating worker downtime and thus lost productivity costs as wages are paid for no output.
- **Resolving challenging end-user issues** by providing better tools to proactively isolate root causes and provide speedy resolutions to issues related to SIM cards, network connections, application bugs and more.
- **Recovering and redeploying underutilized mobile devices**, thereby eliminating the need to purchase replacement devices.