

The Reject Shop

Case Study

SOTI MobiControl provides a savvy solution for Australia's discount retail outlet



The Reject Shop is an Australian chain of discount variety stores. Since it was founded in 1981, they have grown to over 330 stores, 3 major distribution hubs and 5,000 employees across Australia. The Reject Shop offers a wide range of consumer goods to savvy shoppers who are attracted to low price points, convenient shopping and the opportunity to purchase a bargain. Their customer promise is; "You'll always get more for your money through the fun and excitement of discovering a new bargain" More stores, more products and more bargains are in the future as The Reject Shop expands its footprint and continues to offer its savvy customers the best deals in Australia.

The Business Challenge

The Reject Shop has been a SOTI customer since 2007. They rely on MobiControl to manage their Windows CE based barcode scanners and inventory management solutions used at its distribution centres. In 2013, in an effort to improve the customer experience and extend inventory control into the store aisles, The Reject Shop introduced Zebra MC40 devices into their stores. The MC40 is a handheld personal computer optimized for retail settings. Running on the Android operating system, it provides; 1D and 2D barcode scanning, a magnetic strip reader for POS support, out of the box Push-To-Talk (PTT) capability and all of the features of a modern smartphone.

The versatility of the new Android-based device presented a different set of challenges for The Reject Shop's IT department. With such a wide geographic distribution of devices, it was vital that these new devices could be managed centrally by an Enterprise Mobility Management (EMM) solution. The Reject Shop required;

- Backward compatibility with their existing Windows CE devices and support for the new Android devices through a single management interface.
- Support for low level scripting and the Android+ API to enable complicated scripting across all deployed devices.
- Secure content management, proxy configuration and geo-fencing to protect device hardware, software and data.
- Detailed device-level reporting to facilitate updates and remote support.

Vertical: Retail

Location: APAC/ANZ

Deployment: Purpose-built

OS: Android®/Windows CE

Mobile Devices: Zebra MC40,
Barcode scanners

Mobility Challenge

- Managing devices regardless of device type or location
- Upgrading devices remotely with little to no human intervention, and no disruption to daily business operations

Mobility Benefits

- Investment was validated by knowing future devices also function within The Reject Shop's EMM framework
- Cost savings with central management of the OS upgrade
- Quick and easy implementation with devices being rolled out in just two weeks
- Improved security with centrally managed configuration

"SOTI MobiControl's logging and reporting capabilities are incredible," says Vaibhav Kumar from The Reject Shop. "Device by device logging made our complicated operating system upgrade project easy, and enabled a rapid rollout to all of our Android devices across the country."

*Vaibhav Kumar,
IT Store Systems Manager,
The Reject Shop*

The MobiControl Solution

The Reject Shop planned a pilot test to validate the capabilities of SOTI MobiControl versus competitive EMM solutions. Their test scenario was to upgrade the Android OS version to Jelly Bean on the new Zebra MC40's, and then restore the unique WiFi settings, custom application suite and core business functionality after the upgrade. The challenge they faced was to upgrade the devices remotely, without any human intervention and without any disruption to normal business operations. Early in the planning it was determined that MobiControl was the best solution to provide the seamless workflow they were looking for. File Sync and MobiControl scripting enabled full automation. Other EMM solutions could only provide partial results because they didn't have the ability to sync files remotely, and didn't have robust scripting capabilities.

Scripting and testing of an end-to-end MobiControl solution was achieved in a couple of weeks. The solution framework included a delegation model approach that featured MobiControl in the central management role and a custom application from The Reject Shop to perform authentication and password management. MobiControl's device level logging features were instrumental in debugging scripts and working around device limitations. After a successful pilot test rollout to 30 stores the solution was rolled out to the entire device inventory in just two weeks.

The Results

The Reject Shop has been successfully using SOTI MobiControl with their Windows CE based barcode scanners since 2007. Leveraging their existing EMM solution to support their new Android devices was a huge benefit. Managing all of their mobile devices from a single interface was a win, and validated their investment by reassuring The Reject Shop that future devices could also function within their EMM framework.

The OS upgrade pilot project provided real cost savings to the company. The Reject Shop estimates that central management of the OS upgrade to all of their devices across 330+ stores saved the company a considerable amount in travel and manpower costs. SOTI MobiControl also improved security by centrally managing certificates and configuring proxy settings across all devices. In addition, the physical security of the new Zebra MC40 devices was improved. SOTI MobiControl allows geo-fencing of select devices, locking them up if they leave store premises.

For The Reject Shop, SOTI MobiControl provided unparalleled mobile device support through a single interface, improved hardware, software and data security, giving the peace of mind that any mobile device they adopt in the future could also be supported by SOTI MobiControl. SOTI proved they were the best for enterprise mobility management.



SOTI is a proven product innovator and EMM Industry leader. Over 15,000 customer across 170 countries rely on SOTI for their mobility needs. We empower the enterprise to take mobility to endless possibilities.

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