

9 of the Top 10 Retailers Use AirWatch

Mobility is transforming the retail industry, and top retailers around the world are paying attention. Spanning corporate offices, store locations, operations and distribution centers, mobility in retail is here to stay. Mobile initiatives allow retailers to keep store associates up to date with the latest product and customer information, provide a faster checkout and an enhanced in-store experience, and ultimately, enhance their brand across corporate and store locations.



Focus on Retail

AirWatch® is the largest provider of mobile security and mobile device management software in the world. With over 1,000 employees and 5,000 customers globally, we are more than twice the size of any other MDM provider. AirWatch is focused on the retail industry with a dedicated team of account executives who understand the market. We also have a retail-specific R&D team dedicated to developing solutions that meet the unique challenges of mobility in retail.

Advanced Capabilities for Retail

Multi-tenant Architecture

AirWatch's multi-tenant architecture enables you to manage devices based on user roles, device types or location groups. IT administrators can maintain control over the entire device fleet at a global level, while empowering individual departments or stores to maintain visibility and control of devices in their particular environment.

Enhanced Security

AirWatch enables you to leverage advanced mobile devices and applications without compromising security and compliance. AirWatch's advanced security capabilities include strong user authentication, device location tracking, geofencing and granular access control policies for business apps and documents based on a user's role or device use. AirWatch helps retailers maintain PCI compliance for mobile devices used in stores.

AirWatch Browser

In order to maintain consistency across online and physical locations, many retailers leverage branded website content in their stores. Customers enjoy a cross channel experience, and associates can access store and DC inventory through mobile devices. With AirWatch Browser™, IT administrators can whitelist acceptable websites or blacklist restricted websites, ensuring customers and associates navigate only to approved sites. AirWatch Browser also allows stores to deploy custom web-based apps specific to their business.

Secure Content Locker

With mobile devices, associates can access corporate content and data on the store floor, keeping them out of the back room and in front of customers. AirWatch's Secure Content Locker™ provides a secure, easy-to-access mobile application where documents and videos can be stored, distributed and updated. Employees can view planograms, look books, store promotions, training materials, CRM data and sales figures directly from their device.

Software Development Kit (SDK)

Many retailers are building custom applications to differentiate their brand. With the AirWatch Software Development Kit (SDK), retailers are able to embed AirWatch features in their apps, adding an extra layer of security. Retailers can also take advantage of core management features with SDK, including geofencing, analytics and location tracking. AirWatch has strong partnerships with top retail application developers who are embedding our SDK into their apps for MPOS, business intelligence and mobile kiosks.

Benefits for Retail

- Manage devices across corporate, stores, distribution, etc.
- Maximize store associate productivity
- Maintain consistent branding across all store locations
- Secure distribution and access to corporate documents
- Distribute and manage in-house or purchased apps
- Ensure compliance with corporate policies and standards

