

bpost
CASE STUDY

Taking Mail Delivery to New Heights

bpost, headquartered in Brussels, has been managing the delivery of national and international mail since the early 19th century. Today, they are one of the country's largest employers, with more than 25,000 full and part-time employees. Every day more than 10,000 postal carriers deliver over 9 million letters and 126,000 parcels to 4.7 million households across the country. bpost's strategic plan includes a focus on technology to keep customers and employees happy, generate new sources of revenue, and improve productivity while controlling costs.

The Business Challenge

bpost has been a SOTI customer since 2013, when they originally deployed over 6,500 Motorola (Zebra) MC65 devices running Windows Mobile. They initially selected SOTI MobiControl based on its market leadership for fast staging, asset management, and location services as well as its support for BYOD devices.

However, in early 2016 bpost made the decision to migrate their mobile device deployment to Honeywell CT50s running Android. Based on their previous mobile device experience, they wanted to lockdown the new device to make it easy to use and to improve its security and reliability. They were also looking for a long-term partner that grew with them to secure and manage the IoT applications that they were planning for the future. This new strategic direction meant that bpost required a multi-platform solution that could manage both Windows and Android devices today, while being flexible enough for new devices and platforms tomorrow.

Vertical: Logistics

OS: Windows Mobile, Google Android

Mobile Devices: From Zebra MC65 to Honeywell CT50

Region: Belgium

Mobility Challenge

- Manage multi-vendor, multi-platform mobility environment to support new device strategy
- Enable kiosk mode to lock down mobile device and optimize worker productivity

Mobility Benefits

- Deliver real-time visibility into parcel delivery process
- Keep carriers focused and productive by locking down their device with Kiosk Mode.

"SOTI MobiControl allows us to get the most out of our new mobile devices, making it a "loved" device to our users but still delivering all critical business needs."

*Nick Bond – bpost -
Program Manager MOBILE*





The SOTI Solution

Since bpost was already a SOTI MobiControl customer, they had the solution they needed to assist with their migration to Android devices, while continuing to secure and manage their legacy Windows devices. Key features such as profiles and packages enabled bpost to deploy more than 6,500 new Honeywell CT50s to postal carriers in 250 centers across Belgium quickly, with minimal effort. These new Android devices immediately proved their worth as bpost IT staff were able to use SOTI MobiControl's remote control feature to diagnose and fix device problems in the field.

bpost had ambitious plans for these new devices – they would provide a solid platform for many custom applications planned to improve workflows and increase job satisfaction. The first of these was a customized lockdown screen to optimize the postal carrier's user experience. bpost employed SOTI MobiControl Kiosk Mode to lock down their mobile devices to approved custom applications and web sites. This keeps the carriers focused and productive and would prevent support calls. Based on requests from the field, bpost created a separate application, also enabled within Kiosk Mode, that allowed postal carriers to adjust specific device settings. i.e. language, screen brightness and toggling sleep mode. This simple application had tremendous benefit, improving the user experience of the carriers in all conditions.

The Results

bpost had ambitious plans for their new Android devices based on their ability to host key applications. Their first custom application validated this approach – automating their parcel process delivered many benefits for the company and for their customers. bpost has exciting plans for the future – they will continue to invest in mobile technology. Within two years, every postal carrier in the company (10,000+) will be equipped with a mobile device for their daily work. They also have some incredibly innovative ideas about how to incorporate the Internet of Things and Big Data into their operations. bpost has selected SOTI to help them realize their vision and transform their business.



SOTI is a proven innovator and industry leader for mobility and IoT management. Globally, over 17,000 companies depend on SOTI to transform their business by taking mobility to endless possibilities.

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