

# AMERICAN GREETINGS

## CASE STUDY

### SOTI keeps American Greetings' workers happy and productive

Founded in 1906, American Greetings designs, manufactures and distributes social expression products such as greeting cards, gift packaging, party goods and stationary. The company is based in Westlake, Ohio, and sells its products in over 60,000 retail locations throughout North America, Australia and New Zealand. American Greetings employs approximately 7,000 full-time employees and 14,000 part-time merchandisers (PTM). The PTMs conduct over 2.5 million retail service calls every year and manage roughly 20,000 SKU's into more than 40 million display pockets within the store. American Greetings has become one of the world's largest greeting card companies. In 2016, the company realized over \$1.9 billion (USD) in gross revenue.

### The Business Challenge

Mobile technology is critical to the success of American Greeting's retail operations, but the company's mobile technology was over two decades old. In 2011, American Greetings launched a multi-year program to replace most of their company's technology. An important element of this plan was an updated mobility strategy and new, user-friendly mobile hardware and applications to empower their PTMs.

After, an extensive planning and review phase, American Greetings standardized on Samsung Tab S devices, and developed a custom application suite using SAP Mobile Platform. The application suite delivered all the functionality the PTMs required to do their jobs, from on-demand training to scheduling, inventory management and communications. A critical component of American Greeting's mobility strategy was a mobility management solution for over 12,000 Samsung tablets.

**Vertical:** Retail / Consumer Products

**Region:** Global

**Device:** Samsung Tab S  
& Samsung Tab S2

**Platform:** Google Android

#### Mobility Management Challenges

- Mobile solution adoption for non-tech savvy remote workers.
- Remote device and application issues resulting in PTM downtime.

#### Mobility Management Benefits

- Kiosk mode optimizes device usability and prevents many device problems.
- SOTI remote support makes it easy to diagnose and fix device problems no matter where the device is located.

*"We looked long and hard for the best solution to fit our needs through a comprehensive selection process; SOTI MobiControl was the hands down winner. Also, SOTI has been a good partner to work with as we rollout the tablets."*

*Doug Rommel - American Greetings  
Sr. Vice President-CIO*





## The Solution

American Greetings has been using SOTI MobiControl in the company's warehouses since 2008. SOTI provides security and management for over 1,000 rugged Psion devices used for barcode scanning in American Greetings' UK retail operations. When American Greetings needed to find a mobility management solution to manage their new Samsung tablets, SOTI MobiControl was the best fit. SOTI is recognized as the industry leader for the security and management of special purpose mobile devices running Windows CE. But more importantly, SOTI Android+ provides powerful Android management capabilities that are not available from any other EMM vendor.

SOTI kiosk mode locks the PTM's tablets to American Greeting's application suite. Kiosk mode optimizes device usability and increases worker productivity. It prevents the non-tech savvy PTMs from inadvertently changing important device settings. SOTI MobiControl delivers superior application management. It enables quick and effective updating of the PTM application suite and manages the complicated dependencies between the solution's modules (APK files). Frequent app updates take place silently, in the background, without the PTM even aware they are happening. SOTI MobiControl is also used for remote support. Because the PTMs are located all over the world, there is no local IT team, or convenient depot to fix device or application problems. SOTI's remote control, file synch and scripting make fixing device problems quick, easy and less expensive.

## The Results

Business mobility is an important part of American Greetings' plans for today and into the future. The new Samsung tablets and the application suite improve retail execution and help the company manage their inventory. Devices in kiosk mode optimize the tablet and make the PTMs more efficient and effective — execution at retail has improved, and time and effort has decreased. Equally as important, job satisfaction has skyrocketed. The PTMs love their new Samsung tablets, the application suite, and how everything is so easy-to-use. PTMs no longer wrestle with 20-year-old hardware, printers, paper and slow dialup connections from their home.

SOTI MobiControl remote support is another incredible benefit. IT personnel can diagnose and fix mobile device problems quickly, no matter where the user is located. This keeps the PTM's up and running and is critical to the success of the organization. American Greetings knows that SOTI MobiControl will support the mobility management needs for the company's devices today and into the future.



american greetings

**SOTI**

SOTI is a proven innovator and industry leader for simplifying business mobility and making it smarter, faster and more reliable. SOTI helps businesses around the world take mobility to endless possibilities.

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