

Giochi Preziosi Adopts AirWatch to Manage Mobile Apps and Digital Product Catalogs

The Client

Giochi Preziosi is a leading Italian manufacturer and distributor of toys and products for children. With an international distribution network and a diverse range of high quality products, including app-based games for children, Gruppo Preziosi stands apart from its competitors. Some of the company's best-selling products include the well-known Ciccibello doll, action figures such as Gormiti and Peppa collection.



In recent years, Giochi Preziosi has significantly expanded and diversified its business into new areas and markets. The company has a network of 350 Giocheria stores and 114 Amico Giò stores, the first toy store franchises in Italy. As part of its international expansion, Giochi Preziosi established several sales offices in Europe, including locations in the U.K., France, Germany, Greece, Spain and Turkey.

The Challenge

Product catalogs are an important component of Giochi Preziosi's marketing strategy, as they enable the sales force to show the latest range of products to international customers, partners and resellers. However, editing and printing the catalogs was a time consuming, costly process that used considerable company resources. Another issue with the catalogs was that they sometimes excluded the latest product information if products were still in development when the catalogs went to print.

To reduce costs and enable the catalogs to be edited at any point after their release, Giochi Preziosi's leadership team decided to digitize all product catalogs. As a first step to 'going mobile', the company purchased tablets to streamline internal processes and manage operations. Shortly after deploying the devices, Giochi Preziosi's IT team realized the limits of in-house device management, such as the inability to remotely update content over-the-air, or change profiles on the devices unless connected to a desktop PC.

As part of its companywide innovation strategy, Giochi Preziosi was also planning to increase the production of entertainment-related mobile applications intended for young audiences. The company sought a solution

Solution Overview

- Client: Giochi Preziosi
- Industry: Retail
- Geography: Global
- Features: BYOD, Workspace, MDM, MAM, SCL
- Devices: 100 – 500



to securely distribute and share trial versions of these apps to its dealers and partners before the officially releasing them in the Apple App Store.

The Solution

To meet its mobility needs, Giochi Preziosi evaluated a number of enterprise mobility management providers and selected AirWatch[®] by VMware[®] for its ease of use and the completeness of its solution. Initially, the company deployed 100 corporate-owned devices, mostly iOS tablets, to its Italian and international sales teams. Based on its positive experience with AirWatch, the IT team plans to deploy an additional 50 devices to employees later this year.

Giochi Preziosi uses AirWatch[®] Secure Content Locker[®], part of the AirWatch[®] Mobile Content Management solution, to promote collaboration and archive the company's digital product catalogs on the tablets. "Prior to using AirWatch, we had to produce and print catalogs for events and exhibitions, but sometimes the product images were not available when we needed them. Our sales teams were attending events without having all of the necessary information," explained Marcello Tota, IT system administrator, Giochi Preziosi. "With AirWatch, we can now remotely update the product catalogs and make them available in real-time on our sales executives' tablets. SCL allows our sales managers to upload and store videos and reserved pricelists for sales support," he said. "Since digitalizing our catalogs, we save around €40,000 per year on printing costs and CD production."

Giochi Preziosi implemented AirWatch[®] Mobile Application Management (MAM), which is used by internal and external groups. Using the AirWatch App Catalog, the international management team can upload and manage app based games in BETA version before they are officially released to the app store. Giochi Preziosi also leverages the standalone MAM solution to push apps to suppliers, partners and potential international distributors' devices, to allow international previewing or translating the apps. The multitenancy and scalability of AirWatch has allowed Giochi Preziosi to create distribution groups, also known as smart groups, based on the corporate role and geographic area of the user. "With the applications management capabilities offered by AirWatch, we were able to improve and expedite the process of sharing and testing applications, which has increased sales and improved the relationship with our partners, customers and resellers," explained Tota.

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– Marcello Tota
IT System
Administrator
Giochi Preziosi

