

Doddle Enables Fast, Efficient Parcel Services with Mobile Devices and Apps Secured by MobileIron Cloud



Since its launch in 2014, Doddle has helped thousands of the world's most trusted retailers and carriers design and develop exceptional eCommerce delivery and returns experiences for customers. Doddle's white-label platform powers the creation, rollout, and management of a full fulfillment ecosystem. The platform is designed to drive loyalty, create cross-selling opportunities, promote efficiency, and address the need for more sustainable supply chains. Doddle's proprietary platform can be integrated directly with many merchant systems via APIs or through turnkey integrations with major eCommerce platforms.

Shortly after the company started, Doddle looked to technology partners MobileIron and Appurity to provide secure, cloud-based, mobile device management (MDM) and app distribution to stores across the UK. The company needed to support a mix of Android devices, including Samsung and rugged Zebra mobile computers, across all of its partner locations. Initially, Doddle developed and deployed a parcel service app which allowed customer service agents at store locations to facilitate package pickups and returns. By adding this convenient service, many retailers created a more efficient delivery and returns process, which improved customer service. The stores themselves reduced time-consuming manual processes and minimized returns time.

Industry: Technology

Solutions:

- Secure and Manage Endpoints (UEM)
- Secure and Manage Applications
- Enable Frontline Workers

Products and Features:

- Unified Endpoint Management (UEM)
- Secure Connectivity
- Android Security and Management
- Android Enterprise

Key Benefits:

- Expanded deployment from the UK to global distribution in a matter of months
- Scalable mobile infrastructure enables Doddle to support increased demand for online order fulfillment
- Easy device setup and configuration gets retail employees up and running fast

Why MobileIron

- Highly scalable, cloud-based UEM platform supports rapid growth and global app distribution
- Multi-OS platform supports any device OS as well as deployment models such as Android Enterprise
- Support for custom and third-party apps allows customers to securely manage critical business apps

Why Appurity

- Specialist in Mobile Management Services (MMS) resources and deployment planning, which enables customers to deliver devices to users
- Certified consultants fluent in cross-platform solutions and the implementation of on-site technology services and support
- Top-tier accreditations including Google (Android Enterprise), Apple (ACN) and Samsung, including KNOX

MobileIron powers Duddle's highly scalable mobile infrastructure

Today, Duddle partners with major retailers and carriers including Amazon, DPD, Marks & Spencer, USPS, and Australia Post, as well as large supermarket chains such as Morrisons and IGA.

"More carriers and retail companies are looking beyond traditional models of package pickup and dropoff to scale their operations and stay competitive," said Michael Bruch, Technology Operations Manager at Duddle. "Our technology platform, combined with secure Zebra devices and apps administered by MobileIron and Appurity, enable us to meet that increased demand by making it incredibly easy to facilitate package deliveries and returns in stores and other retail locations around the world. Plus, in 2020, the pandemic dramatically increased the volume of online orders almost overnight. Thankfully, with the support of MobileIron and Appurity, our scalable mobile infrastructure enabled us to quickly step in to help our global customers fulfill the demand with more flexible delivery and return options for their customers."

Because Duddle was already using MobileIron Cloud, the company was able to rapidly scale to meet the needs of its global customers. Today, Duddle uses the MobileIron Unified Endpoint Management (UEM) platform to configure and manage more than 1,000 Zebra devices. Appurity simply configures these devices with MobileIron and the end user powers up the "MobileIron Go" app on the device to access secure business apps.

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Michael Bruch,
Technology Operations Manager at Duddle

Doddle securely deploys mobile apps through the Google Managed Play Store

With MobileIron and Appurity, Doddle keeps business apps securely deployed and updated on all customer devices with minimal user intervention. Android Enterprise, implemented through MobileIron Cloud, allows Doddle to make full use of Google's Managed Play Store. By publishing custom and third-party apps through the Google Play Console, Doddle can provide customer specific app access based on an organisation's enterprise ID. Doddle also uses the Google Managed Play Store to provide access to alpha and beta versions of their apps for testing, all while benefiting from Google's global app distribution network.

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Looking ahead: Expanding over-the-air updates and remote work options

To help make MDM even easier, Doddle plans to employ over-the-air device updates across all of its Zebra devices. To do this, Doddle plans to integrate all of its Zebra device licenses into MobileIron Cloud, which would enable IT to see which devices require security or software updates, which can then be pushed silently to those devices with no end-user action required.

"In addition to helping our customers provide more service options to their retail customers, we want to give our own employees more opportunities to stay productive wherever they work," said Bruch. "For that reason, we're looking into how we can leverage MobileIron's capabilities to expand our BYOD options so more employees can work from home. In the current global environment, we don't see that going away anytime soon, so we want to help our employees stay as productive as possible, as securely as possible."