

SOTI



SOTI MOBICONTROL



HEALTHCARE



IPAD



IOS



EUROPE

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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CUSTOMER SNAPSHOT

Eczacıbaşı Pharmaceuticals Marketing Cuts Technical Support Requests In Half with the SOTI ONE Platform

Eczacıbaşı Pharmaceuticals Marketing is one of 40 companies of the Eczacıbaşı Group, a prominent Turkish industrial group founded in 1942. With over 11,300 employees and a combined net turnover of €9.5 billion (2019), Eczacıbaşı Group's core sectors are building products, consumer products and healthcare, as well as IT, natural resources and property development.

The Challenge

Two years ago the Eczacıbaşı Healthcare Group decided to strengthen the capabilities of its field sales team by equipping them with Apple iPads. The IT department was resolving many individual sales representative downtime inquiries that were a cumbersome and time-consuming. Eczacıbaşı Pharmaceuticals Marketing needed an Enterprise Mobility Management (EMM) provider to manage their tablets, with a focus on decreasing device downtime and deploying applications seamlessly.

The Solution

Introduced to the SOTI ONE Platform by Telcoset the Eczacıbaşı Pharmaceuticals Marketing was able to simplify its IT team's workflows, giving the team greater flexibility by leveraging SOTI MobiControl. SOTI's expertise and knowledge of managing Apple devices was also critical in helping the Eczacıbaşı Healthcare Group deploy apps quickly and reduce downtime. SOTI MobiControl enabled the organization to apply a security policy that restricted device access to applications that were business-critical, while also ensuring that each device had the same application package installed for consistency.

The Results

By using the SOTI ONE Platform to help remotely manage devices in the field and troubleshoot downtime issues the Eczacıbaşı Pharmaceuticals Marketing managed to reduce IT support requests from the field by more than half (52%). In addition the Eczacıbaşı Pharmaceuticals Marketing was able to reassign IT support staff to focus on business-critical issues, as well as ensure greater efficiencies and productivity within the IT team. The team is now able to manage support tickets on time, all the time.



“Since using SOTI MobiControl, we've benefited from rapid improvements in our device configuration times, as well as a sharp decrease in technical support requests within our business. These improvements have allowed our IT team to focus on our business needs, rather than troubleshooting mobile device problems.

Downtime issues can now be quickly resolved, and we can deploy apps to the field seamlessly. SOTI has helped drive our business forward, and we continue to see massive cost and time savings.”

**Utku Atak, Eczacıbaşı
Pharmaceuticals Marketing**

Information Technologies Director

