

SOTI



SOTI MOBICONTROL



RETAIL



ZEBRA & HONEYWELL MOBILE
COMPUTERS & TABLETS



ANDROID



MALAYSIA

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

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CUSTOMER STORY

MYDIN Streamlines Mobility Management & Saves 2,000+ Hours per Year with SOTI

Mydin Mohamed Holdings Berhad (MYDIN), established in 1957 as a small family-owned business in Kota Bharu, has evolved into one of Malaysia's largest and most established retail and wholesale chains. The company operates an extensive nationwide network of hypermarkets, supermarkets, emporiums and convenience stores, serving millions of customers across the country each week.

For MYDIN, growth is measured not only by scale but by its ability to consistently deliver value. Its wholesale-retail business model combines competitive pricing with accessibility, enabling households to maximize purchasing power while supporting businesses in managing operational costs. Sustaining this value proposition across a nationwide operation requires efficient, reliable and scalable processes.

Supporting these operations is an extensive fleet of mobile devices that facilitate critical functions, including inventory management, price verification, stock movement and operational workflows. As the organization grew, MYDIN recognized the need for a more centralized and scalable approach to effectively manage, monitor and support its growing device ecosystem.

The Challenge

As MYDIN expanded across Malaysia, its frontline teams increasingly relied on mobile computers and tablets to keep stores running efficiently. The fleet grew to more than 1,700 Zebra and Honeywell devices, each playing a critical role in daily operations. Without an Enterprise Mobility Management (EMM) solution, the IT team faced growing challenges managing devices across dozens of locations with no centralized visibility.

Troubleshooting often required manual intervention and physically accessing devices, leading to downtime that impacted store operations and frontline productivity. At the same time, IT resources were stretched thin, leaving limited time for more strategic initiatives. The lack of a unified mobility strategy was becoming a bottleneck. MYDIN needed a solution that could scale with its nationwide footprint while giving IT the visibility and control required to support a modern retail environment.

MYDIN



"With SOTI MobiControl, we've taken a far more proactive and efficient approach to managing mobility across our retail network. By resolving issues remotely and streamlining device deployment, we've reduced downtime, improved operational continuity and saved more than 2,000 hours annually. That efficiency allows our IT team to focus on initiatives that better support the business as we continue to grow."

**Malik Murad Ali, Director of IT,
Digital, HR and LPS**
Mydin Mohamed Holdings Berhad



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The Solution

MYDIN discovered SOTI MobiControl at the National Retail Federation (NRF) while exploring EMM solutions. After evaluating multiple leading platforms, SOTI stood out for its performance, reliability and ability to support large, distributed retail operations. With SOTI MobiControl, MYDIN gained a centralized platform to manage more than 1,700 devices across its retail network.

The solution enabled IT teams to remotely diagnose and resolve issues, automate provisioning for new and repaired devices, accelerate app and OS deployments, and gain real-time visibility into device health, usage and compliance. Over the course of its long-term partnership with SOTI, MYDIN has appreciated the platform's long-term value and scalability.

The Results

With SOTI MobiControl, MYDIN transformed the way it manages mobility across its retail network. The impact has been both operational and measurable.

MYDIN now saves approximately 30 minutes for every new or repaired device deployment and an estimated 2,000+ hours annually. The company has also significantly reduced system interruptions, helping frontline teams remain productive while ensuring stores always have access to the latest applications and tools. Improved visibility into device performance has enabled a more proactive approach to device management. More efficient IT operations have allowed the team to focus on higher-value strategic initiatives.

These improvements drive operational efficiency and ensure store associates can focus on serving customers, directly supporting MYDIN's commitment to value, reliability and service excellence.

