



## **SAMSUNG Knox**

Knox success stories

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# Helping a national supermarket chain to improve productivity and manageability

Samsung enables Colruyt to transform its business,  
with Samsung XCover and Knox solutions that put new efficiencies  
and connectivity at employees' fingertips

**Facts and figures****220+**

Colruyt supermarket locations  
across Belgium

**55+**

Continuous years of trading

**12,000+**

Employees across the business

**3+**

Years in partnership with Samsung

**COLRUYTGROUP**

# 01 About the company

## Colruyt Retail Corporation

Colruyt is a Belgian, family-owned retail corporation, founded in 1965. The group has several subsidiaries. But Colruyt discount supermarket stores are the main business. The corporation is a pioneer in the field, with a reputation for innovation.

When opportunities for cost reductions through increasing digitalization became apparent, the company opted for an innovative solution in partnership with Samsung.





## 02 Challenge

**A radical upgrade to an out-dated PDA system with a next generation, single-device solution**

**Colruyt's previous PDA system was holding the business back with maintenance issues, sporadic updates, and the need for multiple different devices across the business. They needed a single device with multiple uses – collecting product data; enabling employee communication across multiple stores and with customers.**

**A single device solution** was required that could be managed productively and efficiently from a central point.

**Simplified deployment and standardized OS updates** were a key part of the challenge, with over 12,000 devices distributed amongst over 12,000 staff.

**Compatibility with existing software** was one of Colruyt's demands – the business wanted to stay with their previous investment in a third party VMware EMM solution.





## 03 Solution

### A handheld revolution, powered by Knox

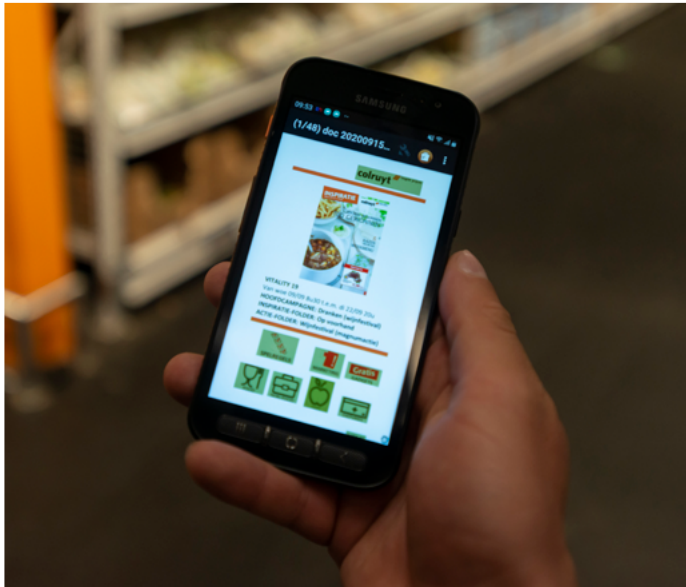
**Colruyt's key marks to hit were ease of deployment and management, improved security and productivity, as well as cost savings. At its heart was a combination of core products, solutions and services: Samsung XCover Enterprise Edition phones, Knox solutions and Enterprise Technical Support – supplemented by Colruyt's existing VMware EMM solution.**

Each Colruyt in-store employee now has their own Samsung XCover Enterprise Edition handset. Ruggedized for workplace demands, it provides a comprehensive package for enterprise business needs with a 4-year security Maintenance Release, 2-year product lifecycle and 1-year Knox Suite provision. Better still, since it's a phone, it's easily compatible with various business applications, including the supermarket's scanning app thanks to its high-resolution camera.

The Knox security platform is integrated into the hardware and software of each handset, protecting against malware and other malicious threats as soon as it is turned on.

Knox Mobile Enrollment is a key part of the solution thanks to its out-of-the-box set-up facility. Once devices are initially turned on, Colruyt's existing VMware Workspace ONE Intelligent Hub app is installed and enrolled automatically, while the company's IT policies are applied instantly. In addition, Knox E-FOTA allows for an OS version to be fully tested prior to deployment, before updating every device at once, from a distance. It can be done at midnight, when stores are closed.

It's a system that is allowing over 12,000 separate devices – and over 12,000 employees – to be ready to get to work at the touch of a button.





**"We're now well on the way to completely transforming ourselves through digitalization.**

**Our suite of Knox solutions has opened up advantages across the business. We've achieved operational cost savings, we have happier employees and we've saved a lot of valuable time."**

**Christophe Dehandschutter**  
National Sales Director Belux at Colruyt Group



## 04 Result

**A completely new operating model without interrupting the flow of business**

**In partnership with Samsung, the transformation in Colruyt's business model has been much simpler than expected, with cost and time savings.**

### **Easy installation and deployment**

- The IT department was initially concerned about installing and deploying the existing EMM environment into over 12,000 devices. But they were surprised how easy it was to set them up – remotely and seamlessly – through Knox Mobile Enrollment.

### **Simple OS updates**

- Knox E-FOTA makes it easier to manage OS updates of multiple devices, simultaneously and remotely.  
- With over 12,000 devices in operation across multiple sites, version control is no longer an issue.

### **Dedicated technical support**

- Enterprise Technical Support provides 24/7 support for Colruyt's complex IT infrastructure.  
- A dedicated support account manager – together with expert engineering teams - are available to investigate and resolve any hardware or software issues as they happen, including working together with 3<sup>rd</sup> party vendors.



For more information about Samsung Knox visit:  
[www.samsungknox.com](http://www.samsungknox.com)