



## Alliance One International, Inc. Brings Game-Changing App to Mobile Devices with MaaS360



### Solution Overview

- **Customer:** Alliance One International, Inc. (AOI)
- **Industry:** Consumer Goods
- **Geography:** Brazil, Indonesia, Turkey, United States and additional countries
- **Challenge:** Alliance One needed to push, manage and support a proprietary application on their manufacturing devices.
- **Solution:** MaaS360 was the only mobility solution that could support Mobile Application Management for Windows 7.5 phones.

### The Challenge: Enroll and Manage Key Application on Windows 7.5 Phones

Alliance One International, Inc. is a leading independent leaf tobacco merchant serving the world's cigarette manufacturers. The company's IT team recently developed an innovative new manufacturing application (the specifics of which are confidential) that allows Alliance One agents around the world to gather and input proprietary information identifying key metrics for centralized, real-time analysis and more informed business decisions. Alliance One International, Inc. naturally turned to its Mobile Device Management (MDM) provider for corporate devices to support the initiative but IT ran into an application management roadblock supporting the Windows Mobile devices.

"Once we spoke to our MDM solution partner and realized the platform could not fulfill application management on the Windows 7.5 platform, we began looking into other solutions we could deploy for this particular project," said Martin Smith, Enterprise Infrastructure Manager. "And after evaluating Good, MaaS360 and MobileIron, it quickly became clear that MaaS360 was the only solution that could support and allow us to remotely deliver, manage and track our manufacturing applications on the Windows 7.5 phones."



## The Solution: New Mobile Manufacturing App Will Allow Alliance One to Improve Financial Decisions and Cut Overall Costs

At full deployment, MaaS360 will be rolled out to 800 Windows devices for agents located all over the world.

“One of the unexpected benefits we’ve seen so far is the ability to enroll the devices using Active Directory accounts. After working closely with MaaS360 support, we have total control of which Active Directory accounts and groups can be enrolled and are able to continuously monitor enrollment and usage. This is a big deal for us, because it’s something we haven’t yet been able to achieve in 18 months of using our current MDM solution for our corporate devices.”

Each device takes only minutes to enroll in MaaS360 and load the application automatically and remotely, no matter where it’s located in the world. Subsequent application updates are automatically pushed to the phones so users are always on the latest application version and save a significant amount of time since they do not need to physically return the devices to IT to have the application updated.

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Alliance One International, Inc.’s management looks forward to completing the project and rolling out the app to all 800 agents. “Basically, you could say that this application will be to us what mobile technology is to UPS. Potentially, there may be a huge return on investment once this project is complete. MaaS360’s role in this project has reduced the administrative overhead globally and will aid in enhancing our deployment strategies and time to completion.”

“ Basically, you could say that our application will be to us what mobile technology is to UPS. Potentially, there may be a huge return on investment once this project is complete. MaaS360’s role in this project has reduced the administrative overhead globally and will aid in enhancing our deployment strategies and time to completion. And MaaS360 was the only mobility solution that could support Mobile Application Management for Windows 7.5 phones for Alliance One International, Inc. ”

– Martin Smith,  
Enterprise Infrastructure Manager,  
Alliance One International, Inc.

### For More Information

To learn more about our technology and services visit [www.maaS360.com](http://www.maaS360.com).  
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