

Case Study

Manufacturing

FENDER MUSICAL INSTRUMENTS CORPORATION

 Fender Musical Instruments Corporation, a company that has become synonymous with all things rock 'n' roll, relies on Good Technology to secure and manage iOS- and Android-enabled devices across the company's mobile infrastructure.

➔ ORGANIZATION DESCRIPTION

As the world's leading guitar manufacturer, Fender's vision is to continue championing "The Spirit of Rock-n-Roll" by exceeding the expectations of music enthusiasts around the world. Founded in 1946, the company now has more than 2,500 employees and operates in 23 locations throughout North America, Europe, and Asia.

➔ THE CHALLENGE

As with many other global companies, Fender provided its employees with HP laptops and Blackberry smartphones with service from Verizon and Vodafone for mobile business communications. To support Blackberry users, Fender's IT group maintained multiple Blackberry RIM Enterprise Servers.

"While this approach worked well for a few years, several challenges began to emerge," said Jason Bredimus, vice president of Global IT Infrastructure for Fender. "We started to notice that the ease-of-use and intuitive features common to consumer devices began outpacing those of enterprise offerings."

In addition, employees wanted Fender to support their personal smartphones and tablets, yet many of the devices did not have adequate management tools to allow the IT department to centrally secure and control them.

"The iPad, iPhone, and to a lesser extent, Android-enabled devices were so popular with employees that many people bought them for personal use even

though Fender didn't support these devices at the time," explained Bredimus. "This created a situation where people had a personal device at home and a corporate-supported device at work. Increasingly, the work devices were seen more as an inconvenience than as a way to empower creativity, imagination, and innovation."

Other challenges included the following:

- Devices stored and transmitted data in clear text
- The wide variety of devices, operating systems, user interfaces, and versions were complex and costly for the IT department to support
- IT was at risk of being viewed as unresponsive and impeding the company's progress if it didn't support the devices that executives and employees wanted to use.

➔ THE SOLUTION

To find the right mobility vendor to support non-Blackberry devices, Fender conducted a thorough search that included speaking with Gartner analysts, security advisors, other companies, and mobile device management vendors.

"In our search for the right mobility partner, Good Technology rose to the top of the pack," said Bredimus. "The company provided the best combination of security, data loss prevention, manageability, and total cost of ownership."

With Good, Fender now offers a bring-your-own-device (BYOD) plan to support employee-owned devices including iPhones, iPads, and Android-enabled devices. Employees who

"In our search for the right mobility partner, Good Technology rose to the top of the pack. The company provided the best combination of stringent security, comprehensive and intuitive manageability, and lower total cost of ownership."

-Jason Bredimus: vice president of Global IT Infrastructure



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participate in the plan are responsible for all costs associated with their devices including call and data plans. They must also work with their carriers on service related issues. For its part, Fender is responsible for supporting the Good for Enterprise application.

➔ THE RESULTS

“The response was immediate and positive,” described Bredimus. “Many employees jumped at the chance to use the devices they love at work. Also, there was no concern or pushback from employees when asked to pay for and service their own devices. Our employees are satisfied and demand is only increasing.”

Security. Good for Enterprise protects corporate and client data by separating it from employees’ personal information and placing it in an encrypted secure container on the device. Data is also encrypted when it is sent over the air.

Other security features include:

- Ability to remotely “push” security policies to all devices without needing to connect to a corporate network
- Elimination of need to run Microsoft Exchange ActiveSync, which increases security risks
- Minimum OS version support reduces risks by lowering complexity
- No jail-broken devices can be run on the corporate network

Reduced Costs. While Fender’s original goal was to find a mobility solution that was cost-neutral, the IT team happily discovered that Good for Enterprise actually lowers costs. “We’ve calculated significant net savings per user by reducing support costs,” explained Bredimus. “In addition, the support team receives very few requests from users, which frees up their time for more important issues.”

When requests for help do come in, service is simplified since support staff members only need to learn a single application that supports multiple devices instead of a myriad of operating systems, devices, and interfaces.

SUMMARY

Challenge – Find a mobility partner to replace RIM’s Blackberry so executives and employees can securely use their iOS- and Android-enabled devices at work

Solution – Good for Enterprise was selected over several competitors because of its robust security, data loss prevention, intuitive management, and low total cost of ownership

Results –

- Employees can be more creative and productive at work using the devices they want
- Fender protects its corporate and client information
- Devices can be managed at lower cost than with the previous system
- IT is seen as an enabler of innovation



Good Technology

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