



# BLUE DART A DIVISION OF DHL

## SOTI AND BLUE DART: DELIVERING DAILY WITH ONE HUNDRED PERCENT RELIABILITY

### MOTOROLA MC70 SERIES



#### INDUSTRY APPLICATION AREA:

Express Air and Integrated Transportation, Distribution and Logistics

#### MOBILE DEVICES:

Motorola MC70 devices

#### SUMMARY:

**Blue Dart, a Division of DHL** offers an entire spectrum of distribution services including air express, freight forwarding supply chain solutions and customs clearance safely and reliably to over 25,498 locations in India.

### ABOUT BLUE DART, A DIVISION OF DHL

Blue Dart, South Asia's premier express air and integrated transportation, distribution and logistics company, offers secure and reliable delivery of consignments to over 25,498 locations in India. As part of the DHL Group (DHL Express, DHL Global Forwarding & DHL Supply Chain), Blue Dart accesses the largest and most comprehensive express and logistics network worldwide, covering over 220 countries and territories offering an entire spectrum of distribution services including air express, freight forwarding supply chain solutions and customs clearance.

Blue Dart's integrated air support and ground network includes seven aviation hubs and bonded warehouses, twelve express hubs, 55 domestic warehouses, and dedicated air services with a fleet of three Boeing 737 freighters and four Boeing 757 freighters operating each

night to the seven main metros in India. Blue Dart caters to various sectors like pharmaceuticals, automobiles, banking and financial, and to millions of retail customers through over 390 One Retail stores.

### THE BUSINESS CHALLENGE

The Indian logistics industry is growing at a steady pace and the country is now a prime destination for world-wide logistics service providers. Owing to the nature of its services with its strong distribution network and investment in technology, the express delivery industry is expected to be at the epicenter of growth in the logistics space.

Being a part of this core customer-driven industry, customer centricity is at the centre of everything Blue Dart does. Their mobile field staff are the face of the organization to the customer. They are a direct touch point and hence the Company ensures that they provide

#### Challenges

- Bar Code Scanning
- Data Collection and Synchronization
- Deployment of a mobile device management system to seamlessly manage one thousand devices in the field

#### MobiControl Solution

- Quick installation by scanning bar codes
- Centralized Remote Control
- Flexible for use on various devices and OS
- Real-Time Device Information
- Simple Integration with main tracking systems

#### Result

- Reduced Operational Downtime
- Increased ROI
- Speedy Information gathering
- Streamlined Mobile Operations

## CASE STUDY

BLUE DART, A DIVISION OF DHL



“Implementing SOTI MobiControl on 1,000 devices has addressed our requirements so completely that we are increasing investment in this solution to enhance coverage from 45 locations to over 180 locations across the country.”

Daniel Matthews,  
General Manager, Systems Development  
Blue Dart Express Limited., India

optimal customer service. Their mobile field force not only has good communication skills but also possesses excellent knowledge of the local geography and language, to ensure exemplary customer service and timely deliveries.

Operating on a dedicated APN and currently using Airtel's GPRS Network, Blue Dart's Motorola MC70 devices are location-specific and not user-specific. The efficient mobile field force can pick up any of the devices and get the relevant data synchronized based on their credentials, as they go about performing their delivery cycles. All input gathered on the field is directly fed into the devices, which include keyboard input, bar code scanning, digital signatures as well as photographic evidences.

Right from the design phase, Blue Dart was absolutely sure that they would need to deploy a device management system to manage the multitude of devices in the field. The Blue Dart solution had to be custom-built to enable their couriers to get the job done right the first time and to be equipped with key information regarding Blue Dart services, to continue Blue Dart's legacy of best-in-class customer service.

## THE SOLUTION

Blue Dart was looking for a mobile device management solution which would not tie them down to any particular device manufacturer or operating system, or contain some other dependencies which would make it difficult to roll out and maintain. The Company was already operating under tight timelines of the project and needed a solution which would fit into the schedule, without requiring additional time and effort. Blue Dart thoroughly evaluated three device management solutions and zeroed down to SOTI MobiControl as it offered them the flexibility that they were looking for.

SOTI MobiControl has been an integral part of Blue Dart's solution from day one. There are about 1,000 devices currently being used and there are plans for taking this ahead on a fast-track. The devices run on Windows Mobile 6.1 and the other components needed to implement the solution are Microsoft .NET Compact Framework 3.5 and of course, SOTI MobiControl. Blue Dart's solution is developed in Visual Studio, and the local database on the device is Microsoft SQL Server Compact Edition 3.5® which synchronizes with the centralized Oracle 10g Database on a GPRS network. The information is integrated with the main tracking system as well as with the tracking tools on their website: [www.bluedart.com](http://www.bluedart.com).



## THE RESULT

Implementing SOTI MobiControl has addressed Blue Dart's requirements completely. Their mobility solution is centrally managed with the devices operating in 45 locations spread across various parts of the vast country. Post-implementation of the solution, there was a need to recall all devices back from the locations for a retrofit. Apart from the first time installation, all the reimplementation was achieved with SOTI MobiControl remotely and this ensured that there was no operational downtime.

As leaders in the logistics industry, Blue Dart's services respond to "express" needs, as the information regarding the packages are needed by their customer

in express mode. World-renowned for setting high standards, the chosen mobility solution was one such initiative to provide that extra speed required for efficient information gathering.

Some direct examples of ROI resulting from the use of SOTI MobiControl have been that, in various instances, about a dozen devices were lost in the field, but SOTI MobiControl was able to lock down the positions, send guiding messages on screen and retrieve the devices quickly, without loss of precious data.

The advantages and the ROI were so amazing, that Blue Dart is intent on increasing investment in SOTI MobiControl in order to enhance the coverage from 45 locations across the country to over 180 locations.

## SOLUTION BENEFITS:

- Quick device deployment and configuration
- Data synchronization
- Location tracking
- Real-time remote support and control
- Detailed device information
- Flexible and scalable

## CASE STUDY

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# ABOUT MOTOROLA SOLUTIONS END-TO-END MOBILITY SOLUTIONS FOR DEPLOYMENT SIMPLICITY AND SUCCESS

Every day, organizations of all sizes all over the world count on our Enterprise Mobility Solutions to maximize personnel effectiveness, improve services, and increase revenue potential. When you choose Motorola for your mobility solution, you get the peace of mind that comes with choosing an industry leader as your technology partner. We offer the proven expertise and technology you need to achieve maximum value and a fast return on investment — as well as first hand experience in virtually every size organization in nearly every major industry. And our end-to-end solutions offer the simplicity of a single accountable source — regardless of the number of vendors involved.

Our comprehensive product offering includes: rugged and enterprise class mobile computers with extensive advanced data capture and wireless communications options; rugged two-way radios for always on voice communications; private wide area and local area wireless and outside the four walls — and to network multiple locations; comprehensive RFID infrastructure, including fixed, mobile and handheld RFID readers; a partner channel delivering best-in class applications; software solutions that enable centralized and remote management of every aspect of your mobility solution; and a complete range of pre-and post-deployment services to help get and keep your mobility solution up and running at peak performance every day of the year.

## ABOUT SOTI INC.

SOTI Inc. develops industry-leading solutions for Mobile Device Management (MDM), Mobile Content Management (MCM), Mobile Email Management (MEM), Mobile Application Management (MAM), Mobile Security Management (MSM), and to enable Bring Your Own Device (BYOD) policies in the workplace. SOTI MobiControl solves the unique challenges involved in managing, securing, supporting, and tracking mobile and desktop computing devices across all platforms. Today, over 10,000 customers around the world in all industries rely on SOTI to manage millions of devices.

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