

## **Patties Food adds IBM MaaS360 mobility management solution to growth recipe**

**Melbourne - 25 Jan 2017:** Melbourne – 25 January 2017: Patties Foods, one of Australia’s most iconic bakeries and the producer of Four’N Twenty Pies, will see its field sales teams become more productive on-the-go after the successful roll-out of IBM’s enterprise mobility management solution, MaaS360. IBM business partner, ISW worked with Patties Foods on their mobile strategy and selected the IBM cloud based solution as a cost-effective, scalable and effortless solution that allows its mobile workforce to quickly and securely access the resources they need – no matter where they are. The solution will enable client facing sales teams to securely access real-time reports, customer profiles and set ups, the latest promotions, merchandise and store planning tools, order placement, route planning and asset management applications from their mobile devices anytime, anywhere. A secure mobile workforce is enabling Patties Foods’ staff to spend more time in the field with clients which is essential for driving greater customer engagement, revenues and productivity.

MaaS360’s security functions have also proven crucial as the business embraces a “mobile-first” approach to growth, allowing the business to quickly wipe corporate data from individual devices without damaging personal information.

“We are seeing the business benefits of our people spending more time in the market with our customers, suppliers and distributors. MaaS360 helps support our Field Sales Application and various other software to give our people the agility in the field to make more visits and deliver higher-touch results at each point, while also maintaining a secure and extremely well-maintained perimeter around our corporate network at minimal cost,” said Zelko Erdec, General Manager of Information Technology at Patties Food.

ISW migrated Patties Food from its previous on-premise mobility solution to the software-as-a-service MaaS360 within 4 weeks. The new solution has allowed Patties Foods to decommission three servers and reduce maintenance overheads to virtually nil. Hosted on IBM Cloud, MaaS360 connects seamlessly with Patties Foods’ on-premise data, email, and other content repositories, providing significant OpEx cost savings without compromising users’ breadth or depth of mobile access.

“Not only were patches and upgrades a burden with our previous solution, but each upgrade would also take anywhere from two days to a week to complete,” said Zelko. “With the MaaS360 solution the usual maintenance hassles are all handled in the background, allowing our technology team to focus instead on optimising the mobile experience for our salesforce and providing applications that further enhance the customer engagement.”

“Security is paramount. We wanted to provide Patties with a solution that was secure, and also delivered great functionality for the user, was simple to implement and could be scaled to meet the growing needs of their business,” said Theo Vereker, Cloud Practice Leader at ISW. “The reliability, integrity and ease of use of MaaS360’s security platform has given Patties Foods the opportunity to implement a more innovative approach to mobile that provides direct productivity and efficiency benefits which differentiate Patties Foods in a highly competitive marketplace.”

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