

## Mobile Productivity at Messe Düsseldorf

Sales and department heads at Düsseldorf's trade fair company work with iPhones as if they were at their desks thanks to Cortado Corporate Server.

Like many other companies, Messe Düsseldorf used BlackBerry smartphones and BES (BlackBerry Enterprise Server). The desire to replace the Canadian manufacturer's devices with iPhones eventually became clear according to Tim Poluzyn, at the G2-IT-SP / Strategic Projects department at Messe Düsseldorf. The company's IT department was on the lookout for an enterprise mobility solution that could securely and productively integrate iOS devices into the corporate environment. Following the recommendation of another business, Cortado Corporate Server was evaluated in addition to a number of other solutions and was found to be by far the most convincing.

In addition to mobile device management for securely administering devices, the solution also offers mobile application management for the provision and administration of the software used in the company. Cortado's solution also offers mobile content management to access corporate servers as well as for editing and sharing files. This allows employees to work the same way on their iPhone as on their desktop PC or Mac.

*"One of the key arguments for our purchase decision was the ease of configuration and Active Directory integration," said Tim Poluzyn. "After 2 hours of configuration, the Cortado solution was ready to use."*

250 iPhones are now in productive use with Cortado Corporate Server. Sales employees and department managers use their devices on the go for file access, file storage, e-mail and access to intranet programs. This includes access to event data, dining options and important company announcements. Access to CRM (Customer Relations Management) is in the planning phase. In parallel, mobile approval processes are also being evaluated.

To roll out the devices, the IT department relied on the Apple Device Enrollment program, which is fully supported by Cortado Corporate Server. This device registration program simplifies the initial setup with automated MDM registration and management of devices during the setup process. This allows the devices to be managed remotely. Provisioning a device, according to Tim Poluzyn, is possible within about 10 minutes. Although the iPhones are provided by the company, employees can also use them privately.

The user acceptance for the mobile solution is very high as reported by Tim Poluzyn. The IT expert went on: *"We notice that employees are increasingly using and working with the devices."*



Foto: Messe Düsseldorf



### ABOUT

#### THE MESSE DÜSSELDORF GROUP:

With a turnover of EUR 302m in 2015, the Messe Düsseldorf Group maintained its position as one of Germany's most successful trade fair companies. 25,800 exhibitors presented their products to 1.1m trade visitors at events in Düsseldorf that year. Moreover, conventions attracted over half a million visitors. About 50 trade fairs were held in Düsseldorf, including 24 global leaders in five areas of expertise: machinery, plants and equipment, trade and services, medicine and healthcare, fashion and lifestyle, and also leisure. In addition, it held some 80 to 100 proprietary, joint and contracted events outside Germany, demonstrating that the Messe Düsseldorf Group is a leading global export platform. Messe Düsseldorf GmbH is the trade fair company with the highest level of internationalism in capital goods exhibitions. Its proprietary events in machinery, plants and equipment had approximately 64 per cent international exhibitors and attracted 54 per cent trade visitors from other countries. In all, Düsseldorf trade fairs were attended by customers from 180 countries. The Group runs a global network of sales offices in 132 countries (71 international representations) as well as competence centers in 8 countries.

[www.messe-duesseldorf.com](http://www.messe-duesseldorf.com)



## ABOUT

### CORTADO MOBILE SOLUTIONS

Cortado Mobile Solutions is a wholly owned subsidiary of Cortado Holding AG, and is responsible for all operations relating to the enterprise mobility solution Cortado Corporate Server. The unique enterprise mobility solution offers the perfect balance between security for the organization, easy manageability for the IT department and maximum flexibility for users.

The on-premises software includes all the tools required for successful enterprise mobility; mobile device management, mobile application management and mobile content management, and can be fully integrated into the Windows backend. IT administrators continue to work with their known systems, Active Directory groups and Windows privileges, and users can access network drives, SharePoint and intranet pages directly from their mobile devices.

Cortado Mobile Solutions follows the philosophy that working natively delivers the highest levels of user acceptance. So Cortado's enterprise mobility solution fully supports native app management and instead of focusing on separate storage when it comes to file sharing, enables a direct connection to the corporate network. The result is a significant increase in productivity for mobile employees, improved collaboration among teams as well as convenient management for the IT department.

Cortado's enterprise mobility solution is developed and tested at its headquarters in Berlin, Germany. Also experts in offices in the United States, UK, Australia and Japan, highly-qualified consultants at our Berlin location as well as a trained, worldwide network of channel partners provide presence and support to local customers throughout the world.

[www.cortado.com](http://www.cortado.com)

According to the IT employee at the trade fair organization, the introduction of further iOS devices and extended use of the Cortado solution is currently planned.

No difficulties were experienced when implementing the solution, reported the IT expert. Everything went smoothly, thanks also to Cortado's consulting services.

Tim Poluzyn summarized *"Mobile use to improve our workflows is far from being completed. There are always new and creative ideas about what can be done with the Apple devices and Cortado's solution."*

## Cortado Corporate Server in Use

**Pharmaceuticals:** Thanks to the Cortado Management Console, administrators can instantly push e-mail accounts as well as Wi-Fi and VPN settings to the mobile devices of new research staff.

**Oversee Branch Offices:** New smartphones and tablets can be procured locally and still be remotely set up and securely integrated. Cortado Corporate Server pushes the required business apps directly to the devices.

**Retail:** The project manager photographs a part of a presentation for a new product with his smartphone camera. Thanks to mobile access to the file system he centrally saves it e.g. as a pdf file. All team members now can take a look at the presentation.

**Government:** Officials can work on the go within a secure native container. This includes the native e-mail app, secure on-premise file sharing, a secure browser and much more.

**Insurance:** Need assessments can be carried out onsite with customers via an intranet application in a secure browser, and the result displayed in a customer-friendly format on a tablet, saved as a PDF or printed.

**IT:** Thanks to managed open in and per app VPN, administrators can be sure that only secure apps are in use in their environment. With remote partial or full wipe, intervention in due time is possible in case a device is lost, stolen or misused.

**Construction:** Managers save large documents such as blueprints to a project folder via drag & drop with their notebook. Project teams access the latest documents with their mobile devices, directly on construction sites.

**Executive Management:** A CEO can retrieve the latest database reports with the most up-to-date numbers on the way to a board meeting.



*Cortado Corporate Server's Management Console allows IT administrators to manage devices, users and applications as well as all the user rights, policies, profiles, certificates and security settings relevant to accessing the corporate network.*

# Test now!

A free 30 days demo version includes all features:

[www.cortado.com](http://www.cortado.com)

