

Luxottica Redefines Mobility Strategies to Improve Shopping Experience for Customers

The Client

Luxottica Group is a leader in premium, luxury and sports eyewear with approximately 7,000 optical and sun retail stores in North America, Asia-Pacific, China, South Africa, Latin America and Europe.

The design and quality of Luxottica's products are known around the world. Fashion savvy consumers appreciate the company's on-trend proprietary brands including Ray-Ban, the world's most famous sun eyewear brand, Oakley, Vogue-Eyewear, Persol, Oliver Peoples, Alain Mikli and Arnette.

In addition to a global wholesale network involving 130 different countries, Luxottica manages leading retail chains in major markets, including LensCrafters, Pearle Vision and ILORI in North America, OPSM and Laubman & Pank in Asia-Pacific, LensCrafters in China, GMO in Latin America and Sunglass Hut worldwide. The Group's products are designed and manufactured at its six manufacturing plants in Italy, two wholly owned plants in the People's Republic of China, one plant in Brazil and one plant in the United States devoted to the production of sports eyewear.

The Challenge

Luxottica's growing wholesale distribution network covers 130 countries across five continents and operates 20 distribution centers and more than 40 commercial subsidiaries, providing direct operations in key markets. In North America, Luxottica operates points of sale under the brands LensCrafters, Sunglass Hut, Oakley, Pearle Vision, Sears Optical and Target Optical brands. In addition, Luxottica is one of the largest managed vision care benefits companies in the United States, through its EyeMed division, and the second largest lens finisher, with a network of five central laboratories and more than 900 on-site labs in its LensCrafters stores. "To improve our customer engagement within our retail operations globally, we sought a tool to enable our sales associates to 'go mobile'," said Tom Schuetz, senior vice president and chief technology officer of Luxottica Group Americas and Asia Pacific region. "We were specifically looking for a retail-centric mobile management solution that offered a rich set of features and functions to both empower our associate interaction with customers while maintaining security within our retail environment.



Solution Overview

- Client: Luxottica
- Industry: Retail
- Geography: Global
- Features: MAM, MCM, MDM, MEM
- Devices: 7,000+



The Solution

As the push for mobility grew, Luxottica's leadership team became aware of the need for a full-fledged enterprise mobility management (EMM) solution, due to the sheer size of the deployment planned globally for its retail stores. Prior to selecting AirWatch[®] by VMware[®] as its EMM provider, Luxottica used another mobile device management (MDM) solution in a limited capacity, but found its capabilities lacking. "We used an MDM provider to manage another area of our non-retail business," explained Schuetz. "This business line was able to perform transaction entry and processing, but this provider did not offer the capabilities around true device lockdown and security that are required in the retail space," he said.

AirWatch offers features and functions that Luxottica's existing mobile solution did not provide: Wi-Fi management, a cloud solution, the ability to support any device, retail specific security features and a mobile content management solution, AirWatch[®] Secure Content Locker[™]. "They understand retail EMM needs are different than the needs of corporate users. Now we have a mobile solution tailored to fit our business," explained Schuetz.

Luxottica has deployed more than 7,000 AirWatch-managed iPads throughout the enterprise. Sales associates can now access Endless Aisle capabilities through the e-commerce channel to locate, sell and ship products directly to a customer's home or to the store, and store managers can access training content at the touch of a button. Shoppers visiting Sunglass Hut retail stores can 'try on' various styles of eyewear using the Social Sun app, then post photos of their potential purchases through a variety of social media platforms. "Consumers aren't aware of AirWatch on the devices. They just notice a streamlined, engaging and interactive branded experience, which is our goal," said Schuetz. "We use AirWatch[®] Mobile Application Management to support multiple applications and push content to iPads at stores all over the world. I can distribute apps based on company and geographic location from one central console."

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– Tom Schuetz
Senior Vice President and
Chief Technology Officer
Luxottica

