



## SPRINT EMBRACES MOBILE INNOVATION WITH VMWARE AIRWATCH AND HORIZON AIR



### INDUSTRY

TELECOMMUNICATIONS

### LOCATION

OVERLAND PARK, KANSAS AND  
RETAIL LOCATIONS NATIONWIDE

### KEY CHALLENGES

- Free store employees from counter-based POS systems to spend more time with customers
- Help Sprint's sales force access internal company information, securely and remotely
- Save the time and expense of deploying traditional PC hardware at company offices

### SOLUTION

- Sprint retail sales employees use VMware AirWatch-managed tablets to engage with customers on the sales floor
- Business sales teams use AirWatch-managed devices for secure remote access and to showcase AirWatch features for their customers
- Corporate employees bring their own devices or use less expensive mobile hardware to work on Horizon Air virtual desktops

Sprint uses VMware technology to make everyday business practices mobile across the company. In retail stores, associates use VMware AirWatch®-managed tablets to move away from static point of sale systems and engage customers on the floor. Sprint's business sales force is a major reseller of AirWatch to small and medium businesses, and also uses AirWatch-managed mobile devices to showcase and promote Sprint services. In their corporate offices Sprint is converging desktop and mobile, using VMware Horizon® Air™ to provide secure digital workspaces with virtual desktops and VMware AirWatch to enable employees' personal mobile devices for business use. Sprint's mission is to empower people with mobile connectivity, and VMware helps Sprint's people manage the tools they use to share that message.

A Fortune 500 company with almost 60 million customers and 50,000 employees, Sprint is one of the largest cellular carriers in the United States. Sprint provided the first wireless 4G service from a national carrier in the United States and supports a global Tier 1 Internet backbone. The 2015 acquisition of RadioShack made Sprint one of the largest retailers in the U.S. with 4,500 stores. Sprint sells telecommunications services to companies of all sizes, with a recent focus on the small and medium sized business market. Sprint also takes retail on the road with their Direct 2 You<sup>SM</sup> service, where a Sprint expert helps customers set up a Sprint mobile device at a location the customer chooses.

### The Challenge

As a leading cellular carrier and Internet provider, Sprint knows mobility. However, like most large and long-standing businesses, Sprint provided traditional computing methods for its employees and retail stores: a PC sitting on a desk or a point-of-sale (POS) terminal sitting on a store counter. As mobile devices became more popular, powerful and easy to manage, Sprint decided to "drink their own champagne" and focus on bringing mobility into everyday business practices.

“We started out working really closely with AirWatch. Now, with them becoming part of VMware, we see the opportunity for both the traditional desktop and the mobile world, two great companies coming together to deliver a converged environment of desktop and mobile solutions. That’s going to be a great experience for our users.”

JOE HAMBLIN  
DIRECTOR OF EMERGING PLATFORMS  
IT ENTERPRISE SERVICES  
SPRINT

#### BUSINESS BENEFITS

- Sprint manages 25,000 devices and 50 applications with a staff of four
- Retail transaction times decreased by 30 percent
- Employees can access company information from anywhere, on the device of their choice, through a secure digital workspace
- Sprint will manage close to 5,000 Horizon Air desktops with a staff of eight once the implementation is complete

The first mobility use case was in Sprint’s retail stores. Sales representatives were limited by stationary POS systems. “How do we get our sales reps out from behind the counter and on the floor with customers as they come into our over 1,047 stores?” asked Joe Hamblin, Sprint’s Director of Emerging Platforms, IT Enterprise Services. “We wanted to put our mobile devices in the hands of our reps so we can be out there, shoulder-to-shoulder selling, creating a better environment for our customers.” But that, said Hamblin, raises another question: “How do we manage all those devices that are out there?”

Sprint wanted to improve the end user computing environment for its field sales teams and corporate employees, in part by giving them secure and simple access to company resources on their own tablets and smartphones. Sprint realized that if they didn’t provide this access, employees would go around the IT department and use their own devices anyway, creating a potential security risk. “We wanted to enable our users to be able to access our internal enterprise app store, to be able to consume applications and content securely, and to have access to our intranet and other critical applications from the devices that we sold as a company — and empower them to do that from any device of their choice,” said Wendy Aks, Senior Manager of Enterprise Mobility Management at Sprint.

Hamblin noted that the typical desktop computer is mostly used for email and applications such as word processing and spreadsheets. Using less expensive end points and leveraging the trend of “consumerizing” IT can result in big cost savings. “There’s a lot of traditional, high-dollar compute capacity that’s really under-utilized. We wanted to start moving those things back into the cloud and start using simpler, more streamlined devices that can leverage and access that information from anywhere at a lower cost point.”

#### The Solution

Five years ago, Sprint began a relationship with VMware that has extended into all parts of their business, from mobile device management with AirWatch to virtual desktop management with Horizon Air. Aks said that VMware’s breadth of mobile and virtual solutions was key “because it’s important to us not only to have a solution for our internal users for corporate managed devices, but also for our employees to bring their own devices. We wanted a solution that met our needs in our retail stores, in Sprint business sales, as well as corporate users such as finance, HR and IT departments, for everyone to use the device of their choice.”

Sales staff at Sprint retail stores now use tablets, managed by VMware AirWatch, to help customers research phones and plans and to process sales. Sales associates are no longer “locked in, bound to a computer, checking email, nose behind a screen,” said Brian Bell, Manager, Sprint Retail Operations. AirWatch helps enable elements of Sprint’s Payment Card Industry (PCI)-compliant strategy to protect customers’ credit card and personal information, while remote management and wipe features protect the tablets and the data on them. Bell said that the goal is to have the entire POS process and sales flow available on the tablets. Especially when it comes to rapidly changing competitive information and promotions, “Reps may not be able to keep all of it straight on the fly. By giving them mobile access to internal websites, they’re able to get that information and really help the customer more seamlessly, rather than have a start-and-stop scenario.”

Sprint's business sales team uses mobile devices managed by AirWatch. They receive the benefit of a secure mobile digital workspace, and they are also better able to demonstrate the features of AirWatch as they resell the software to their business customers. "We wanted to showcase the additional power that those devices could have. Things such as app management, having your own private app store, mobile security, asset tracking on the device — all of the benefits that we reaped as a company by deploying the solution internally," said Aks.

For corporate employees' desktop computing, Sprint turned to VMware Horizon Air, a family of cloud services that delivers cloud-hosted or on-premises virtual desktops and apps to any device, anywhere, from a single cloud control plane. Hamblin observed that as people use more mobile devices in their personal lives, they want to use them at work too. Allowing and securely managing this not only delights employees but also saves Sprint money on traditional desktop hardware and IT management. "Our 2,500 seats of Horizon Air allow employees to access a traditional desktop on any device, and that number's growing," said Hamblin. "It's really a collaboration and a partnership with our employees, that allows them to do the things they want to do, but it also helps us reduce our cost structure."

### Business Results & Benefits

AirWatch is easy to use, and that has driven efficiency and cost savings across Sprint. Their first AirWatch deployment was to retail stores, where they deployed to over 1,100 stores and 3,000 devices in two weeks. Now Sprint manages 28,000 devices and more than 50 applications with a staff of four administrators. "The efficiencies we were able to gain with VMware were huge," said Aks.

Aks also notes that mobility has improved the customer experience at Sprint's retail stores. "Since we've changed this dynamic of being more engaging on the floor, we've seen a reduction in transaction time of about 30 percent, as opposed to standing behind a conventional point of sale system. It's been more engaging for the customers. Overall we've heard about really positive experiences from our customers and our sales associates."

Sprint is investing in small and medium sized business customers, training field sales teams in solutions specific to those markets. VMware AirWatch is a critical part of that investment. "VMware is a great company to do business with. They've aligned themselves to support our field sales organizations, and it's such a great solution for our business customers," said Kim Green-Kerr, Vice President and General Manager, Small and Medium Business. "All businesses want to know: How do I get the most out of my employees? How do I track my assets? When you're trying to focus on the core part of your business you don't want to be tracking devices. AirWatch and Sprint help you do that. We help you see how your employees are productive. We help you to better serve and support your customers, and free up time for you to attract new customers." For Sprint's own sales teams, AirWatch allows them secure access to internal Sprint information, said Green-Kerr. "Now I'm better able to adapt my presentations, video, content that I want to talk to my customers about, what's relevant to them. That's helped our employees to be more productive."

In Sprint's offices, provisioning new employees and replacing old hardware is much simpler and less expensive using Horizon Air. Instead of purchasing, imaging and shipping a desktop PC, Sprint sends employees a blank device and a URL. The user logs on and a virtual desktop, along with all necessary applications, is provisioned instantly. If an employee decides to bring their own device, the process works in the same fast and easy way across all mobile and desktop operating systems. Hamblin notes that he often uses a mobile-enabled setup. "I'll run my Horizon Air desktop on an LTE connection. I can use my iPhone, connect it to an HDMI or VGA monitor and use a Bluetooth keyboard. My iPhone becomes my mouse, if you will. I can do demos and access all the tools I would have used on a traditional desktop."

Simple and powerful virtual desktop management with Horizon Air also saves Sprint a lot of money and time. According to Hamblin, with their previous traditional desktop setup, "I would have had an army of field technicians taking care of those. Now it's basically eight people that will be managing that environment once it's built up completely." The ability to use less-expensive endpoints is another important benefit of virtualization.

### Looking Ahead

Sprint plans to add to their Horizon Air and AirWatch footprint as the business grows. Sprint's field sales teams are also excited about AirWatch Express, a simple and affordable mobile device management solution that they believe will be a real boon to the small and medium sized business markets they serve. Said Green-Kerr, "AirWatch Express will be great because it's a very simple application and it really serves the smaller side of the market. Our clients are asking for it."

In retail stores, Sprint's goal is to remove all wired POS stations. This will free up space to display other items such as accessories or marketing materials. Stores will have kiosks and tablets available so customers can check in to the store and begin the process of buying a device or signing up for service. "We want to make it easy for reps and customers to use all of the technology in the store," said Bell. "A phone or a tablet is still a major investment, and it can take a while waiting in the store, so we want to make the process as seamless as we can for our customers and help them use their time in the store better."

Hamblin summed up Sprint's mobility journey so far: "When you think about our vision for the future, our roadmap, it's very clear. It's very concise. We know where we want to go. We want to deliver a digital workspace in the future that can be consumed from any device, any place, leveraging any network, hopefully our LTE network."

