![jamf]

Staying ahead of the curve

Curve

London, United Kingdom

Accenture's Digital Banking Tracker has discovered that online only, neo-banks have nearly tripled their customer base in the past year, from 7.7 million customers in 2018 to almost 20 million in 2019. It's an indication that the neo-banking market is on a steady growth pattern and Curve is among those names currently challenging traditional payment platforms.

Curve is a digital payment card that aggregates a consumer's multiple payment cards into one accessible mobile app, allowing the user to make payments and withdrawals simply and quickly. Since their launch in 2016, the Curve team has grown exponentially and because of the nature of the data they handle and manage, it was critical that processes remained seamless and secure as they on boarded multiple people at the same time.

At a Glance

- **90 employees to 280 in under a year**

- **Speedy on-boarding experience**

- **Focus to larger scale roll outs of devices and software**

- **Re-launch self-service portal**

Managing Scale

In just under a year, Curve has tripled in size — from 90 employees to 280. Although they had always used Mac, they knew that with the influx of new team members, on-boarding needed to become leaner, faster and easier.

As the team expanded, the growing need for automation became more evident. Curve wanted to work with a service and with products that would automate and streamline tasks effectively. They were looking for the ability to have enhanced reporting in order to know what was being installed and add restrictions to stop unapproved software from being downloaded and running.

Employees favoured Apple devices, like MacBook and iPhone, while working remotely or in the office because of Apple's consumer-friendly design, easy-to-use nature, aesthetics and quality.

Despite the prevalence of Apple devices across the organisation to help improve employee and customer experience, tasks such as managing password resets, patch updates and the roll out of software had become a concern, especially when the team is working remotely and recruitment having had such a boost in a short amount of time.
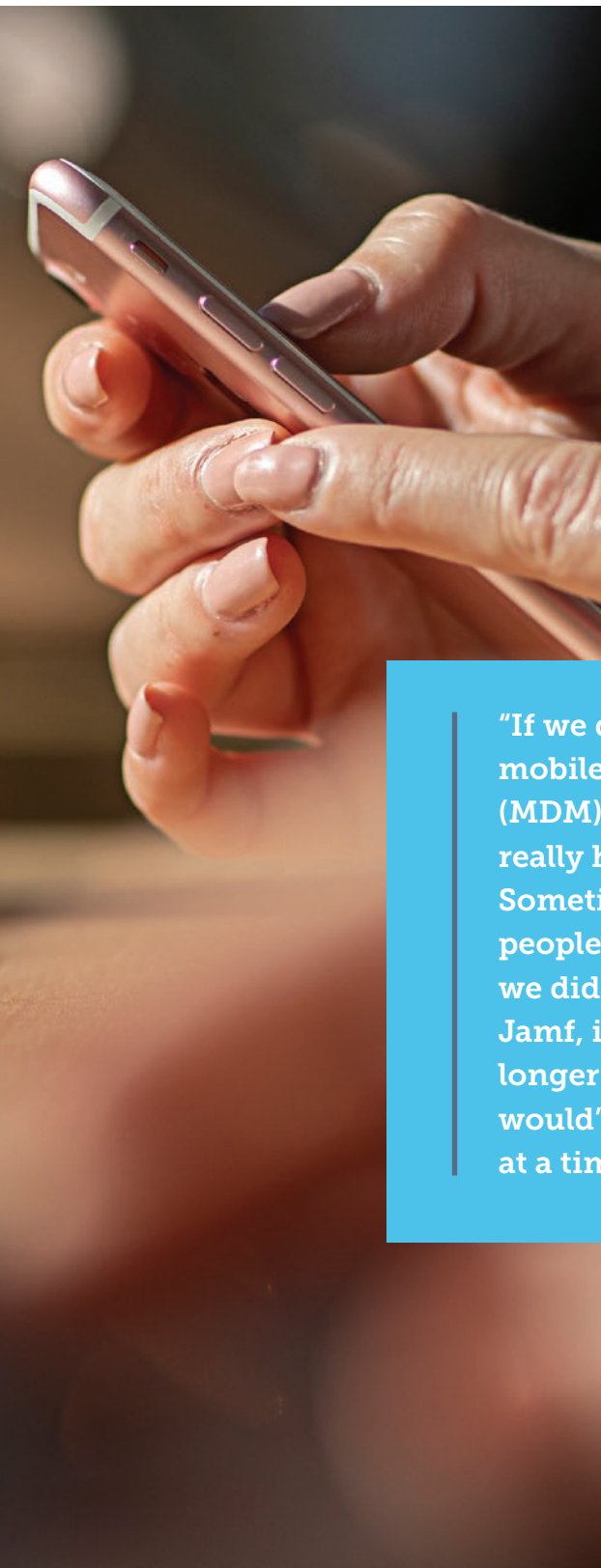
The need for a secure and speedy on-boarding experience was a must for employee experience and the main driver in enlisting the support of experts in mobile device and app management solutions.

As part of Curve's journey, the brand needed to address the pain points of the employee and IT team. They knew that a positive employee experience would lead to creating better efficiencies and a greater quality of service for customers.

"Recruitment was a concern, especially with our growing team in the US. As we were all on lockdown, we began to think of ways to on-board new starters, ensuring they received their laptops safely, configured and ready to be used.."

Rob Barret, IT Support Engineer at Curve

Enlisting niche Apple expertise

With the introduction of Jamf Pro, the enterprise mobility management tool and cloud identity solution, IT teams were able to turn their focus to larger scale roll outs of devices and software that would also ensure the security of employees and customers.

Curve saw an immediate impact in terms of greater efficiencies across the organisation through a number of features:

- Automated password reset reminders
- Day Zero deployment of OS updates across every device
- Step-by-step guides to fixing common issues for employees
- Restricted admin process that empowers employees but does not overwhelm them with responsibility

To continue its growth journey, Curve is making adaptions to its current technology capabilities for both employees and customers. The company aims to re-launch their self-service portal with automated patch rolls outs which will vastly improve the user experience.

A great employee experience needs to be part of any digital transformation journey. Through a MDM solution, Curve has routed out operational inefficiencies as well as reduced the overall burden not just on the IT team, but the employee too. "We wanted to create an end user experience where regardless of where they are based, we can get a device out to them and manage it easily. We also wanted to ensure that every new starter had access to guides, to help them with anything needed. Recruiting during lockdown was something we were all sceptical of but because of Jamf, it couldn't have gone any better."

> "If we didn't deploy Jamf's mobile device management (MDM) solution, it would've been really hard on our current team. Sometimes we'd on-board five people at the same time and if we didn't have that support from Jamf, it would have been a much longer and daunting process. We would've had to do it one person at a time."

See how you too can achieve success with Apple and Jamf Pro in your business. [Request a trial.](#)