Three locations, one solution

Daniel Wellington
Stockholm, Sweden

The IT department at Daniel Wellington, a global watch and accessories brand based in Stockholm has its hands full.

IT support specialist Fredrik Virding explains it this way:
"The Stockholm office supports pretty much the company on a global level…we are a global department and we handle everything from setting up computers to passwords to new services to phones to cables. Everything that runs by electricity, basically, we have some kind of stake in."

This support includes both their global corporate offices and their global retail stores. Most of the retail locations use iPads and iPhones, at least half of all corporate staff uses Apple devices as well.

That's a lot of device management, with vastly different needs for retail from corporate devices.

Device management automation is the key

That's why Fredrik's team tries to automate as much as they can. This eliminates the potential for human error, gets teams immediate support at their fingertips, and frees up IT's time so that instead of chasing down endless immediate needs they can focus on making the entire system run as smoothly as, well, a well-oiled timepiece.
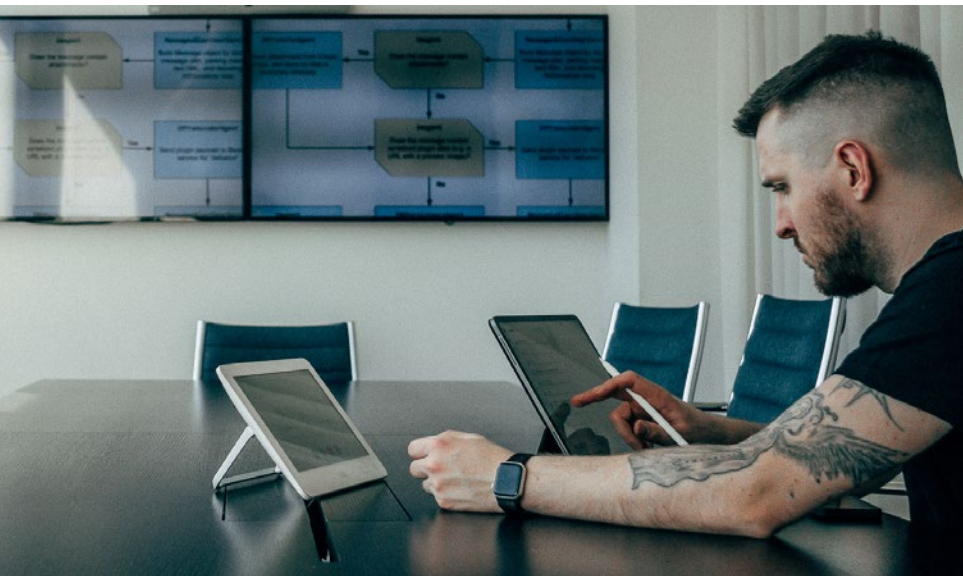
At a Glance

- **Customized device management for 400 retail stores using iPhones and iPads**

- **Quick employee onboarding for macOS users in the office and at home**

- **How the Jamf Nation community supports the use of Jamf solutions**

The retail use case for Jamf

"We started using Jamf with retail," says Fredrik, "as we had about 400 stores globally, all using iPads and iPhones." In addition to staff having everything from their Office 365 environment loaded, they also have access to other retail-specific resources.

Point of Sale

The iPads are primarily used for point-of-sale (POS) systems, which are independent based on the retail location's country. Before Jamf, says Fredrik, they were using a competing service that was fine at first but wasn't up to the task of keeping up with a rapidly expanding business. So they turned to Jamf.

Jamf Pro helped them to immediately see the benefit of using automated device enrollment through Apple Business Manager. "All of that sorted out a lot of our problems," says Fredrik. "It means that we can buy a device assigned to automated device enrollment and send it to the stores." There, they could do the rest by themselves, thanks to zero-touch deployment and Self Service offered by Jamf Pro.

"Previously," says Fredrik, "it was IT that configured the iPad: signing with the Apple ID, downloading all of the apps, and configuring everything. It wasn't technically a problem; it was just time-consuming. As we expanded and grew as a company, we needed to focus on different things."

"Now," says Fredrik, "they just power on, signing in with their credentials, and everything automatically installs, which is super helpful."

"We can buy a device assigned to automated device enrollment and send it to the stores."

Fredrik Virding
IT support specialist

Automatic updates to the Daniel Wellington Look Book

In addition to taking care of day-to-day business, retail employees also have access to a digital "Look Book," which helps to connect retail employees to Daniel Wellington's social media presence.

"They can now show the customer how our influencers/ambassadors are styling the products," says Oskar Hammar, head of Global Offline Operations. "This is helping us convert more customers and increase our units per transaction as we sell the complete look and not only single products."

Daniel Wellington updates their Look Book before each new launch, and then deploys to retail staff using Jamf. The Look Book is immediately available in all 435 stores across the 21 markets, and the old version of the Look Book disappears.

"This helps us to know that we always show the correct information and that our team is updated with the latest news," says Oskar. "We can also send out a notification the moment it is live, ensuring every Sales Associate is aware of new content."

Corporate headquarters use case for Jamf

Daniel Wellington's corporate headquarters uses a combination of Mac and PC devices. Their management process for the Mac devices was similar to their retail: "It sort of worked," says Fredrik. "It was lacking in a few areas but it sort of did the job." However, as with their retail operations,

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> *Oskar Hammar*
> *Head of Global Offline Operations*

their corporate officers were expanding and growing while everything that IT needed to do to manage Mac computers involved them having to touch each device, which was very time-consuming.

Fredrik wanted to make an argument for using Jamf Pro at their corporate headquarters, as well.

So he started benchmarking and testing Jamf, and was able to make the argument that Jamf offered many more options than their current system, and perhaps most importantly for management: "We can now manage to create a very, *very* user-friendly experience for our employees." His management team particularly liked the ability to brand their Jamf instance as Daniel Wellington, creating a seamless visual experience for employees.

The beauty of Jamf solutions, says Fredrik, was the combination of a user-friendly experience, user empowerment through Self Service, and saved time for IT.

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> *Fredrik Virding*
> *IT support specialist*

Self Service: an educational tool for corporate employees

Fredrik sees this as an educational opportunity for staff, as well. "Everything they need is at the tip of their fingers," he says, "so we d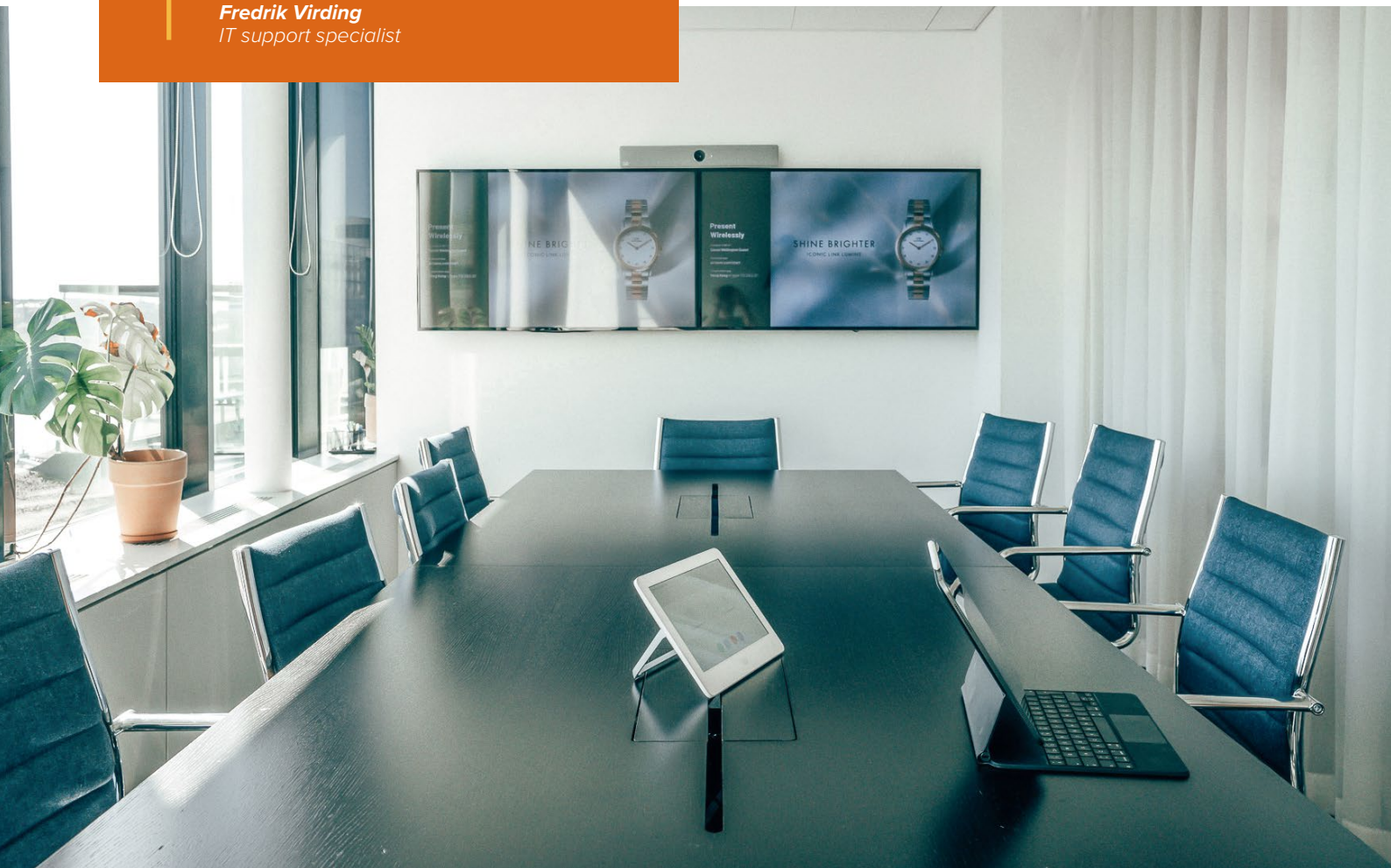on't have to show them in-person or use remote access to do updates for the staff. "We're trying to minimize all the things we did before, and instead create this environment and enrollment experience where they can do it from home or from the office: they have everything in Self Service."
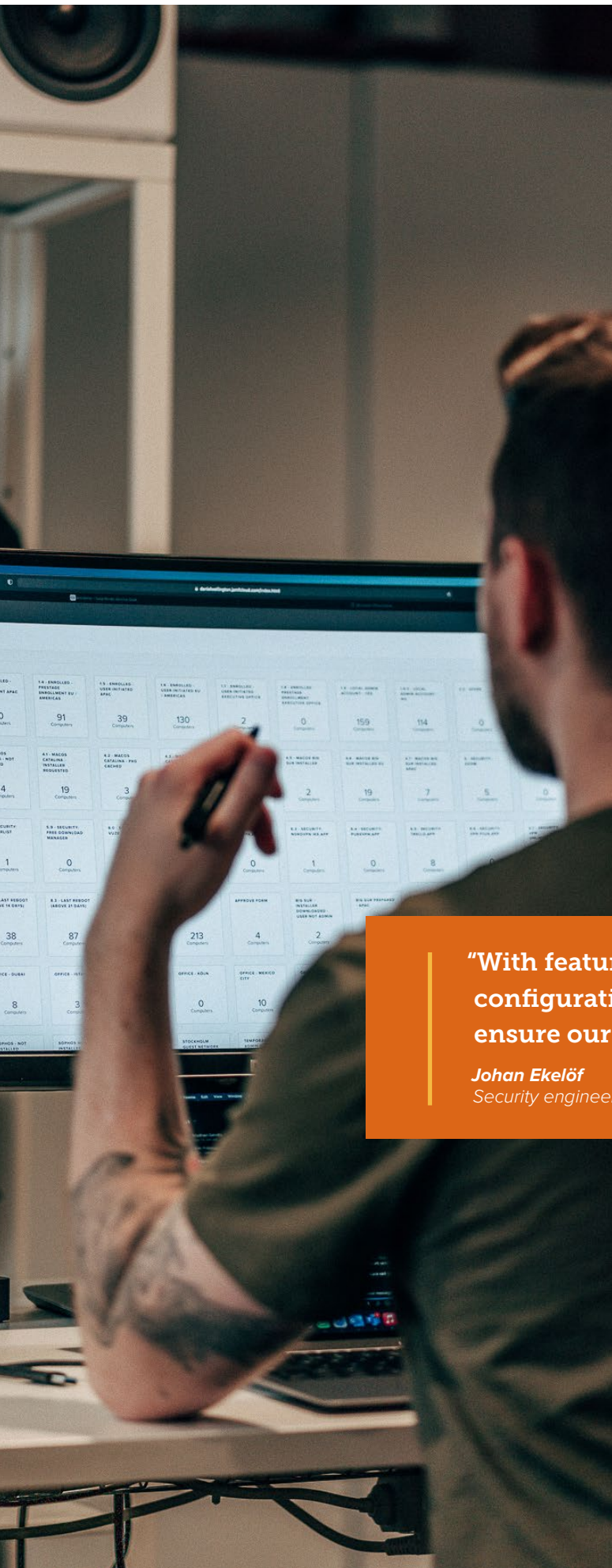
This empowers employees to take charge of their own devices, saves time for IT, and gets employees the resources they need more quickly than creating a ticket and waiting for staff to be available.

In addition to empowering end-users, Self Service can also help employees to do their own troubleshooting and sometimes even come up with their own ideas about how to solve their issues, which they can then ask IT about. This means they are learning how to be proactive with their own devices — and it also brings valuable new ideas to IT.

Onboarding with Jamf Pro

Fredrik Virding is on a mission: to make onboarding take only 20 minutes. That's right. 20 minutes.

Fredrik fashions his idea for onboarding after the Swedish tradition of fika: a brief, rejuvenating coffee break that gives employees a brief breather.

"Every company gives you the Mac, you install it, you get some stuff like a welcome message and you go somewhere else and do the onboarding and go somewhere else to provision the machine and I thought: 'Wouldn't it be a lot cooler if it just... happened?'"

Fredrik feels that onboarding should be a straight line from one point to another, and is using Jamf Pro's onboarding best practices to do it. "You've got to keep their attention for at least 20 minutes," he says, "because if you do half an hour they're bored and they want to get to work." It should feel very intuitive and simple, says Fredrik: highlighting the key points and the key features of the company and what they believe in, along with where to find useful information and get questions answered.

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>
> *Johan Ekelöf*
> *Security engineer, Daniel Wellington*

Jamf Pro as compliance and security tool

Johan Ekelöf, a security engineer at Daniel Wellington, finds Jamf Pro a useful tool in keeping their Mac fleet up to date on their baseline security standards.

"Jamf provides the necessary tools to follow up on unwanted applications or unwanted configurations on our client systems," says Johan. "With features such as restricted software, configuration profiles and policies, we can ensure our Mac devices stay compliant."

Putting it all together

As you might gather, Fredrik has his hands full: his is a single global team with retail and corporate offices located in countries around the world from New York to Stockholm, from Mumbai to Shenzhen.

They deal with all Mac and PC device issues as well as all of the development, research, testing and IT purchasing.

But Fredrik can juggle it all with Jamf's best-in-class Enterprise Management solutions and unmatched customer support. And with a little help from his friends.

The Jamf Nation community

One of Jamf's best assets, according to Fredrik, doesn't belong to Jamf at all, but its users: Jamf Nation. Jamf Nation, the largest Apple IT management forum in the world, is a wealth of knowledge for Fredrik.

"Jamf Nation is great," says Fredrik, "because a lot of people have the exact same problems at other companies, and there's an ongoing discussion for every company. It's pretty easy to find a good discussion or a good reference or a good solution that might work for your environment."

If you'd like to experience how Jamf can streamline your workflows, empower end-users and increase security, request a trial and get started today. Request a trial

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