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CUSTOMER SUCCESS

Migros Turkey

Migros Secures its Mobile Devices with Symantec

Universal access to data has rapidly become one of the most important assets for companies; a critical component of their efforts to gain the upper hand in the marketplace. Migros, a pioneer in the Turkish retail sector, now gives its store managers the opportunity to work independently, free from time and location constraints, using iPads. Migros' retail store processes has been mobilised by the handheld terminals now given to its employees. As a result of these changes, on-shelf product availability increased by three percent while in-store reports decreased by 40 percent—all in one year. External threats to these mobile devices have also been eliminated through the use of Symantec Mobile Management 7.2. By enabling full control of the iPad devices, Migros overcomes the challenge of both data loss on the device, or the loss of the device altogether. As part of an integrated solution, Symantec Endpoint Protection also protects data on Migros' Windows-based laptops and network of point of sale kiosks.

Independent management in the retail sector

Established in 1954 as a partnership between the Swiss Federation of Migros Cooperatives and the Istanbul Municipality, Migros is now one of Turkey's retail pioneers. In 1975 the company's majority shareholding was taken over by the Koç Group and today a British fund management company is also one of its partners. The company now serves 68 cities and has a turnover of five billion Turkish Lira (\$2.8 billion). Migros attracts consumers' attention by regularly innovating its seven main distribution centers and the service offerings of its more than 800 stores. With over 20,000 employees, the company has led Turkey's retail sector for a number of years now in terms of both its campaigns and its services. After opening its first international store in Baku, Migros went on to make a name for itself in other worldwide markets, including Ukraine, Russia and Georgia.

As Migros expands throughout Turkey and into the surrounding countries, the company also follows the latest technological innovations. "Migros has always brought innovations to Turkey's retail sector and technology is a key enabler of this change," says Lütfi Karagöz, network, communication and security manager, Migros. "The most important characteristic we look for in technology is

ORGANIZATION PROFILE

Website: www.migros.com

Industry: Retail

Headquarters: Istanbul, Turkey

SYMANTEC SOLUTIONS

Endpoint Security

Why Symantec?

- Ensured continuous and seamless support
- Integrated systems
- Enabled centralized control of all devices

security, because it is very difficult to correct any mistakes that result from gaps in our security. Companies can lose a reputation that took years to build in one single day, while also facing significant financial losses. At Migros, we have only ever worked with the best security systems.”

Virus attacks are no longer an issue

The company initially deployed Symantec Endpoint Protection, subsequently entrusting the security of more and more devices to Symantec. With Endpoint Protection now installed on more than 5,000 thousand endpoints, virus attacks are no longer an issue. Moreover, viruses that would otherwise be found on those devices that cannot be kept under constant control, jet cash registers and kiosks, are also prevented.

Lütfi Karagöz summarizes the transition period to Symantec, an all-in-one solution, in a single word: “Trust”. He explains, “The relationship with Symantec has transformed into an ecosystem that we trust to protect almost all of our systems.” During the period Migros standardized on Symantec, their Turkish offices were undergoing significant growth. And, based on the company’s previous experiences, the team was aware that it took a very long time to get support from the other foreign companies that were in the market at the time. “Whenever I think about our previous experiences with Symantec, the instant support from their office springs to mind. It would be hard to find another company in Turkey that could provide such service. At Migros, we simply don’t have the luxury of making a mistake. Even the slightest error could lead to significant financial obligations and a loss of our reputation. Security is something we cannot recover. Symantec makes us feel safe.”

In competition, business continuity is key

Lütfi Karagöz emphasizes Migros’ requirement to always be prepared against the potential threats that could affect any of its corporate processes: “A failure at any single point in a system affects all of its processes. If one single store cannot provide services for even one hour, we will face serious problems

SOLUTIONS AT A GLANCE

Business & Technology Challenges

- Time and cost savings
- Productivity growth
- Comprehensive data control

Symantec Products

- Symantec Endpoint Protection
- Symantec Mobile Management 7.2
- Symantec Security Information Manager

Technology Environment

- End users: More than 6,000
- Operating Systems: Microsoft Windows XP / 7
- Endpoints: 3,000 Windows-Mobile-based handheld terminals
- Applications: Brosingo, IBB, Mobile Traffic, Meteorology, Microstrategy, Citrix Receiver, and Symantec Mobile MGMT

BUSINESS VALUE & TECHNICAL BENEFITS

- Helped increase on-shelf product availability by three percent
- Decreased in-store reports by 40 percent
- Enhanced business continuity due to universal access to data
- Introduced flexible reporting
- Increased employee efficiency
- Integrated data systems
- Enhanced data security, eliminating any possible risks

with our business partners and customers – problems that will be difficult to recover from.”

Migros has attached a great deal of importance to a centralized management system to prevent any such problems. For example, Symantec Security Information Manager collects all critical systems’ logs at the company’s management center. Values are extracted from the 100 million log records collected on average each day, allowing Migros to prepare the necessary reports within a very short space of time. “Without such a solution, we could be faced with issues that lead to an interruption of our business continuity due to this large volume of incoming logs,” says Lütfi Karagöz.

“Our Symantec adventure, beginning from a single product some four years ago, has now transformed into an ecosystem that we trust to protect almost all of our systems.”

Lütfi Karagöz

Network, Communication and Security Manager
Migros

A new partnership has recently been signed with Symantec to support Migros' mobile technology investments. Lütfi Karagöz explains why the deployment has taken place. "During in-store audits, the store managers at the different Migros branches were having difficulty checking the data they needed. Moreover, they had to go back to their desks just to access the data they wanted to look at. And this was causing a significant loss of time."

Symantec Mobile Management enables these store managers to continue their work—securely—on the 1,000 iPads that have been distributed to them. While talking about this transition to iPads, Karagöz underlines the fact that this mobile trend is reshaping the future of Turkey's retail sector: "We want our managers to work both faster and more efficiently. In other words, we want managers to be able to analyse anything they need on the device while simultaneously browsing a store shelf to look at a product. Using the 3,000 handheld terminals, basic retail tasks such as receiving and returning goods, shipping, and price controls are now all carried out more conveniently. Using Mobile Management, Migros' most important information can now be accessed from anywhere, at any time, on these mobile devices."

Increased on-shelf product availability by 3%

With these mobile applications, on-shelf product availability has increased by three percent. Moreover, in-store reports have decreased by 40 percent. Mr Karagöz says they now have complete control over the company's employees using Mobile Management. "A poorly managed device is no different from a product in the store. It cannot bring any additional value to the organization without being under control. With Symantec, we have ensured that we control these devices across all locations," he says.

The location of all the devices can be checked 24/7 by Mobile Management; they can be detected via the GPS data system if they are lost or stolen; and access to their information can be blocked if required. In addition, the Symantec solution also offers encryption to maximize Migros' security, and user and ID authentication to limit application access so that data can be stored securely.

"Innovation is a core element of the Migros identity. Our mobile applications have led to significant changes, breaking new ground in Turkey. The time that our employees spend with our customers has increased. And this is an important advantage for Migros over the long term. We are truly happy working with Symantec because they ensure maximum security for the mobile devices that enable us to make these gains," says Lütfi Karagöz.

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Lütfi Karagöz

Network, Communication and Security Manager
Migros