

CASE STUDY:

# Schuh



## OUR CLIENT:

Schuh launched in Edinburgh in 1981 with a simple philosophy: to provide individual high fashion footwear sold in a unique and exciting retail environment. The last 30 years have seen the company expand across the UK with nearly 200 stores and more recently take a leap across the pond with stores now in the US.

## THE CHALLENGE:

Schuh had been struggling for a while with its MDM solution and the level of support it was receiving. The well-known high-street retailer needed a solution that could provide dedicated support when required.

## THE SOLUTION:

Our mobility specialist worked with Caroline Robertson, Schuh's Store Systems Manager in the UK, to deliver an initial proof of concept to test the best method of delivery. This led to the full deployment of 2,000 iPads across all 200 Schuh retail locations within the UK.

The solution is fully managed by Schuh and supported by us to securely deliver the retailer's in-house apps through Absolute Manage MDM. We supported Schuh from the start of the process and ultimately won over Caroline and her team by delivering excellent customer service.

Caroline said: "The service we have received from Opal has been first-class from the outset. They took the time to fully understand the issues we were facing and worked with our technical team closely to deliver the right solution in the tight timescales we had – on budget. Working with Opal on this UK wide project is the best decision we could have made. I would thoroughly recommend them."

