

Finolex Industries Mobilizes Employees Using Citrix XenMobile
& promises "Tarakki Zindagibhar" to Sales staff as well as Customers.

Finolex Industries Ltd. is India's leading manufacturer of PVC Pipes & Fittings and PVC Resins. Finolex plants are spread over Pune, Ratnagiri and Masar near Vadodara.

Recently they have made plans to foray into water management business and will manufacture as well as market a range of products for the purpose in the next 18 months.

To reflect this new focus in the business, the company also unveiled a new brand identity. The company's new tagline of 'Tarakki Zindagibhar' promises a lifetime of prosperity to the consumer through water management.



Pic: Mr. Prakash Chhabria, Executive Chairman of Finolex Industries Ltd. unveiling the new brand identity

Challenge

As part of new business strategy, Finolex wanted to be in constant touch with their 300 on-field sales force which is spread across 10 states of India. The company wanted to create a more flexible IT infrastructure and implement a secure, efficient solution that would enable seamless communication between Sales employees and allow mobile access to applications and files.

Solution

Finolex had some previous experience with Citrix products like XenDesktop, XenApp and Netscaler. During discussion for the new project, when advantages like

maximum uptime and continuous availability of Windows applications and desktops were explained, they were convinced that Citrix would be able to provide the solution. So Citrix XenMobile was selected for the management of new customized CRM application developed by Atos, to be deployed on HP Tablet devices.

Benefits

- Device Management and security for HP Slate tabs /Android base devices.
- Instant Application release updates and new product releases to remote sales force
- Secure access to SFA mobility CRM with Data Leakage Protection.
- Containerization of application and data.
- Setting of compliance rules based on SIM behavior.

Vintech was the first choice as an implementation partner for the project as we had already gained customer's trust due to their previous experiences in analyzing the gaps in existing XenDesktop setup.

The deal got closed one day before Diwali vacations and Finolex gave a tough timeline of 8 days to deploy the entire solution as they wanted to roll it out during the National Sales meet. Vintech team put in great efforts to adhere to the given time line. And of course Citrix technical team helped a lot with their support and co-operation in solving the technical hitches.

On 5th of November Finolex distributed HP tablets to their 300 Sales staff spread across 10 states on occasion of National Sales and Dealer Meet.

The project is now in final stage of handover process. And based on this experience we hope that Finolex will extend XenMobile experience to their Dealers network also.



Pic: @ Finolex National Sales & Dealer Meet