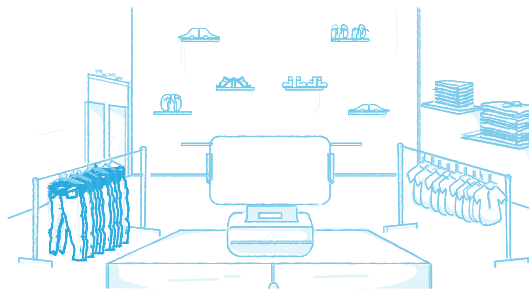




# Decathlon Enhances Customer Experience with the Help of Scalefusion

## About Company

Decathlon is a French sporting goods retailer. They are the largest sporting goods retailer in the world, which started with a store in Lille, France in 1976 by Michel Leclercq. A decade later, it started expanding to other countries - Germany, Spain, Italy, Portugal, UK, China, India, Southeast Asia, South Africa, Philippines and Australia, and today there are more than 1100 stores in 38



countries. The company employs almost 80,000 staff from 80 different nationalities.

Decathlon stocks a wide range of sporting goods, from tennis rackets to advanced scuba diving equipment, usually in large superstores. Decathlon Group also owns over 20 brands, with

research and development facilities all over France to develop the latest innovative designs, registering up to 40 patents per year.

## The Business Challenge

Decathlon wanted to enhance the customer experience in their stores by providing information with entertainment. Since it is a very innovative company and like using new technologies to improve their customers' shopping experience, they deployed Android tablets as kiosks in their large super stores in various countries. On kiosks, they wanted to ensure that customers can browse its website, catalogs, watch videos to know about various sports' gears available in their store. They also wanted to add an entertainment element like sport-centric gaming apps to keep shoppers engaged. While deploying tablets, their challenge was to ensure that

- The devices are not misused
- Access to selected content
- The devices are not tampered
- Only selected websites and apps should be accessible

## The Solution

After considering multiple platforms, Decathlon found Scalefusion by searching with “Kiosk Application” keyword in Google and selected it to manage their Android Acer tablets.

Decathlon uses Scalefusion, to remotely manage and control the devices from the central web-based dashboard by locking them down in kiosk mode. Kiosk mode enabled them to provide access to only whitelisted websites and approved apps on the devices.

Scalefusion’s Remote Cast feature allowed screen sharing and troubleshooting of the tablets which maximized device utility and uptime. It’s Mobile Content Management feature, helped to distribute and update the content from the Dashboard to all the devices. Enterprise Store, a centralized platform, enabled to upload, distribute and update business or in-house apps, over-the-air. IT administrator could get the complete view of critical device information including device connectivity, battery and memory usage and system statistics.

## Business Benefits

Using Scalefusion - Mobile Device Management, Decathlon, could lockdown their tablets into kiosk mode and centrally manage them from the dashboard. They could even share the devices’ screen on the dashboard to track the activities on the devices as well as to provide support by troubleshooting remotely.

The key business benefit which Decathlon got was that they were able to enhance their in-store customer experience to a new level with Android Kiosks powered by Scalefusion.



## From The Client

“ We required a kiosk application which can manage our in-store tablets and we got what we required from Scalefusion! The Mobile Content Management is really useful and Remote Cast too”.

- Krisztian Kovacs  
IT manager

## About Scalefusion

Scalefusion MDM allows organizations to secure and manage endpoints including smartphones, tablets, laptops, rugged devices, mPOS, and digital signages, along with apps and content. It supports the management of Android, iOS and Windows 10 devices and ensures streamlined device management operations with Scalefusion InterOps.

[www.scalefusion.com](http://www.scalefusion.com)