



# Mobile Device Manager Plus

helps

**Baobab's**

IT deploy apps 1,000

times faster

**CASE STUDY**



# BAOBAB

## OVERVIEW

- **Company name:** Baobab (previously Microcred)
- **Industry:** Microfinance
- **Location:** Senegal

## KEY CHALLENGES

- Wanted to fully participate in the digital banking revolution and embrace a mobile-first strategy
- Needed to make apps available on mobile devices

## SOLUTION

Baobab chose Mobile Device Manager Plus to manage **devices across 10 countries** and silently deploy business-critical apps to these managed devices.

## BENEFITS at a GLANCE

- Single console for complete device management
- Convenient and secure access to enterprise email
- Console segmented by country using role-based device access (RBDA)
- Geotracking; corporate/complete wipe
- Remote control for remotely troubleshooting devices in real time

## BUSINESS BENEFITS

- Increased employee productivity
- Seamless app distribution and management
- Improved customer service

Baobab, founded in 2005 under the name Microcred, is a digital finance company with a focus on financial inclusion that offers financial services tailored to meet the needs of unbanked populations, especially micro entrepreneurs and SMEs. Being incapable of accessing money for investments is a major road block for business growth in remote portions of Africa; to fix this, Baobab offers a branchless banking solution for the mass market and financially excluded.

Baobab delivers service to more than **650,000 customers**.

Baobab currently operates in nine countries—Madagascar, Senegal, Nigeria, Ivory Coast, Mali, Zimbabwe, Burkina Faso, Tunisia, and China—with its headquarters based in Paris. The group is one of the few global financial institutions to have successfully deployed a cost-effective model to address the issue of micro and SME financing globally.



# Challenge

## Transforming Baobab's existing IT infrastructure to embrace a mobile-first strategy

Abdoul Karim Barry, Engineer-System at Baobab, walked in to his office one day in Dakar, Senegal to a crowd of over a dozen people already waiting for him. They were employees, agents, and customers, all seeking help in installing various enterprise applications recently rolled out by Baobab onto their mobile phones and tablets. Looking to embrace digital transformation, Baobab's top management had decided to improve the quality of its operations through the use of biometrics, digital loan applications, automatic loan renewals, and other mobile applications for remote account access.

Barry knew his queue would continue to soar as the day progressed. Some customers and agents travelled to the head office from distant and remote places, and would often get upset if kept waiting for long. **“I had to manually deploy the APKs device-by-device, one-by-one. It was very chaotic and tiresome. Me and my team were fast losing our grip on things,”** said Barry. Barry and his team initially sent users emails containing APK files for these new applications, later switching to a centrally-hosted Wiki. But individually deploying applications to the mobile devices and tablets of customers and employees was too much to ask for; lack of technical expertise, tracking, and security were major concerns, and most end users were unable to install the apps on their own.

There was also no way to see whether end users had actually installed these applications on their devices, which meant Barry had to call customers on a daily basis to check the status of each installation. After hearing of Wiki links being shared with the wrong individuals and the potential for security breaches, Barry decided that enough was enough and approached upper management about all their deployment issues.

# Solution

Management at Baobab advised Barry to look for a suitable mobile device management (MDM) solution. Barry and his team wanted a solution that would provide several important features, including:

- ◆ *Support for all mobile operating systems and devices.*
- ◆ *Support for a console segmented by countries*
- ◆ *Capability to restrict technician access to their respective countries.*
- ◆ *Full-fledged application management.*
- ◆ *Geotracking functionality.*

They evaluated leading MDM solutions including Microsoft Intune, Samsung Knox, and Blackberry UEM before zeroing in on Mobile Device Manager Plus.



*“Mobile Device Manger Plus gives me the quality of the big, expensive competitors. This robust solution enables us to centralize all mobile devices on the same console as a web portal which is segmented by countries. The access for local IT teams in each country is restricted to the mobile devices in their respective country, ensuring better security. The system was easy to deploy and for the few questions we had, support was always there to help us out.”*

**Abdoul Karim Barry**

Engineer-System/ Microcred Group



## Silent app deployment at the snap of a finger

With Mobile Device Manager Plus, Barry and his team were able to create an application repository comprised of all the apps rolled out by Baobab for faster enterprise application management. They no longer have to manually select each device to initiate app installations either; they can simply add specific devices to groups and push apps to an entire group at once.



*“Silent app installation is one of those features that IT admins dream of. With Mobile Device Manager Plus, we can silently install specific apps to select devices or to the entire group, without any user intervention.*

*For example, we could create groups based on departments or designations, such as loan officer, portfolio manager, correspondents, and agents, and silently push the Portfolio Management APK only to the portfolio managers. Users (both customers and employees) have been really happy with the experience and the IT team got back its peace of mind,”*

**Abdoul Karim Barry**

Engineer-System/ Microcred Group

As the needs of their customers evolve, Baobab wants their applications to evolve along with them, which is why they're constantly updating their enterprise apps with new features and bug fixes. Now they can upload the app updates to the Mobile Device Manager Plus console and push them straight to a device or group of devices without any user intervention.

## Secure corporate email access

Thanks to Mobile Device Manager Plus, Barry and his team have also been able to provide secure access to business email for all their employees.



*“Email is our main means of communication and Mobile Device Manager Plus gives us the ability to receive and send it anywhere, anytime,”*

**Abdoul Karim Barry**

Engineer-System/ Microcred Group

Using containerization, they can prevent unauthorized apps from accessing email data; for example, end users can no longer copy and paste information from corporate emails into personal accounts. End users also now have a way to securely view corporate email attachments. With conditional Exchange access (CEA), Mobile Device Manager Plus delivers complete security for corporate emails by preventing unauthorized devices from accessing the corporate Exchange server.

## Remote management provides a powerful safeguard against device loss

With their app deployment issues settled, Baobob soon equipped all their employees with smartphones and tablets to better serve their customers. But loan officers and portfolio managers, spending a majority of their time in the field, started frequently reporting their devices missing.

Mobile Device Manager Plus' geotracking feature helps Barry and his team locate the managed mobile devices. With "Lost Mode" they can remotely locate and lock down lost devices, as well as display a personalized message (e.g. the owner's phone number) on the device's lock screen. If Barry and his team are unable to recover a lost device, they can selectively remove all corporate data from the device, or completely wipe it.



*"Mobile Device Manager Plus is a powerful safeguard against the threat of corporate content coming into the wrong hands."*

**Abdoul Karim Barry**  
Engineer-System/ Microcred Group

## Country-wise segmentation and access control

Baobob operates in 10 different countries, with a different technician in each location. For security purposes, Barry and his team wanted to ensure that technicians only had access to the devices in their particular country. Mobile Device Manager Plus helped Baobob implement this unique requirement using role-based device access (RBDA).

## Baobob deploys banking portfolio apps faster, supercharges productivity



*“A lot of organizations have focused on enterprise mobility as a device management tool, making sure that everybody's device is registered and all that good stuff. Where we've really taken great strides is in creating the internal enterprise app store, and putting experiences into the store that our customers and employees value,”*

**Abdoul Karim Barry**  
Engineer-System/ Microcred Group

Thanks to Mobile Device Manager Plus, Baobob has been able to deploy numerous custom apps that have enhanced and enriched their client experience. Baobob's Free Account Sign-up application means new customers can open an account in less than five minutes. Their Baobob Portfolio app has likewise saved portfolio managers time and improved their efficiency. Average portfolio risk has dropped from -1.20 percent to -23.9 percent. Indeed 94 percent of surveyed loan officers feel they can better manage their portfolio risk and 68 percent noted that their productivity has already improved. Getting both of these apps to end users was made simple thanks to Mobile Device Manager Plus' deployment process.

With silent app installation, secure corporate email access, and geotracking capabilities, Mobile Device Manager Plus has revolutionised the way IT works at Baobob. Barry and his team have seen firsthand how an efficient app deployment process has helped customers and employees alike.



*“It's impossible to overestimate the benefits of going mobile in terms of employee satisfaction and productivity. It is a great feeling to know that we are helping our workers become more agile and productive. We are empowering them to provide great customer service while Mobile Device Manager Plus provides us the necessary infrastructure”*

**Abdoul Karim Barry**  
Engineer-System/ Microcred Group

Reflecting on the transition for manual app deployment to implementing an MDM solution:



*“Mobile Device Manager Plus has been a great decision. I’m looking forward to the updates and new features that are going to come out in the future. Without manual app deployment tying*

**Abdoul Karim Barry**

Engineer-System/ Microcred Group

## About Mobile Device Manager Plus

ManageEngine Mobile Device Manager Plus is a web-based mobile device management solution that helps manage a wide range of devices from a central location. It automates the complete mobile device management life cycle from enrolling and securing devices to managing apps, profiles, and assets. For more information about Mobile Device Manager Plus, visit [manageengine.com/mobile-device-management](https://manageengine.com/mobile-device-management).

# ManageEngine