

## Akij Group

# CASE STUDY

The Tobacco division of Akij Group in Bangladesh, uses Seqrite mSuite to enhance productivity of it's 7200 on-field employees.

## Product Used



## Company Profile

- Akij Tobacco, which was acquired by Japan Tobacco company in a USD 1.5 bn was previously owned by the Akij Group, the biggest group of companies in Bangladesh.
- Akij is Bangladesh's 2nd largest tobacco company and holds 20% of the cigarette market in Bangladesh.
- Post the acquisition they went on to become the 3rd largest cigarette makers on the planet.

**Brand:** Akij Tobacco Company

**Parent Organization:** Japan Tobacco

**HQ:** Tokyo, Japan **Website:** [www.akij.net](http://www.akij.net)

## Challenges

Huge on field operations with 433 depots across Bangladesh

GPS tracking of 7200 employees on the field

Restrict use of non productive apps during work hours

Updates for important apps to be pushed by IT admin

Mobile devices being lost/stolen

## Solution



mSuite restricts employees from turning off GPS tracking



IT admins can easily push app updates from a centralized console



App management helps restrict use of non productive apps during working hours



Anti-theft feature tracks stolen/lost mobile devices reducing cap-ex significantly



## Customer's Story



We had been using Amtel for some time now but were constantly facing issues as employees had figured out ways to skirt the policies being applied on the usage of such company owned phones. When our 7200 hundred employees go on to interact with our 433 depots and end consumers, it is vital for us to geo-track them so as to ensure optimal utilization of time. Additionally, the use of internet for non-productive mobile apps(games etc) during working hours was something we were looking to curtail as well.

Considering these requirements and a lot of other features like fencing, Kiosk mode and a lot more which helps us enhance the productivity of our on-field work force, we decided to start using **Seqrite mSuite**. It has given us amazing results. I would also like to add that IT software are often hard to replace but the Seqrite team has been extremely helpful in ensuring smooth deployment of mSuite to our work force.



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