Akij Group

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

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

Product Used

Seqrite mSuite

Challenges

Huge on field operations with 433 deos 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

www.seqrite.com
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 deos 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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