



Case Study
**Mobile Giant Selects
CentraStage For Remote
Device Management**

“CentraStage has revolutionised not only how we manage and control the demonstration device estate in-store, but it has completely changed the way we utilise these key assets”

Dave Newman, Channel Platform Manager for Carphone Warehouse



Client overview

When Carphone Warehouse was looking at how it could effectively manage and support the estate of demonstration and display devices in all of its stores across the United Kingdom, CentraStage was the chosen technology. The CentraStage remote device management software gives Carphone Warehouse complete visibility and control of all devices through a simple browser interface.

THE Carphone Warehouse

About CentraStage

CentraStage is an IT support platform with a difference – affordable, advanced remote device management.

A web-based device management platform designed to improve the management of servers, PCs and laptops, CentraStage can save IT support organisations both time and money. From individual users to sophisticated IT managed service providers, CentraStage is designed to run on any device, computer, server and laptop.

Functionality includes audit, monitoring, remote support, deployment and reporting.

Remote Control

The team responsible for the in-store devices can continuously monitor WiFi networks across the stores, ensure devices are online and available, and monitor device usage and activity. The CentraStage software also enables all the laptops to be remotely managed, including the ability to deploy information and content to the devices. When the company releases new interactive

content / screensavers to accompany a product launch, for example, it can be deployed to all machines in an instant.

It is also used to deploy company information - management video clips, training data and company briefings - providing a quick and efficient way of bringing all stores across the country up to date.

Device Revolution

Dave Newman, Channel Platform Manager for Carphone Warehouse explains *“The demonstration devices we have in store were previously unmanageable without a visit to site or returning the device to the warehouse - there was no way of checking they were online, we could not fix problems and we had no way of re-configuring devices or deploying new packages once they were in-store. CentraStage has revolutionised not only how we manage and control the demonstration device estate in-store, but it has completely changed the way we utilise these key assets. They now form part of our store experience, delivering targeted information and marketing messages to customers.”*

“Looking forward for the business, there is huge value in what the CentraStage technology offers Carphone Warehouse. For example, because we can now deliver saleable advertising content across all demonstration devices in-store – essentially equivalent to 135,000 inches of interactive billboard space nationally – the demo devices can become a profit centre for Carphone Warehouse and align with the core business strategy. With the new Carphone Warehouse superstores each having up to 30 demonstration devices, the importance of managing these devices, and therefore the importance of CentraStage to the business, will only increase.”

From Technical Project To Marketing Initiative

Ian van Reenen, Chief Technical Officer for CentraStage explains, *“Although there are numerous existing device management solutions on the market, none of them could do exactly what Carphone Warehouse wanted. The nature of CentraStage is that it has been specifically designed for an unstructured network – a corporate solution for a non corporate environment. CentraStage is designed based on our research and development with customers – sitting with them, understanding their*

real requirements and making sure the software does exactly what they want.”

“By understanding the technical requirements of the business, but also taking time to grasp the strategic drivers behind the in-store demo device estate, working with the Carphone team CentraStage has been able to morph a technical project – how to manage remote devices – into a marketing initiative.”

