CASE STUDY

CONNECTUS ENABLES RAPID DRIVER EXPANSION:

SCALING ANDROID DEVICE DEPLOYMENTS FROM 150 TO 1,200 DRIVERS IN 12 MONTHS

Challenges

On-Demand Device Requirements: Required fully configured Android smartphones delivered on demand with no tolerance for delays. Devices needed to be end-user ready and deployed directly into the field.

Complex Vendor Management: Reliance on five separate vendors for sourcing, staging, activation, and logistics created inefficiencies, communication gaps, and deployment delays.

Unpredictable Demand Fluctuations: Week-over-week driver hiring created inconsistent device requirements, making it difficult to forecast inventory and maintain readiness.

Manual Activation & Provisioning Processes: Internal teams were burdened with coordinating activations, managing carrier relationships, and ensuring devices were enrolled into the MDM environment correctly.

Solutions

Rapid, End-User Ready Deployment: Delivered fully configured Android smartphones within 3 business days, pre-enrolled and ready for immediate driver use upon arrival.

MDM Integration & Configuration: Devices were provisioned directly within the customer's MDM environment, ensuring compliance, security, and a consistent user experience at scale.

Carrier & Activation Management: Leveraged strong carrier relationships to streamline activations, manage inventory, and eliminate delays tied to manual provisioning processes.

Single-Source, End-to-End Execution: Replaced five vendors with one unified partner. ConnectUs managed sourcing, kitting, configuration, activation, and logistics as a seamless extension of the customer's operations.

Benefits

8x Workforce Growth Without Bottlenecks: Scaled from 150 to 1,200 drivers in 12 months without slowing onboarding or increasing operational complexity.

Significant Time & Labor Savings: Eliminated internal coordination across multiple vendors & IT, freeing up resources to focus on core business operations and driver onboarding.

Below-Budget Device Procurement: Delivered devices under budget while maintaining quality, performance, and deployment speed.

Simplified Operations with Single Accountability: One partner managing the full lifecycle removed friction, reduced risk, and improved visibility across the entire deployment process.





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