



# Chrome OS Enterprise for Retails

Case 1

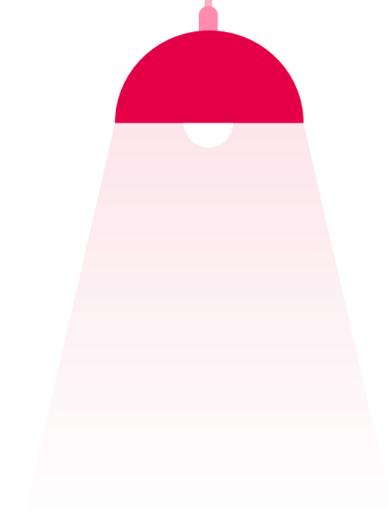
# Bailey Nelson: Keeping focus on the customer experience using Chrome Enterprise

# Overview

Australian eyewear brand Bailey Nelson wanted to deliver a better customer experience, manage its rapid growth, and equip employees with easy-to-use technology. To free employees from the hassle of managing hard-to-learn tech tools and dealing with software upgrades and troubleshooting, the company's IT leaders sought devices and productivity solutions they could manage from Bailey Nelson's Sydney headquarters. With Chrome Enterprise, Chrome Browser, and Google Workspace, the company helps employees offer fast, personalized eyewear-buying in its 70 stores in Australia, the United Kingdom, Canada, and New Zealand.

## Chrome OS result

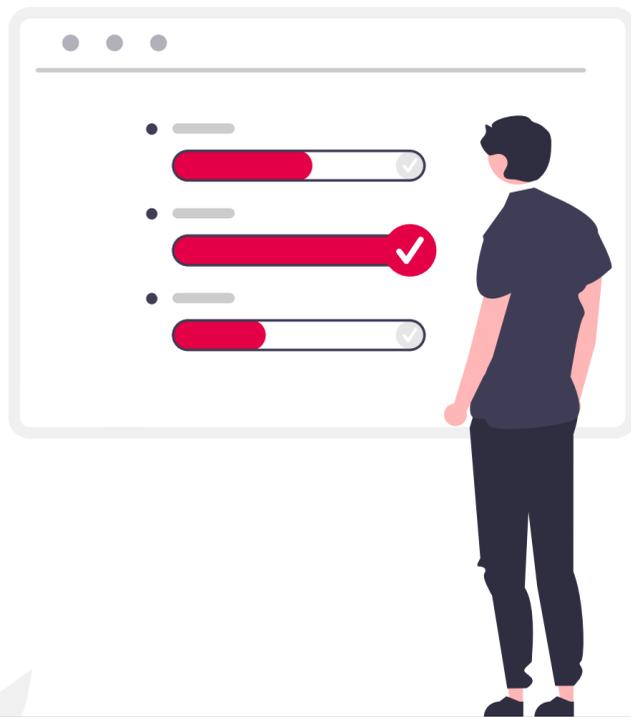
- Improved central management of policies for locations, employees, and departments.
- Onboarded new employees so they can start work almost immediately.
- Accelerated the process of getting new Bailey Nelson locations up and running.
- Reduced IT resources required for management.
- Simplified productivity, since employees can access all apps through Chrome Browser.



# Sharing company resources with every store and every employee

Chrome Enterprise gives Bailey Nelson a single solution for software, storage, and devices. Employees can access orders, product info, and customer accounts through Chrome Browser, and seamlessly move from desktop to tablet to phone as they serve customers. Google Drive and Chrome Enterprise are used to store and share information about policy changes, merchandising direction, and training with employees.

“Chrome Enterprise is fantastic because we can manage everything from the web. Whether we have two computers or 2,000, it’s easy to create groups and assign different policies. It’s very logical and intuitive.”



Case 2

# Colgate–Palmolive: Creating a collaborative work environment with Chrome Enterprise

# Overview

Colgate–Palmolive is focused on Oral Care, Personal Care, Home Care and Pet Nutrition and reaches more than 200 countries and territories. Colgate teams develop, produce, distribute and sell health and hygiene products and pet nutrition essential to society.

To meet its goal to offer an innovative work environment, Colgate sought a new cloud–based productivity platform—one that would enhance collaboration, improve employee satisfaction, and help put the 200–year–old company at the leading edge of workplace innovation. Colgate–Palmolive chose Chrome Enterprise, Google Workspace, and the Chrome Browser for its worldwide workforce of 30,000.

## Chrome OS result

- Apps and extensions can be managed for groups and individuals through Chrome Browser Cloud Management.
- Fewer IT resources required for support and maintenance compared with previous systems.
- Flexible, up–to–date workflow environment keeps employees happy and productive.



# Inspiring new ways of working

Chrome Enterprise became the ideal platform to help transform productivity for Colgate–Palmolive’s global workforce and operations. Cloud apps and storage allow for easier collaboration and are easier to manage than on–premise systems. Chrome Browser Cloud Management helps the IT department manage app and extension use. To help workers do a trial run on the Chromebooks, Grab and Go racks were deployed at the company’s New York and New Jersey offices. To train workers on the new devices, Colgate–Palmolive created a global team of over 1000 Colgate “Google Guides”—tech–savvy early adopters within the company who run classes via Google Meet.

“More than two hundred years after Colgate–Palmolive started doing business, we’re excited about the modern focus of our workplace tools. The Google tools that allow us to collaborate, also allow the company to succeed well into our third century.”



Case 3

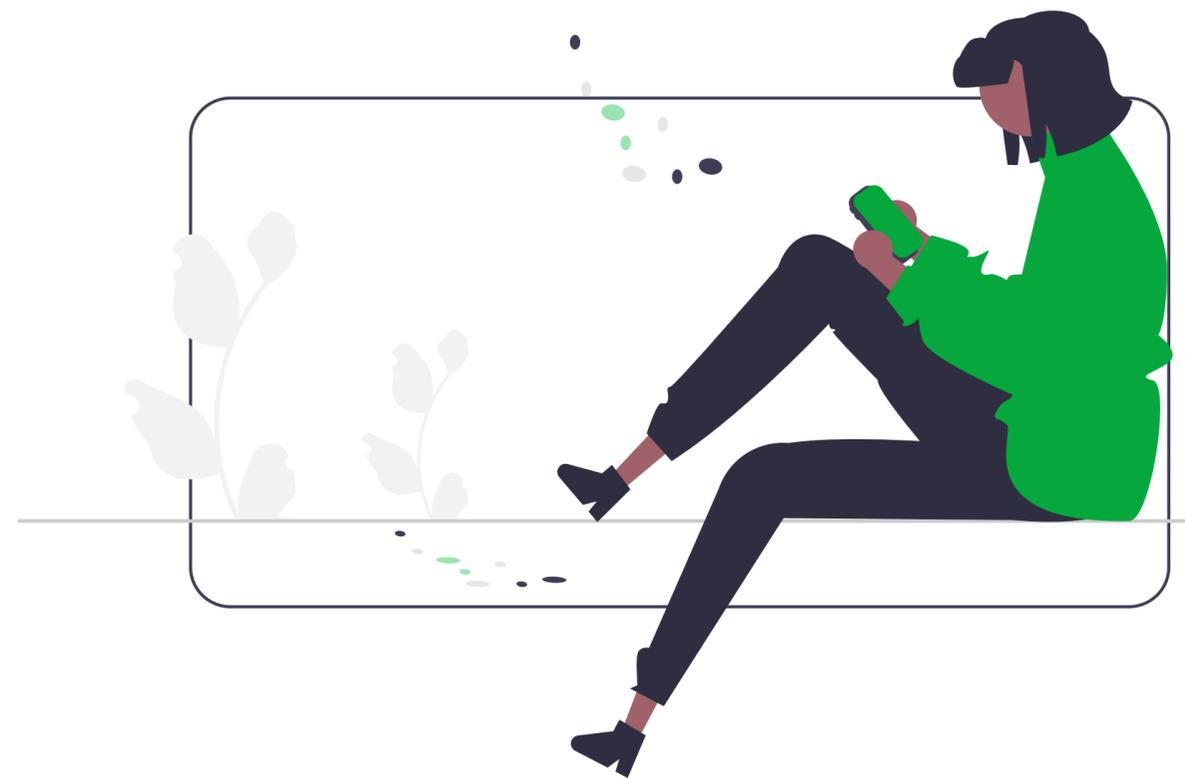
# Compass Group: Connecting patrons to food services with digital signage menus

# Overview

Compass Group, a global food service provider, wanted to move away from paper-based menus used in cafeterias and cafes it operates in the Netherlands and Belgium. The company sought an engaging yet easy-to-maintain digital signage solution that would offer an improved user experience for workers and students. Working with digital signage provider Digitopia, Compass Group chose Chromebox devices and ChromeOS to support 100 screens in Belgium and 20 in the Netherlands—offering relevant, updated content to food service patrons.

## Chrome OS result

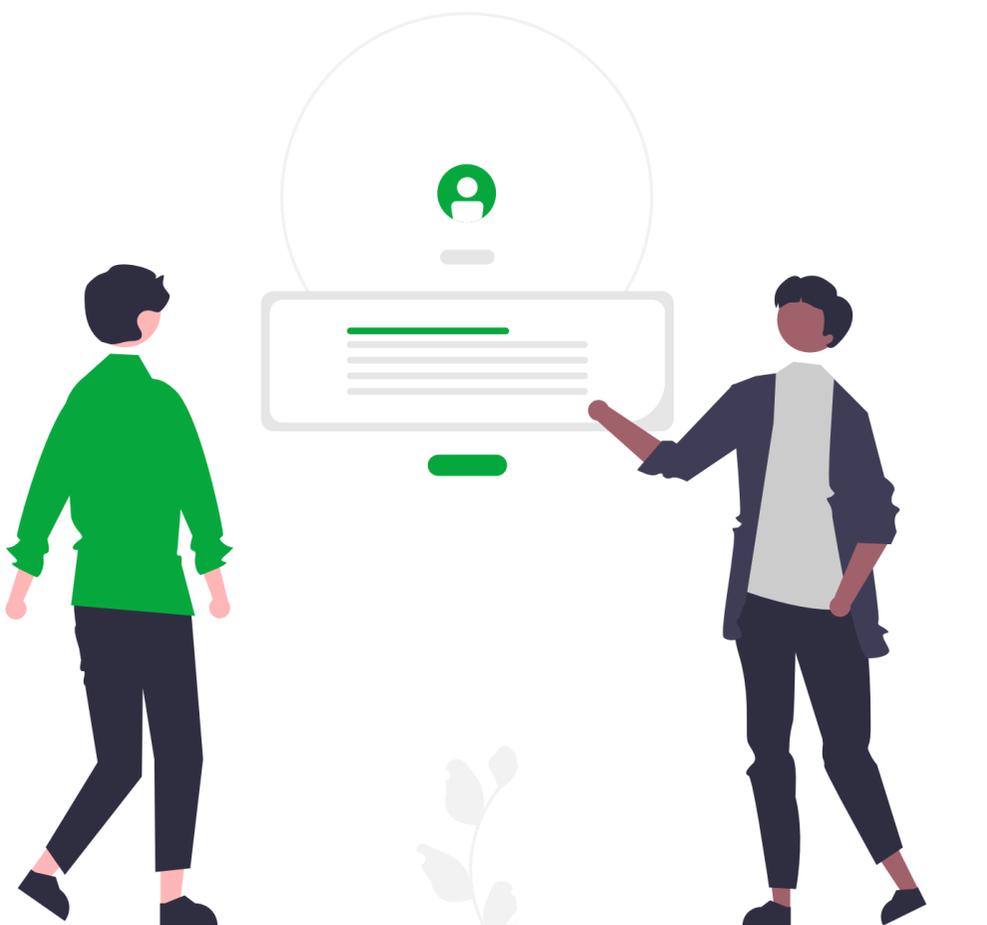
- Reduced management and maintenance for digital screens at customer sites.
- Strengthened relationships with cafeteria patrons and improved the dining experience.
- Strengthened control of content through central management.
- Inspired new ideas for digital content, like games and apps.



# Improved Engagement with Less Maintenance

Chromeboxes allow Compass Group to create menus displaying rich content, such as frequent menu updates and stories about food service workers and local food purveyors. The compact Chromeboxes are easy to install and can be updated and rebooted centrally by the company's partner, Digitopia. Compass Group manages content for each screen individually, using Chrome Enterprise license as well as a content management system created by Digitopia.

“Menus are more than just lists—they tell stories about the food we offer and where it comes from. Chromeboxes and digital signage are inspiring us to communicate in new ways with the people we serve.”



Case 4

**DFS:**

**Creating a digital culture  
and improving in-store  
experiences with Chrome  
Enterprise**

# Overview

In response to growing trends around social retailing, UK furniture manufacturer and retailer DFS wanted to accelerate its own digital transformation. After the company purchased specialty sofa retailer Sofology, DFS saw an opportunity to consolidate email and productivity tools, streamline IT administration, and improve the in-store experience for employees and customers. DFS replaced Microsoft Office and PC computers with Chrome Enterprise, Google Workspace Chromebooks, and ASUS Chromebook tablets.

## Chrome OS result

- Faster, more reliable devices improve sales staff performance and the customer experience.
- Google Workspace encourages more collaboration among teams, improving productivity.
- Meet helps reduce travel for all-hands and training meetings.
- IT teams spend less time setting up and maintaining devices.



# Reinventing productivity with Chrome Enterprise

With help from partner Netpremacy, DFS introduced 1,200 Chrome tablets to 125 DFS and Sofology stores, and trained employees on using Google Workspace as well as tools for closing in-store sales using their tablets. The ASUS Chromebook tablets' long battery life and ease of use have improved the shopping and buying experience in stores, while Chromebooks and Google Workspace help back-office and information workers collaborate quickly and with less traveling among the company's locations around the UK. With Google's Cloud Identity, employees can log in to devices faster, and IT teams can set up new devices in much less time.

“There are so many ways that being in the Chrome Enterprise ecosystem has changed the way we work, beyond just the hardware and software. It's changed our company culture.”



Case 5

**GABA:**

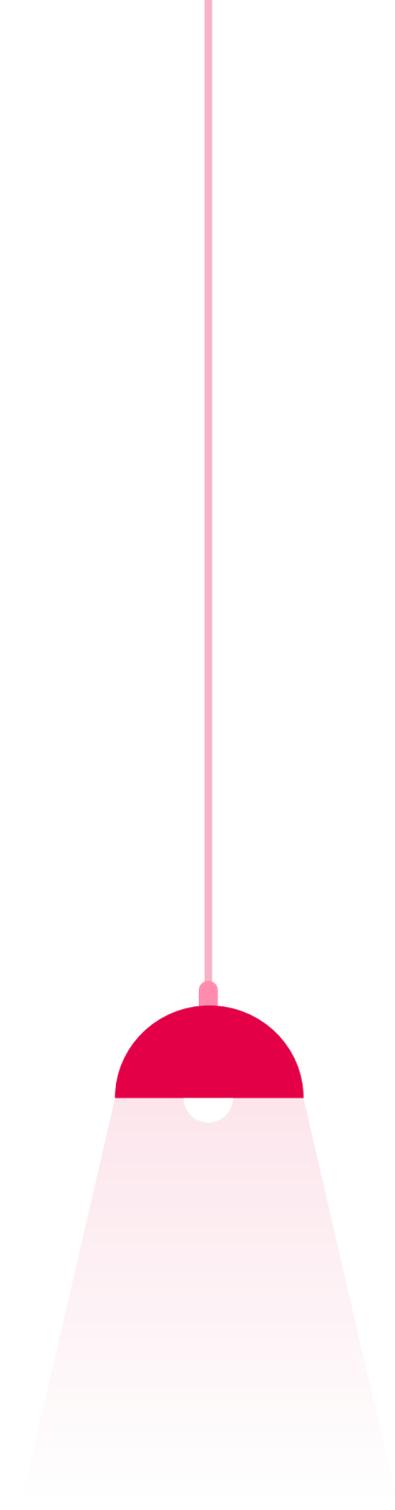
**Keeping language lessons  
free of distractions using  
Chromeboxes and ChromeOS**

# Overview

To better manage lessons, records, and student accounts for its one-to-one English lessons for customers in Japan, GABA built its own operating system and browser-based work environment. But GABA's IT team spent too much time keeping the school locations' computers up to date and secure, as well as troubleshooting problems with the proprietary operating system. GABA traded its devices and proprietary systems for ASUS Chromeboxes and Chrome Enterprise—putting an end to system delays and crashes that interrupted language lessons.

## Chrome OS result

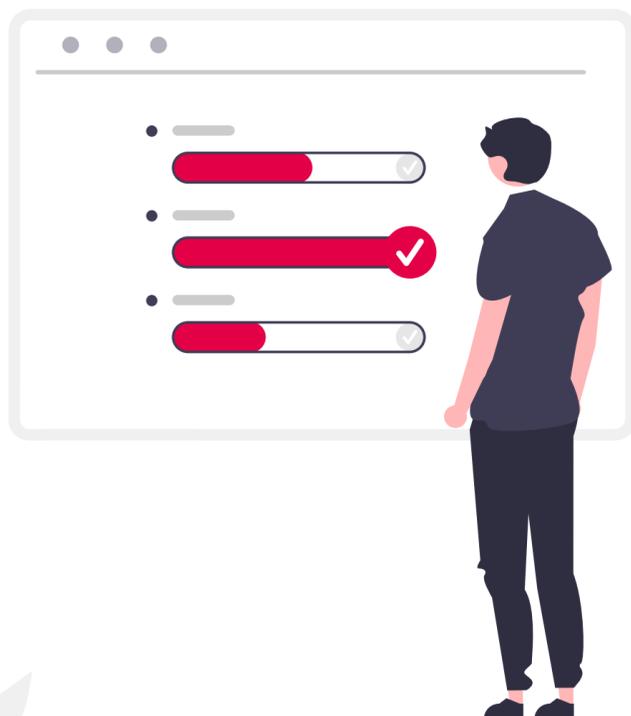
- Improved the language lesson experience for students.
- Added central management of devices using Google Admin Console.
- Reduced device setup time to just 10 minutes.
- Eliminated compatibility issues with monitors and keyboards.



# Easy management of a growing device fleet

GABA wanted a more reliable, less high-maintenance operating system, along with computers that didn't need device-by-device updates. After testing 16 ASUS Chromeboxes with Chrome Enterprise Upgrade, the language school found that delays and crashes were eliminated, which meant student lessons were no longer disrupted. The school purchased 1,000 Chromeboxes for its Learning Studios so that IT administrators could manage devices remotely and eliminate compatibility issues with peripheral devices.

“Nothing beats Chromeboxes when you have an increasing number of devices.”



Case 6

# Kaho Musen: Transforming into a digital enterprise

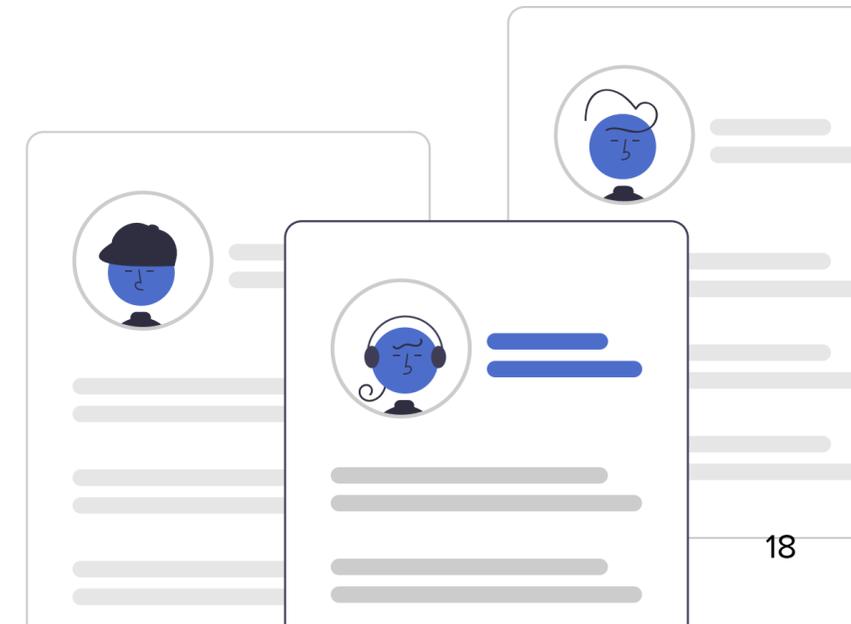
# Overview

Kaho Musen Holdings Co. Ltd. wanted to modernize business processes at its GooDay chain of 64 hardware stores across five prefectures in Japan. Even as late as 2014, the stores used paper records and communicated by phone calls—and the few computers employees did use were not connected to the internet because of problems with computer viruses.

Kaho Musen technology leaders knew they needed to transform GooDay to improve the customer experience and make the workforce happier and more productive. Beginning in 2015, Kaho Musen adopted ChromeOS and Chrome Enterprise devices, including easy-to-use productivity apps in Google Workspace and a secure, easy-to-manage OS.

## Chrome OS result

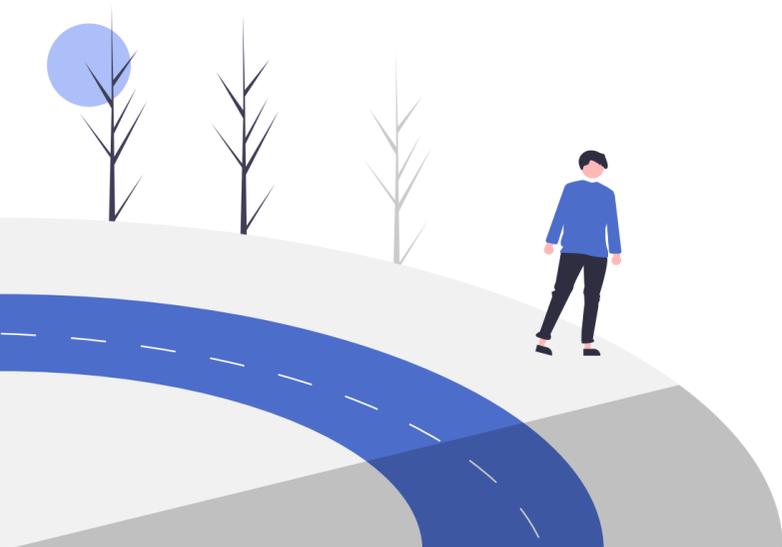
- Improved customer service and employee experience
- Workers spend less time on manual processes, more time serving customers
- Employees do their work without leaving Google Workspace
- Store manager meetings are held on Google Meet instead of finding space for 100 or more people
- With ChromeOS, information workers worry less about viruses and malware



# A complete change of work tools for shop employees

Kaho Musen began the digital transformation at GooDay stores in 2015, with workers accessing Google Workspace through the company's legacy computers. With the addition of Chrome Enterprise devices in 2020, every store manager and sales leader now has a Chromebook. Using their Chromebooks, shop floor employees can quickly look up products for customers. Chromeboxes are used to power 50-inch digital signage monitors in stores.

“Our most important task is creating an environment where our staff can work comfortably. Google Workspace and Chromebook are at the center of creating such an environment.”



Case 7

# Mercado Libre: Improving contact center productivity with Chrome Enterprise

# Overview

To maintain rapid growth, popular Latin American ecommerce site Mercado Libre depends on contact center teams in 18 countries—the frontline workers that have direct contact with customers. But IT teams couldn't repair and maintain the contact centers' aging PCs in time to keep the teams productive. By equipping PCs with Neverware's CloudReady software, the IT team reduced its workload and improved contact-center productivity by 25 percent.

## Chrome OS result

- Reduced operational support needs—from one person for every 150 workers to one person for 300 workers.
- Saved 250 hours of device boot-up time per contact center shift.
- Improved collaboration across teams and offices with Google Meet and Google Drive.
- Gave old devices new life with Chromium OS and Neverware's CloudReady.

# Working from anywhere, across teams and countries

To become a cloud-based company, Mercado Libre introduced Google Workspace and Drive to help employees work flexibly from any device and to collaborate more easily. The company added CloudReady from Google partner Neverware to its existing laptop and desktop PCs so they could run on Chromium OS—avoiding the need to buy new devices. The devices running Chromium OS are easier to set up and can be managed from the Admin console, simplifying adoption and management for teams across several countries. Using tools like Drive and Google Meet, contact center workers can do their jobs from anywhere and access the files they need to keep working. Contact center team leaders are testing Chromebooks in the office as well as Jamboards in meeting rooms to continue to improve collaboration.

“Google helps us keep things simple, which is important when you’re managing technology for thousands of employees in several countries. But while ChromeOS and Google Workspace are easy to use, they’re also dynamic and ready to evolve as we grow the business.”

Case 8

**Nojima:**

**Reducing time and cost  
for maintaining retail store  
device fleet**

# Overview

Nojima, a Japanese retailer of audio, visual, and computer products, used PC laptops to manage mobile device sales as well as point-of-sale systems and inventory—but because of security concerns, employees couldn't use the laptops outside of Nojima offices. The laptops also added cost and time to the IT team's workload: They were expensive to maintain and demanded at least one hour of setup time per device. By replacing the PC laptops with Asus Chromebooks, Nojima reduced device setup time to just 20 minutes and cut device and management costs by 40 percent.

## Chrome OS result

- Improved flexibility for employees working off-site.
- Reduced security concerns by using Chrome Enterprise tools like remote device management.
- Reduced time needed to set up new devices.
- Improved efficiency of inventory management.



# Less cost, more security, greater flexibility for workers

The cost of setting up and maintaining 4,500 PCs and laptops in Nojima's stores and back offices—as well as workers' inability to travel with their laptops if they wanted to work outside the office—drove the company to look for devices that offered more flexibility and less maintenance. Nojima initially purchased about 340 Chromebooks as PC replacements and will gradually replace all PC devices with Chromebooks. In Nojima's chain of smartphone stores, Chromebooks are used for mobile phone sales management, as well as for inventory management when the Chromebooks are connected to handheld Bluetooth scanners. The IT team uses Chrome Enterprise Upgrade to centrally manage all Chromebooks—for example, by adding WiFi settings globally so that Chromebooks are ready to use right out of the box.

“We feel secure with the Chromebook, as Google takes care of its security. The computer launches fast, and we can start working immediately. Its battery lasts a long time, so we can take the Chromebook with us when going to another store.”

Case 9

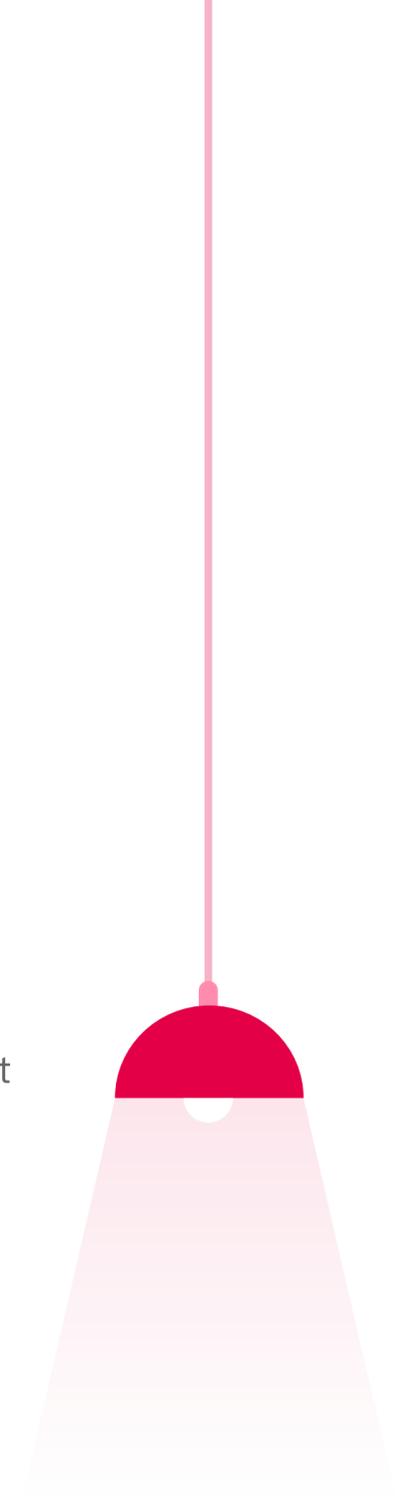
# NomNomNow: How Chromebooks and Google Workspace help personalize the pet food business

# Overview

In NomNomNow's business of home-delivered, personalized pet food, great customer service and fast order turnaround are essential to success. At its launch, the company sought productivity tools to allow employees across departments—from purchasing and cooking to shipping and customer service—to share information about customer orders. NomNomNow chose Google Cloud Platform, Google Workspace, and Acer Chromebooks to speed up its manufacturing process, scale processes for a growing customer base, and pivot their production floor from paper to digital.

## Chrome OS result

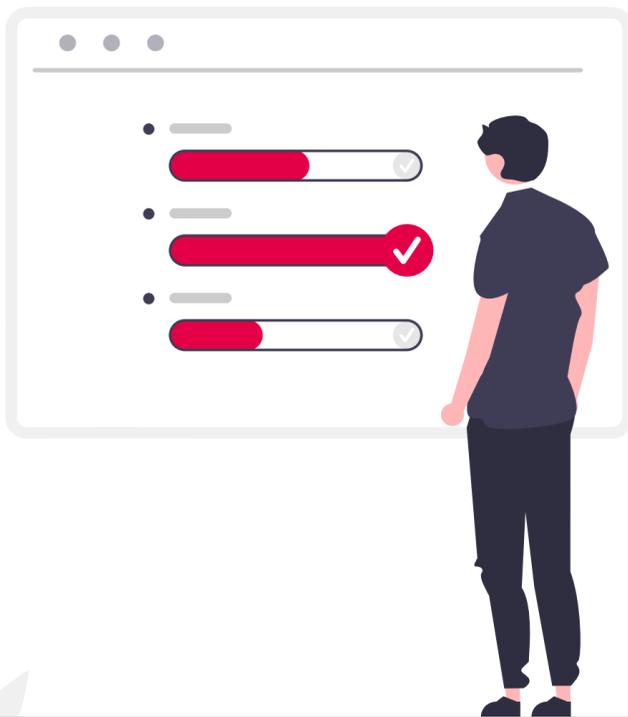
- Easily managed inventory and purchasing with Google Workspace by accessing customer profiles and order history from Chromebooks.
- Improved kitchen staff's access to updated recipes in shared Google Sheets.
- Allowed order fulfillment teams to quickly and accurately label and pack orders.



# A production floor built around the cloud

NomNomNow needed tools to help push out information to its frontline workers without heavy investments in hardware and software, worker training, and custom application development. The company began using Google Workspace and Chrome Enterprise to scale all aspects of production. Since recipes, customer orders, and inventory records are stored in the cloud, employees can use shared Acer Chromebooks to work together. ChromeOS updates automatically, so the IT department can spend less time on maintenance and more time on improving the production process.

“At every step in our production line, we rely on Google Cloud tools to help us push out information to our frontline workers so they can do their best work.”



Case 10

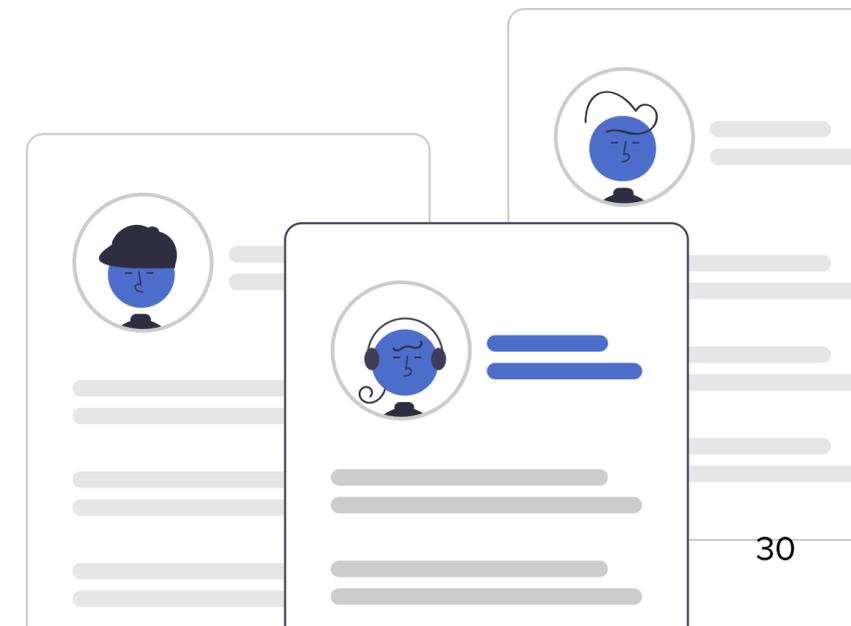
# Panda Restaurant Group: In-store training for cooking the perfect dishes every time

# Overview

To ensure quality and maintain its brand image, Panda Restaurant Group (PRG) relies on thorough training of its frontline workers. But the company's restaurants, including Panda Express, typically only had one computer workstation for accessing training modules—and restaurant associates had to compete for training time with colleagues ordering supplies and updating work schedules. By adding shared ASUS Chromebook Flip devices to 400 locations, the associates get thorough training in cooking famous dishes like Original Orange Chicken and Broccoli Beef.

## Chrome OS result

- Speeded associates' access to training modules through Chrome Browser, keeping the same great experience across all 400 locations.
- Saved time previously spent updating and installing software.
- Improved security by locking down Wi-Fi access using Google Admin console.
- Durable devices withstand the harsh kitchen and food-prep environments.



# Shared tools for consistent training

PRG needed devices that could stand up to the harsh kitchen and food prep environment, eventually choosing the rugged ASUS Chromebook Flip C213. With Google Admin console's central management tools, PRG's IT team sets up Chromebooks remotely; the team also uses the Chrome Remote Desktop extension to access Chromebooks and troubleshoot problems. Restaurant associates log into apps like Microsoft Office 365 and training modules from the Chrome Browser. PRG is considering using shared Chromebooks elsewhere in the company, such as guest check-in, to do away with paper forms.

“To provide that consistent dining experience, we want to make sure associates are trained properly. The e-modules that employees access on Chromebooks play an important part in making sure that our food is great for all of our customers, every time they visit.”



FydeOS enterprise solution empowers your industry

In addition to providing the same quality experience and benefits as Chrome OS Enterprise, FydeOS enterprise solution can also offer system customisation and private deployment, including:

- Enabling FydeOS to run smoothly on your existing hardware, including x86 and selected ARM devices
- Customisation and enhancement of bespoke system features
- Private deployment of essential supporting services for FydeOS

Please contact FydeOS sales team for private customisation services.

NB: Source from <https://chromeenterprise.google/customers>



# Thanks

