



# Esper assists global effort by CloudKitchens to consolidate & remotely manage their worldwide device technology

CloudKitchens used Esper to roll out a new dedicated device management platform globally, save millions of dollars and is now active across five continents with tens of thousands of devices.

CloudKitchens is a startup created by former Uber founder Travis Kalanick. They aim to revolutionize both the restaurant and delivery industries. Well funded and fast growing, reliable and performant tablets are key to their business growth.



## Problem

For their first hardware and MDM roll out, CloudKitchens decided to go with Samsung and Knox. They hadn't explored other tablet makers due to their dependency on the MDM.

As the company grew, they quickly experienced the difficulty of managing a global device

fleet with traditional MDM technologies. They needed to quickly deploy different applications based on the region and use case. The inability to segment out the different buckets of their customer base and deliver tailored app-user experiences resulted in unreliability of service and drastically slowed down their aggressive worldwide deployments.



Traditional MDM wasn't working for our fleet strategy. Esper showed us there is a platform specifically designed for our global scale and dedicated device use case. They also gave us the ability to ship devices right to the customer's distribution centers with zero configuration needed onsite.

**- Eduardo Gonzalez**

Operations Manager at CloudKitchens





## Esper's Differentiation

- Esper is a platform designed for dedicated devices and is built to provide custom configurations dependent on device groups.
- Esper validates, tests, and helps develop efficient workflows to ensure software/hardware compatibility.
- Esper can integrate hardware-specific features into the Esper Cloud and Console (e.g. turning off system updates on demand).
- Esper is built for rapid device deployments and allows for key configuration decisions and app development to be made in parallel with the devices being shipped.
- With Esper, customers can push out app updates programmatically in a hardware DevOps framework to minimize outages for customers.



## Solution Recipe

Esper's dedicated device management platform was purpose built for CloudKitchen's scenario. Esper gave them the ability to segment custom workflows depending on the device group, along with the ability to quickly push different apps and app versions to various groups.

Esper's cloud-based group configuration settings allows CloudKitchens to ship devices to the field and remotely configure and group them depending on customer feedback. If a particular app wasn't meeting the needs of that customer, CloudKitchens knew even before the customer had to call and could remedy the situation instantly.

Through Esper's hardware DevOps feature, the deployment team no longer had to worry about new app versions causing poor experiences for their customers. They could programmatically test new app versions supplied by their ISV partners and roll applications out (or back) to the entire fleet with confidence.

Lastly, Esper has deep partnerships with hardware vendors and demonstrated robust software/hardware compatibility testing to ensure new types of devices wouldn't affect the performance of the applications CloudKitchens was using. Together, Lenovo (the chosen hardware vendor) and Esper worked to ensure a full fit and showcased the Google Zero Touch enrollment that allowed CloudKitchens to bypass the need for an intermediary staging and kitting company.



## Results



**5**  
continents



**50,000**  
units



**Millions of \$\$\$**  
in cost savings

Aside from hitting record deployment goals (initial rollout was just 45 days), CloudKitchens saved millions of dollars by switching hardware vendors and removing the additional workflow of using an intermediary to preload apps and configuring each device.