

## UNITED ARROWS LTD.

### A Trend-Setter in the Apparel World Setting New Trends in Smartphone Use A New Way to Work through BYOD (Bring Your Own Device)

UNITED ARROWS LTD. is a Japanese specialty store purchasing brand apparel and accessories both domestically and internationally. The company, which also creates its own original designs, is a trend leader Japan's fashion industry, with 14 house brands and 185 locations. UNITED ARROWS LTD. is also setting trends in its advanced approach to sales activities.

In October 2010, UNITED ARROWS LTD. rolled out its "Real-Time Inventory Search" iPhone application for use in its stores. The new app allowed store employees to respond immediately to customer questions. In November 2011, the company released "UA Style Share," a style simulator app for the iPhone that lets users mix and match 5,000 items across seven brands offered through the UNITED ARROWS LTD. online store. The app was a hit with users who enjoyed creating their own coordinates, which they could immediately purchase online.

It should come as no surprise that a company dedicated to "creating value as a new leader in Japanese life culture" would embrace newly emerging smart devices as a tool for business.



UA Style Share screen (simulated)

**Customer Information**

**UNITED ARROWS LTD.**



UNITED ARROWS LTD.

**Registered Office**

2-31-12 Jingumae, Shibuya-ku, Tokyo

**Employees**

2,647 (as of March 31, 2011)

**Sales**

¥90,571 million (FYE March 2011)

**Website**

<http://www.united-arrows.co.jp/>

**Profile**

Specialty shop located in stand-alone units, commercial buildings, station buildings, and, beginning in 2011, in-station shops, airports, and freeway service areas. The company is expanding outlets, while also growing online sales through its ecommerce website.

The company is also active in CSR (Social Contribution Activities), sponsoring the "MOVING ON TOGETHER!" project, working in concert with customers to donate a portion of sales and event proceeds to benefit victims of The Great East Japan Earthquake 11 March 2011.

Listed on the first section of the Tokyo Stock Exchange, UNITED ARROWS LTD. has projected a record ¥101,272 million in consolidated net sales for fiscal 2012, with ordinary income of ¥9,600 million (a forecast for FYE March 2012).

**Creating Value as a New Leader in Japanese Life Culture through BYOD Work-Style Innovation**

"In late 2009, we started to upgrade our email system. At that time, employees had to make a special request in order to access mail on their mobile devices. It was a lot of trouble for both the user and our systems department. More than a few people would come back to the office just to check whether they received any messages while they were out," says UNITED ARROWS LTD. head of information systems, Mr. Hiroaki Sato.

"What we need is a new approach to work."

To improve the situation, Mr. Sato made the decision to incorporate mobile devices into the company's email system. Plans for the new initiative assumed that staff would use their personal mobile and smart devices. This scheme is what we now know as BYOD (Bring Your Own Device). In 2009, however, no one had ever heard of the phrase. UNITED ARROWS LTD. was literally practicing their corporate motto, to create value as a new leader in Japanese life culture. And the company's information systems department used this project as an opportunity to demonstrate their commitment to this mission.

**The Benefits of BYOD**

**For Companies/Information Systems Departments**

- Lower costs (device costs, communications fees)
- Reduction in time required to work on devices (no need to deal with device damage, malfunctions, loss, upgrades, etc.)

**For Users**

- No need to carry both a personal and a work device
- A choice among most-favored devices (no need to continue to use older-generation devices assigned by the company)

**BYOD Security Requirements: No Data Stored Locally**

Mr. Sato discussed his company's approach to security in the mobile environment.

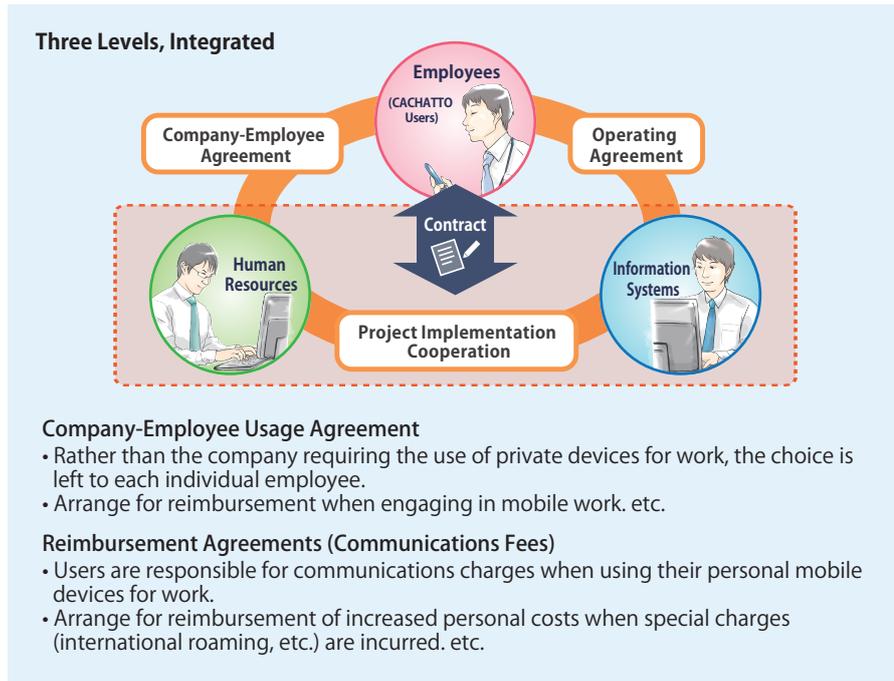
"Right now, we are using three different types of remote access environments (Table 1). We created group categories based on work style and the nature of the work involved. Some managers actually cut across more than one group. But, we created these categories to allow for the best combination of security and usability for our employees in their situations.

The decision was made to use the CACHATTO specification to designate

	Usage	User	Device	Infrastructure/Security	
1	BYOD (personal device)	Regular Employees	Smartphones, Mobile phones	CACHATTO (on-demand model)	
2	BYOD (personal device)	Executives	PC	SSL-VPN/Citrix XenDesktop (virtual remote desktop)	
3	Provided by Company	Applicants	iPad	Active Sync (data synchronization)	MDM (remote wipe)

Table 1 UNITED ARROWS LTD. Remote Access Environments

Figure 1 BYOD Implementation (part of a larger work-style innovation project)



data as “read only” for Employees in Group 1 to minimize the risk of information leakage when these employees used private devices for work. MDM (remote lock, remote wipe) is commonly associated with security for smartphones; however, there were still concerns about letting employees use private devices for work in emergency situations, even with MDM. Using the CACHATTO capability to prevent data from being stored on local mobile devices meant that UNITED ARROWS LTD. did not need to rely on MDM. As a matter of fact, the company may never have been able to adopt a BYOD system without CACHATTO.

Group 2 employees used their home PCs as their BYOD devices. Using a virtual remote desktop meant that data would not have to be stored on personal machines. UNITED ARROWS LTD. designated this framework for use by managers—a comparatively small group.

Group 3 were employees who used devices (iPads) supplied by the company. In this case, the company was able to use a security solution based on a solution proposed by CACHATTO—ActiveSync. While data would be stored on the local device, the company would be able to handle the risk of information leakage through complex passwords, disk encryption, and carrier MDM services.”

## BYOD Requires an Agreement between Company and Employee

Companies face a number of challenges when attempting to adopt BYOD. Of course, security is one major issue, but there are other difficulties when using a personal mobile device for work. UNITED ARROWS LTD. dealt with these issues by having the information systems and human resources departments work together closely through each stage of the project. This ensured that a range of opinions and viewpoints would be taken into account. This approach is a great example for other companies looking to adopt BYOD in the future.

UNITED ARROWS LTD. requires employees to sign an agreement covering different issues that arise when adopting a mobile work style using personal devices. Figure 1 shows an overview of this agreement, reflecting information provided by Mr. Sato. Mr. Sato has the following to say about how the company arrived at this decision:

“After several discussions with our human resources department about the mobile work environment, we decided to implement our project in stages to verify remote access via private mobile devices of Group 1. During this verification phase, we worked solely with

managers who came to realize that this was a convenient and efficient way to quickly view data when out of the office, rather than as a way to accomplish ‘power work.’ At that point, we decided to let the individual decide whether they wanted to use BYOD, rather than make it mandatory for all. The company-employee agreements developed based on a mutual understanding of the benefits. Any other remote access method was viewed as a means to work as if they were still at the office, which is why we limited those methods to management and certain employees with special duties.”

## New Leader in Japanese Life Culture Continues to Innovate Work Culture

“There are still a lot of devices out there not compatible with BYOD, which makes it a challenge. There are so many devices on the market, but CACHATTO makes it much easier because of the speed of their response and the sheer number of compatible devices. To date, there have been no complaints about connectivity with any device. And with CACHATTO’s help, we were able to migrate to our production environment in a matter of only two weeks. Truthfully, I was amazed. I can’t think of any other system allowing for that quick of a cutover. They [CACHATTO] really stand up to their name,” said Mr. Sato, reflecting on his experience.

“I heard that [CACHATTO] released a file server browser. It will be very convenient to be able to look at sales activity or other reports from a smartphone. I also look forward to Share Point compatibility. I want to do everything we can to make the most convenient mobile working environment possible. I look forward to what CACHATTO will be introducing next.”

And, we look forward to how UNITED ARROWS LTD. will continue to create a new life culture and new work culture in Japan.

### Customer Interviewed



UNITED ARROWS LTD.  
Business Support  
Division  
Information Systems  
Department  
Systems Support Team  
Manager

**Mr. Hiroaki Sato**

See our product portal site for more information about CACHATTO products.  
<https://www.cachatto.jp/>

Sales/Developer

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e-Jan Networks Co. was established under the Toray Industries Venture Support System.