

Customer Story

MATTRESS FIRM

How Mattress Firm delivers a seamless in-store experience

Replaced VDI with a better experience

Improved in-store customer interactions

Deployed to 2,400 stores in two weeks

⚡ Impact Summary

With peak sales season approaching, Mattress Firm deployed Island to 2,400 stores and 7,000 devices in under two weeks, enabling a seamless tablet-based point-of-sale experience that improved sales associate productivity and customer engagement.



America's largest specialty mattress retailer

Industry

Retail

Team

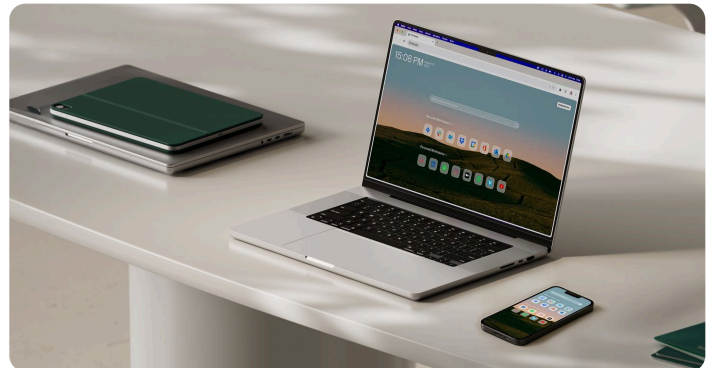
IT/Security

Goal

Modernize in-store sales experience

Use Cases

Tablet-based app access, VDI replacement, SaaS and web apps, Employee productivity, Say Yes at Work



Challenges

- ✓ Tight timeline before peak sales season
- ✓ Poor user experience with VDI
- ✓ Large-scale deployment requirements

The Challenge

As Mattress Firm prepared for its busiest sales season of the year, the company was simultaneously migrating to a new ERP and point-of-sale platform. Just months before Memorial Day weekend, IT leaders were tasked with enabling the new POS application on tablets across the company's nationwide retail footprint. Their first approach relied on VDI infrastructure to remotely present the application—but VDI's latency and connectivity issues quickly became apparent.

“We initially started down a path of using our VDI infrastructure, presenting the application remotely on a tablet,” said Mattress Firm Director of IT Infrastructure Brandon Shafer. “We knew it wasn't right. It wasn't what we wanted to deliver to our user base.”

With peak selling season fast approaching, the team needed a solution that could be deployed quickly, deliver a better user experience, and scale across thousands of locations. “It was a race against the clock to get this thing out there and delivered to the organization,” said Brandon Shafer, director of IT infrastructure at Mattress Firm.

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Brandon Shafer, Director of IT Infrastructure, Mattress Firm



The Solution

Mattress Firm turned to Island Enterprise Browser to provide secure access to its new point-of-sale application on tablets.

"When the Island Enterprise Browser was suggested to us, I thought, that sounds exactly like what we're looking for," said Shafer.

After a rapid proof of concept, the company conducted a side-by-side evaluation between Island and its VDI-based approach. Feedback from store associates was immediate and decisive.

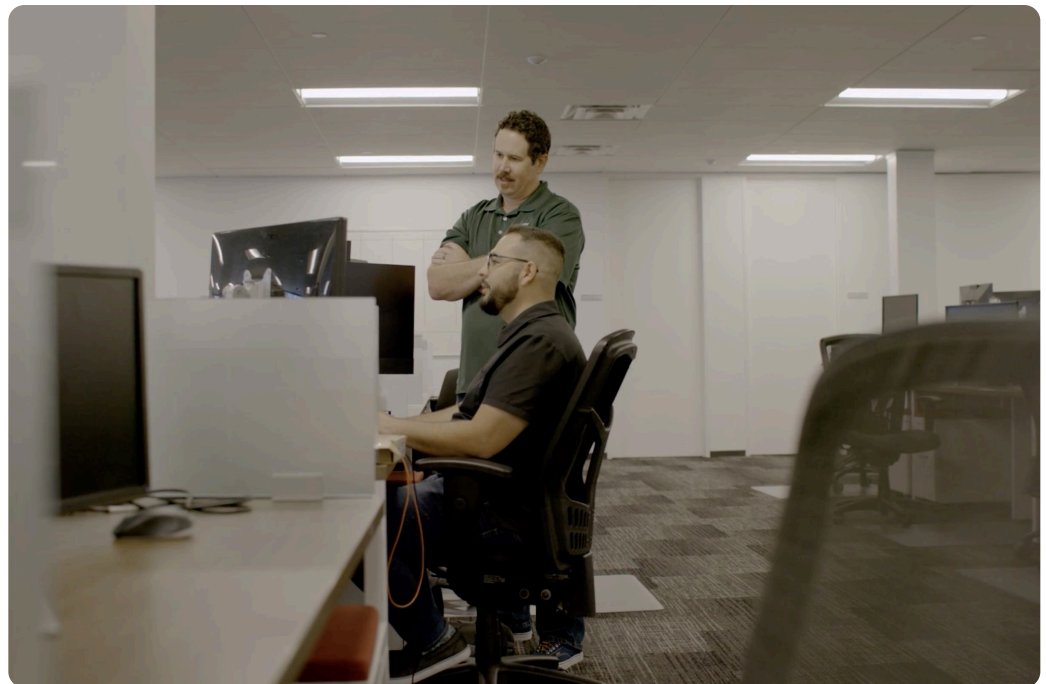
"Hands down, all the feedback from our sales team was that the experience is so much better," said Shafer. "People are using it, and sharing their stories with the organization about how it helps them better interact with their customers."

Island delivered the modern tablet experience Mattress Firm wanted without the complexity and performance limitations of VDI. The browser provided seamless access to business applications while preserving the familiar experience employees expected.

Following the successful pilot, Mattress Firm moved quickly to deploy Island across the organization in less than two weeks.

"Everyone loves it. People are using it, sharing their stories with the organization about how it helps them better interact with their customers."

Brandon Shafer, Director of IT Infrastructure, Mattress Firm



Results

Island helped Mattress Firm successfully launch its tablet-based sales experience ahead of its most important retail season.

Rapid Deployment at Scale

The company deployed Island to approximately 2,400 stores and 7,000 devices in less than two weeks, ensuring store teams were ready before the busy summer sales season.

A Better Experience Than VDI

Store associates overwhelmingly preferred Island over the VDI alternative, citing a faster and more seamless experience that helped them focus on serving customers.

Improved Customer Interactions

With easier access to the new point-of-sale system on tablets, sales associates could engage customers more effectively on the showroom floor and create a more modern shopping experience.

“It went flawlessly. Everyone loves it,” said Shafer. “By the time we got to our big Memorial Day weekend, I knew we’d hit it out of the park.”

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