

PROJECT OVERVIEW

Project Title

Deployment and Mobile Device Management (MDM)

Serbia, Croatia, North Macedonia | Feb 2021 – Sep 2021

Associated With

iSTYLE | Apple Premium Reseller (CEE Region)

Project Objective

To implement Apple Business Essentials for seamless and secure mobile device management (MDM) across iStyle's operations in Serbia, Croatia, and North Macedonia. The goal was to centralize control, ensure compliance, enable zero-touch deployment, and enhance operational efficiency in device usage across departments.

Project Scope

- 3 Countries: Serbia, Croatia, North Macedonia
- Apple Business Essentials rollout for Mac, iPhone, and iPad devices
- Target departments: Retail Sales, Service & Repairs, and Corporate Operations
- Integration with Apple Business Manager, Microsoft Entra ID (Azure AD), and local IT infrastructure
- Device lifecycle management: from procurement to decommissioning
- Coverage: 300+ end-user devices

My Role

Project Manager

- Defined scope, goals, and success metrics
- Developed and led execution of the MDM implementation strategy
- Aligned project plans across countries with local and regional teams
- Liaised with Apple's technical support and internal Procurement & IT departments
- Managed stakeholder expectations and ensured user adoption post-deployment

Key Skills & Tools

Apple Business Essentials · Apple Business Manager · MDM Deployment · Procurement Coordination · Remote Configuration · Endpoint Security · Project Management

EXECUTION & COLLABORATION

Responsibilities & Contributions

Initiation & Planning

- Conducted stakeholder workshops to define scope, risks, and KPIs
- Created a cross-country deployment roadmap and communication plan
- Collaborated with procurement to vet vendors and logistics partners
- Designed user provisioning flow and device ownership policies

Implementation

- Executed phased device enrollment using Apple Business Manager
- Configured policies for remote setup, Wi-Fi, VPN, app distribution, and security settings
- Ran pilots with retail and back-office teams, collecting real-time feedback
- Coordinated parallel deployments across three countries with local IT support

Monitoring & Control

- Tracked implementation using daily check-ins and progress dashboards
- Audited compliance to security protocols (e.g., enforced device passcodes, encryption)
- Escalated roadblocks and adapted timeline in coordination with local country managers
- Implemented improvements after pilot feedback for wider deployment

Training & Adoption

- Delivered workshops and hands-on training for IT support staff
- Developed internal SOPs and quick-start guides for users
- Created escalation flow and feedback loop post-go-live
- Ensured knowledge transfer to local teams for sustainable operations

Key Stakeholders & Team Members

Stakeholder / Role	Country / Function
Regional Operations Director	CEE
Country Managers	Serbia, Croatia, North Macedonia
Procurement & Logistics Teams	Serbia (lead)
IT Support & Local Technicians	All 3 countries
Apple Technical Support	External
Retail Store Managers	End-user side

OUTCOME & IMPACT

Results Achieved

- Apple Business Essentials successfully deployed across 3 countries
- Over 300+ devices enrolled and remotely managed
- Achieved 100% compliance with corporate device policies within 60 days
- Enabled remote configuration, reducing manual setup time by 75%
- Reduced onboarding time for new employees by 50%
- Created a replicable MDM framework for expansion to other regions
- Boosted productivity, device security, and visibility for IT teams