

The NEXA logo is displayed in white, bold, uppercase letters. A small trademark symbol (TM) is located at the bottom right of the letter 'A'.

NEXATM

The DOORDASH logo consists of a white stylized icon resembling a wing or a stylized 'D' followed by the word 'DOORDASH' in white, bold, uppercase letters.

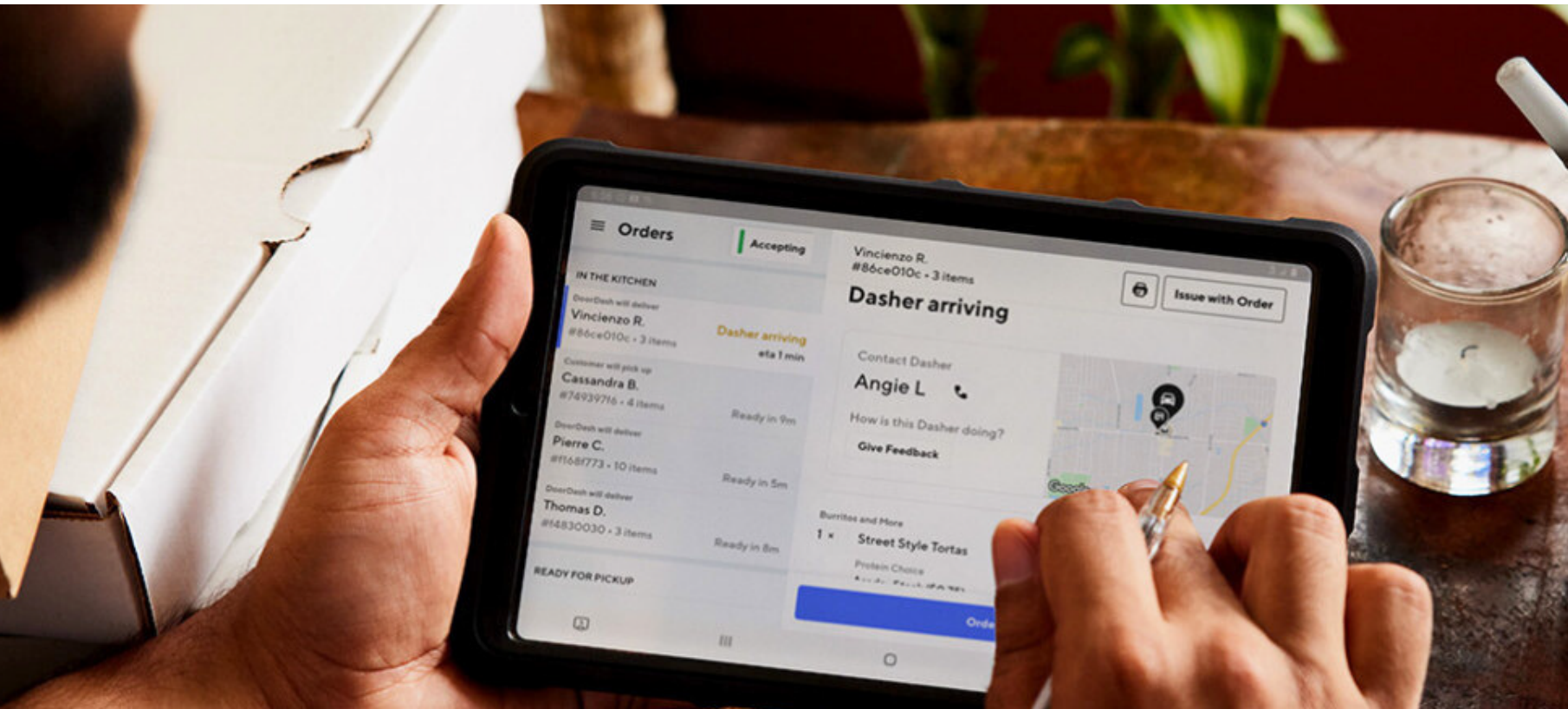
DOORDASH

CASE STUDY

Transforming the Food On-Demand Industry with Enterprise Mobility

Overview

DoorDash, a global leader in the food delivery industry, encountered operational challenges while rapidly scaling into new markets globally. With a focus on efficiency and scalability, they required a robust enterprise mobility solution that could support their logistics while addressing the unique demands of the food and beverage industry.



Challenge

DoorDash's mobility challenges revolved around balancing efficiency, cost, and performance while navigating complex operational needs.

Short Device Lifecycles: Consumer-grade tablets went end-of-life every 12 months and new devices needed constant recertification.

Sourcing Device Variability: Continued annual revalidation and support for multiple models/SKUs per market added complexity and cost.

High Costs of Third-Party Deployment: Staging and deployment managed by external vendors introduced higher costs and delays.

Durability Issues in Tough Environments: Consumer-grade tablets struggled to withstand kitchen environments causing frequent device replacements and merchant downtime.



Solution

NEXA partnered with DoorDash to design and develop the DoorDash Merchant Tablet, a tailored end-to-end enterprise mobility solution built to optimize their operations.

Custom Hardware Design: DoorDash deployed an 8-inch enterprise-grade tablet, built to withstand the harsh kitchen environment with a rugged case, moisture proof circuitry, and optimized battery charging.

Streamlined Deployment: The DoorDash Merchant Tablet is securely managed by Android Enterprise and pre-configured with zero-touch enrollment for quick and easy setup. By leveraging Mambo EMM, device management became streamlined and efficient from an operational standpoint.

Operational Efficiency: With integration into the DoorDash ERP platform, devices were ordered and shipped same-day, streamlining the merchant onboarding process.

Highly Scalable: With a fully certified, end-to-end solution, DoorDash was enabled to launch in new markets within 90 days, a 70% faster time to market. With a 5-year guaranteed product availability, it ensured long-term viability for their operations.



DoorDash Merchant Tablet and complete enterprise mobility solution.



Highlights

By integrating NEXA's custom mobility solution, DoorDash realized significant operational and financial benefits.

60%

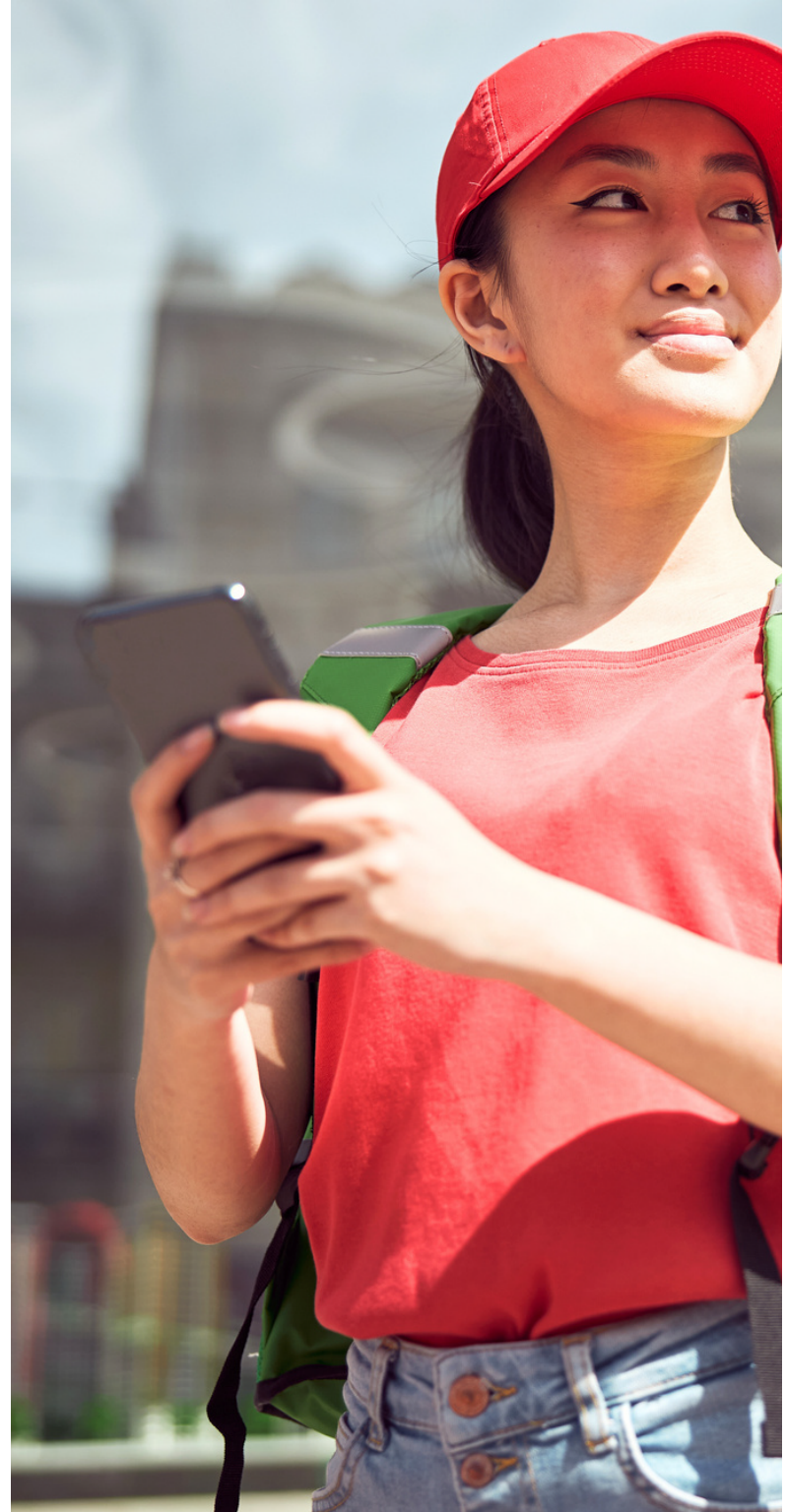
Savings on total cost of ownership.

90

Days ability to launch into new markets.



New merchants are live and taking orders online within 24 hours.



NEXA™

Conclusion

With NEXA and Android Enterprise, DoorDash achieved scalability, cost savings, and a 70% faster go to market with the DoorDash Merchant Tablet. The collaboration demonstrates how a custom mobility solution can revolutionize operational efficiency and position businesses, like DoorDash, for long-term success in a competitive global market.

Partners:



Why NEXA?

NEXA™ is the leading provider of enterprise mobility solutions. We specialize in developing custom devices for the world's biggest companies in all industries. As one of Google's validated Android Enterprise Gold partners, we handle every aspect of our clients' mobility needs—from design and deployment to managed services. With direct partnerships and key suppliers around the world, we've distributed more than 15 million devices globally — on-time and on-budget, every time.

Visit nexamobility.com to learn more!

