THE CHALLENGE

You’d expect fast growth from a company named Bottle Rocket. And you’d be right. From its start in 2008, the Dallas-based company has grown to more than 180 employees, developed more hall-of-fame apps than any other mobile development company, and recently joined the WPP family with the likes of Ogilvy & Mather, Grey, JWT, G2, AKQA, Wunderman and Young & Rubicam Group.

With their vast influence and rapid growth, Bottle Rocket’s developers have dozens of large-scale projects underway all the time. In order to test the latest build of their apps on any number of different mobile devices, Bottle Rocket was challenged to find a solution to keep hundreds of these test devices secure, charged and synced.

“Our clients rely on us to ensure their applications run seamlessly across all iOS, Android and Blackberry devices. Having a trusted, scalable solution that fits within our workflow and workplace was mission critical.”

— Matt Johnson, Vice President, Bottle Rocket’s Thruster division

THE SOLUTION

To meet Bottle Rocket’s demanding workflow they had to find a solution that was flexible, designed for ease of use and met the company’s aesthetic.

Enter Griffin Technology’s MultiDock, a mobile, space-efficient charging and syncing station for up to 30 smartphones and tablets at once.

“From design, styling, portability, expandability and functionality, the Griffin MultiDock is a 5-star solution. Griffin’s MultiDock is the first enterprise solution we’ve found that does the job and does it beautifully, literally. It’s the most beautiful and functional charging solution on the market, hands down.”

— Calvin Carter, President, Bottle Rocket

www.griffintechnology.com/multidock
EASY TO USE

"With other docks I had to rely on someone else to set it up for me."
— Sandeepa Vemireddy, Director of Quality Assurance, Bottle Rocket

MultiDock’s approach to cable management design answered Bottle Rocket’s need to support any number of devices. MultiDock’s main power cable links three MultiDock units in the stack to a single combined power cable that takes up one standard outlet. The main power cord bundle is contained within a snap-on cable tray that runs along the back of the unit. It’s a detail that protects the main cabling and visually dresses out the entire cart.

Color-changing LEDs at the front of each bay indicate charge status (amber = charging, green = charge complete), making it easy for Rocketeers to identify devices that are ready for use.

The stacking design is pure genius. Pure Griffin.
— Calvin Carter, President, Bottle Rocket

At the same time, a single MultiDock takes up no more desktop space than a 15” MacBook Pro, allowing Bottle Rocket to deploy individual 10-bay units at individual workstations throughout the office. As Bottle Rocket grows, MultiDock is designed to grow with them.

DESIGN

“We have clients in the office every day. And it’s important to us that they check out the charge area because we take pride in the number of test devices we have. Griffin’s MultiDock is the most attractive and functional product on the market, hands down.”
— Calvin Carter, President, Bottle Rocket

MultiDock’s bead-blasted aluminum cabinet and retracting, locking door come together in a design that’s right at home in Bottle Rocket’s leading-edge Dallas office. The MultiDock’s minimal footprint and smooth-rolling casters allow a stacked MultiDock to be moved anywhere it’s needed.

FLEXIBLE

“We have hundreds of devices. iPads, iPhones, Android phones and tablets, large, small, even a few Blackberries. MultiDock is perfect for our mixed platform environment where we need to be able to support any number of device charging connector formats.”
— Sandeepa Vemireddy, Director of Quality Assurance, Bottle Rocket

Configuring MultiDock to handle the needs of any device is as simple as choosing the correct charge and sync cable. Each charge bay delivers the full 2.1 amps required by even the most power-hungry devices via standard USB 2.0 ports. To eliminate cable clutter and keep the aesthetics clean, short Apple Lightning and 30-pin connector or micro USB cables are available.

With a flexible modular design, MultiDock’s stacked unit is particularly suited to meet Bottle Rocket’s needs. Along with occupying a smaller footprint, MultiDock’s swiveling casters and integrated lockable host laptop tray allow Bottle Rocket to move the storage and charging station wherever it’s most convenient.

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The stacked unit ships with a locking laptop tray to house a host computer for syncing needs. Laptop power is also routed through the power cord bundle, requiring the user to simply connect the power adapter that shipped with the laptop to the industry-standard C-type electrical connector.

www.griffintechnology.com/multidock