

ON-DEMAND DELIVERY / DEVICE BUILD

THE TABLET DOORDASH RUNS ON

A purpose-built Android tablet, engineered as a single certified product and put into DoorDash merchants' hands at six-figure scale.

CLIENT	SECTOR	ENGAGEMENT	SCALE
DoorDash, with Social Mobile	On-demand delivery	Product and device build	100,000+ devices

THE CHALLENGE

Consumer tablets could not survive the counter

DoorDash equips its merchants with tablets to take orders and reach more customers. Consumer-grade hardware was not built for the kitchen: humidity and spills drove frequent failures and replacements. Worse, a spread of models, SKUs and carriers meant hundreds of hours of engineering to validate, certify and manually enrol devices before any of them reached a merchant. The estate needed to be rugged, certified and manageable at scale, on one product rather than many.

THE APPROACH

One certified product, ready out of the box

I built the Rhino T8: a rugged Android tablet designed as a single Google-certified product on Android Enterprise. One SKU replaced the patchwork of models, moisture-proofed hardware handled the environment, and zero-touch enrolment meant every unit arrived configured and policy-managed, ready to accept orders within minutes of being switched on. Security updates could then be pushed to the whole fleet from a single portal.

THE OUTCOME

Deployed at scale, and it stayed there

100k+ DEVICES IN THE FIELD	99% DEPLOYED SAME DAY	60% LOWER COST OF OWNERSHIP
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The T8 went into management with DoorDash merchants and became a device the operation runs on. Standardising on a single certified SKU removed the recurring cost of sourcing and re-certifying hardware and eased launches into new markets. The same-day and cost figures above are DoorDash and Social Mobile's own, reported June 2023; the deployment total is ours.

ORIGINALLY FEATURED BY

Google, Android Enterprise - "Why DoorDash merchants use custom Android tablets"
blog.google/products/android-enterprise/android-tablets-doordash