



BusMinder Saved Big on Data Usage Costs with Scalefusion MDM



About the Company

BusMinder is an Australian company that has identified the need for schools to efficiently administer travel to and from school, on school excursions, for children and parents. The company has come up with an innovative app design that facilitates a safer, more secure way for students to travel.

The BusMinder app is a multi-functional monitoring system that uses the latest in GPS and electronic smart card technology. The app gives teachers and parents full control at the touch of a button. Using this app, school authorities can provide accountability, security, and safety for student bus travel needs. It benefits the school's administration in terms of staff time and gives reports that provide proof of travel, making charges transparent and defined to parents.

Business Goals

To efficiently cater to children's travel to and from school or the excursion, BusMinder supplied school Android devices with SIM cards and their app on them, which was further integrated into an electronic reader. All schools had to do was install it in their buses. Furthermore, BusMinder was aiming to deploy an interface solution that could seamlessly update the student data/information on their app as soon as the child swaps his/her BusMinder card onto an electronic reader installed on the bus. Once done, the system would then distribute the information to the teachers' and parents' phones indicating the child's current location.

Challenges

One of the biggest challenges BusMinder came across was that its mobile devices had various apps preinstalled. Consequently, these apps consumed a considerable amount of data, leading to higher data costs. Therefore, they needed a software solution to facilitate only one app - BusMinder - running on all the devices mounted on the school buses. They also wanted a solution to work as an interface between the electronic reader and the app.

Industry

Transportation

Solutions & Features

- Kiosk Lockdown
- Single App Mode
- Application Management
- Branding
- Control Hardware Buttons
- Location Tracking

Key Benefits

- Reduced data costs
- Restricted access to applications and websites
- Disabling device misuse
- Improved device management with device groups
- Real-time location tracking of students

Why Scalefusion

- Industry-leading UEM provider with simplified and intuitive mobile device management experience
- Easy to configure, deploy, and upgrade devices and apps across the entire lifecycle
- Leading choice for a scalable solution with multi-OS support

Solution

After extensively researching online, BusMinder locked Scalefusion– an Enterprise Mobility Management Solution online. The MDM fulfilled two of its major problems- locking the device to a single application and ensuring this application was the private app by BusMinder.

Scalefusion's single app (Kiosk) mode helped lock all the devices and disable accessing any other apps except the BusMinder app. The company could personalize the UI of the devices with their own company image, logo, etc, to brand its image among the users. Since this app was majorly used by school bus drivers, they had to make sure the devices are quick and very easy to use, preferably in just a few taps.

For such a requirement, Scalefusion has an inbuilt feature that controls the home key and hides the status bar on the devices so that drivers can operate the handset even on the go. Scalefusion also allows BusMinder's IT admin to control the device's power button, so that the team can turn the handset on or off when the job is done.

It helped easily create device groups and profiles to seamlessly manage devices bulk, saving time on device enrollment.

Lastly, Scalefusion's Enterprise Store helped BusMinder manage the app by sending all the necessary updates to all devices in just a few clicks.

Key Results

Using Scalefusion has helped BusMinder with a list of benefits:

- Application version management with Enterprise store
- Personalized branding and UI on the devices
- Controlling the home key and power button
- Access to students' location on parents' and teachers' phone

Testimonial

“We supply the entire system including the SIM card, so locking down all the other apps except BusMinder on the device was very important. Scalefusion did that perfectly with the added bonus of version management. And support from Scalefusion Sales & Support team has been great!”

About Scalefusion

Ambitious companies around the world trust Scalefusion to secure and manage endpoints including smartphones, tablets, laptops, rugged devices, POS and digital signages. Our mission is to make Device Management simple and effortless along with providing world class customer support.

Enterprise Sales & Partnerships

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