



CUSTOMER USE CASE: MOBILE BROADBAND

Improving service timeliness and performance for UK motorists

Industry

Automotive Services

Company

The number one provider of breakdown services in the UK, this trusted organization has been providing products and services related to motoring for over a century. Although the company has branched out to other related areas such as finance, insurance, leisure and lifestyle services, breakdown services have always been the company's core product and its priority -- protecting tens of millions of motorists and their interests. Known for its service reliability and as the "trusted and constant companion for drivers", the company has a proud history of embracing innovation and technology, from motorbike patrols to vans equipped with the latest technology to serve drivers in need. The organization's focus, motivated by their founders over 100 years ago, continues to be:

- Delivering reliable services that put their customers first
- Providing authoritative, trustworthy advice and guidance
- Deploying technological systems and software

The company's breakdown service provides 24/7 roadside assistance with the largest fleet of roadside patrol vans in the UK. The fleet is owned and managed by the company and driven by its employees, not 3rd party contractors. The fleet includes breakdown vans, recovery trucks and other specialist vehicles to support a wide range of breakdown situations. Breakdown coverage is provided to the company's subscription members as well as to drivers of other automotive manufacturers under branded or co-branded services. The company boasts a high success rate of being able to fix vehicles at the roadside, driven by the number of mobile mechanics on staff, so more problems can be resolved on the spot. The breakdown service covers a wide range of vehicles from cars, vans, motorcycles to campervans and caravans regardless of age.

Business Challenge #1

How to improve the delivery of information to enable its highly skilled mobile workforce to perform their services more efficiently

Today, providing breakdown service involves much more than just having the right mechanical tools. Each driver has a laptop for running diagnostics and will often need to download online manuals or the necessary firmware updates to perform roadside repairs. Wireless access is essential in order to carry out these actions there and then at the roadside and was previously provided to the mechanics via their cell phones which the laptop would then tether to. The company wanted to install a wireless device inside each patrol van, creating a local WiFi hot spot for all the connected devices in the van which at the same time frees up the mobile phone for making calls and does not drain the battery. This set up will give the mechanics more flexibility to use the phone, laptop and other devices needed for repair.

Business Challenge #2:

How to simplify the management of devices, data plans and usage for all the connected assets

With a high volume of fleet vehicles and large number of mobile mechanics, the company was looking for a streamlined way to manage its wireless usage and cost. The organization was looking for a unified approach, one that would give them control and self-service functionalities.

Globalgig Mobile Broadband Service

Globalgig worked with the company to identify the most optimal mobile data plans, the wireless device to deliver the flexibility for the company's mobile mechanics and management functionality required for the operational staff. The organization decided to equip each patrol van with a battery powered MiFi device that can be kept charged through USB and a multi-network Globalgig SIM card to ensure optimum mobile coverage across the country. The MiFi device serves as a hot spot for all the connected devices in the van, untethered from the phone. The wireless service gives the mobile mechanics improved access to information they need to resolve customer problems quickly as well as to upload reports to give the company real-time feedback on the situation at each service call location. While there are many competitive SIM and wireless service offerings in the marketplace, the customer chose Globalgig for the following reasons:

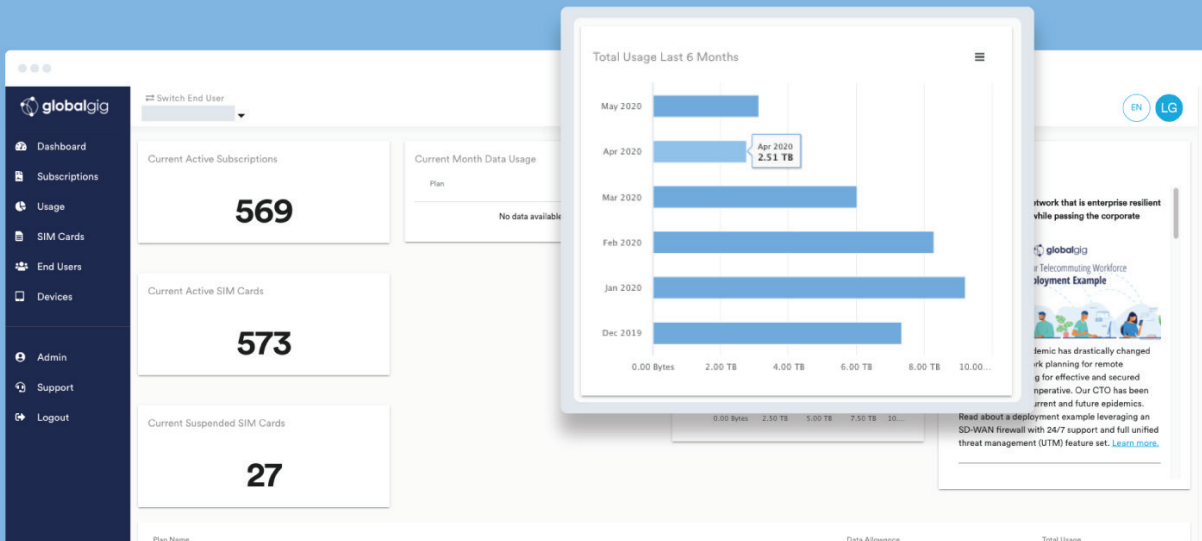
- Flexibility to work with the company to design a customized data plan
- Multi-network service to avoid network coverage black-spots
- Single pane-of-glass management for all their SIM cards, data plans and usage



Globalgig Orchestra Management Platform

Globalgig's API-based management platform gives the company one unified portal to manage data plan subscriptions, usage and billing for each individual SIM. The Orchestra Portal gives the company benefits such as:

- The ability to optimize expenses, giving detailed drill-down views on wireless data usage for each SIM/device.
- Ability to assign and reassign SIMs & devices to individual users or vans
- Self-service functionality to easily activate, suspend, reactivate and deactivate SIMs/data plans
- Full reporting capabilities to drill down to each sim, subscription, location information, user and device.



Results

The company has benefitted from having reliable wireless services to enable more productive performance from its mobile mechanics. It has expanded the mobile solution continually in the last 4 years rising to many hundreds of subscriptions. The organization actively uses the Orchestra portal to manage their SIMs and data plans for its patrol vans and leverages Orchestra's multi-tenant features to manage the SIMs/data plans for its partners.

