

SAMSUNG

Philippine taxi-hailing company takes control with Knox Manage

Taxi-hailing app MiCab helps improve driver responsiveness with Samsung Knox Manage



Challenge

MiCab provides tablets with its app to taxi companies to help drivers compete with popular ride-hailing apps. MiCab found, however, that drivers weren't always living up to the MiCab brand promise. MiCab couldn't easily track driver location or curb unprofessional behavior. Drivers sometimes went dark or were slow to respond, which could produce negative reviews for both app and driver.

Solution

MiCab chose to revisit its tablet initiative and now uses Samsung Knox Manage to centrally control Samsung Galaxy tablets across 1,500 taxis, with plans to add 6,000 more taxis nationwide. MiCab now knows where drivers are and can regulate tablet usage. Drivers cannot install undesirable, potentially distracting apps, go offline or remove SIM cards, or exceed data usage.

Results

The Samsung solution has helped improve productivity and brand image because MiCab drivers now are more engaged with the app. Costs have fallen as new usage controls help keep tablets at peak efficiency longer and reduce over-limit charges. MiCab has also been able to track lost and stolen devices and streamline device management and support.



ABOUT MICAB

MiCab is Philippines' new mobile application for booking cab rides. MiCab partners with leading taxi companies, who use the MiCab technology platform to find passengers and plan routes. As one of the most innovative transport on-demand platform companies, MiCab fixes critical transportation problems and makes easy traveling a reality for millions of Filipinos, and soon, more people in Southeast Asia. MiCab currently offers services in the Philippines, but plans to expand to major cities in Thailand, Indonesia, Vietnam, and Malaysia.

Download the MiCab app to experience friendly and safe rides on demand: www.micab.co

Challenge

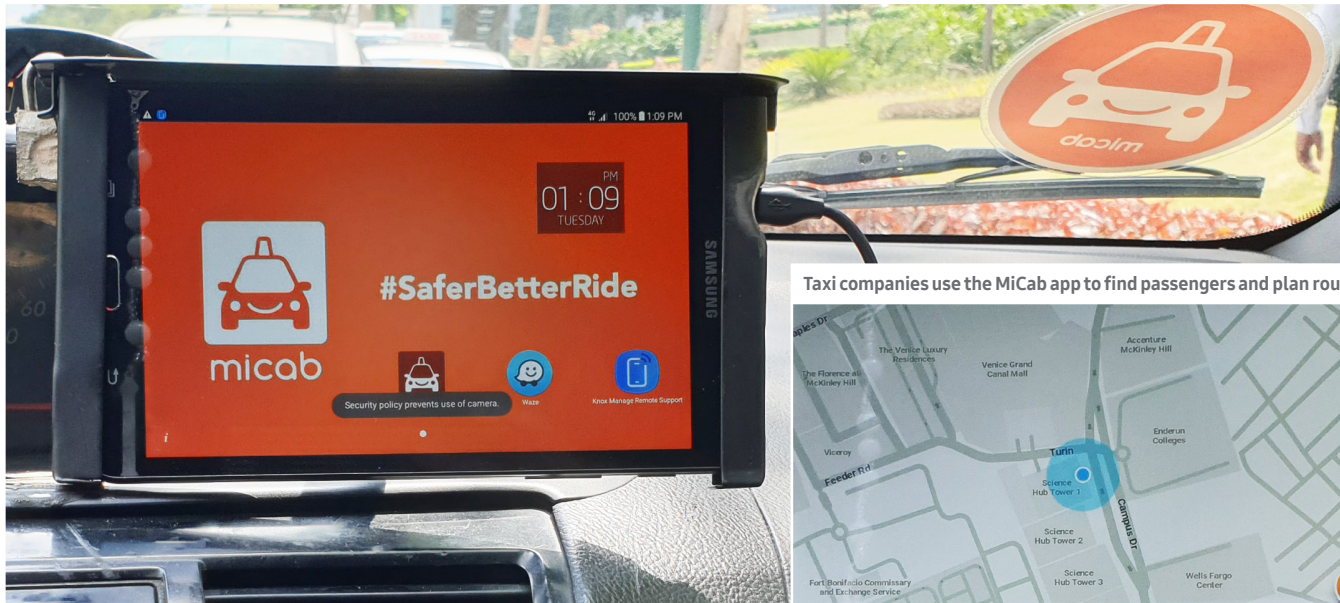
Business app needed better mobile infrastructure

Ride-hailing app MiCab, founded in 2012 and based in Cebu City, Philippines, provides tablets to help taxi companies compete with other popular ride-hailing apps. Unlike other apps, MiCab makes money not from users, but from taxi companies that want to reach its substantial user base. Even though drivers do not work directly for MiCab, a driver's behavior influences MiCab brand perception.

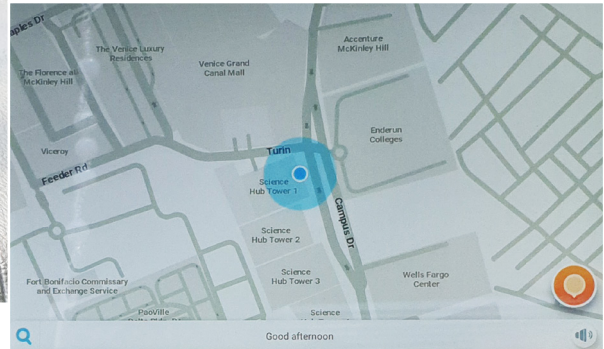
MiCab's initial mobile device solution made it difficult to manage both tablets and driver behavior. For instance, drivers installed unwanted software that distracted them from their jobs, drained device batteries, and posed the risk of data theft or software viruses. MiCab also discovered that drivers often exceeded mobile data limits, used messaging, and made personal calls. Filipino taxis that use ride-hailing applications are notorious for misusing the apps—accepting riders without responding, picking up different passengers along the way, even canceling booked trips. This unprofessional behavior would produce negative reviews for both app and driver.

MiCab expected more from its drivers. Instead, they found that drivers would remove the SIM cards to pretend there was no service, turn off mobile data, or turn on airplane mode. MiCab sought a solution that would make them more productive and customer-focused, one that would also meet its tight budget constraints and work across the Philippine archipelago, serving MiCab's far-flung network of drivers.





Taxi companies use the MiCab app to find passengers and plan routes.



Solution

Knox Manage enables affordable, effective solution

MiCab owners heard about the Samsung Knox Manage enterprise mobility management (EMM) solution and decided to replace its previous mix of tablets with Samsung Galaxy devices. With Knox Manage, MiCab now has far greater control over its devices and how drivers use them.

“ Samsung’s cutting-edge technology was excellent, very easy to use, and the Samsung tablets and Knox Manage met our budget requirements. ”

Cha Esquila
Head of Fleet Management
MiCab

With location tracking, MiCab knows where every driver is and can recover lost and stolen tablets. Knox Manage also helps to make MiCab drivers more responsive to bookings. By enabling the Lock SIM feature, restricting airplane mode, and preventing drivers from turning off data, MiCab can help ensure that driver devices are connected and functioning.

MiCab also can set data-use limits on drivers’ devices and prevent drivers from installing blacklisted apps such as social media and games that consume battery life and distract drivers from their jobs. MiCab can also restrict a driver’s ability to use the web browser.

These days, if drivers experience any app-related issues during working hours, the MiCab team can use Knox Manage Remote Support to troubleshoot remotely. The feature provides full access to the devices as if the IT admins are using the devices themselves.

“Samsung and Knox Manage are clearly a good choice for us,” says Cha Esquila, head of fleet management at MiCab. “Samsung’s cutting-edge technology was excellent, very easy to use, and the Samsung tablets and Knox Manage met our budget requirements.”

MICAB AND KNOX MANAGE

Here are the key ways that MiCab uses the Knox Manage solution to maximize control over devices.

- Track device location in real time
- Use policies to ensure devices are connected and functioning
- Manage app blacklist and restrict browser access
- Set data-use limits
- Use remote-control capabilities for troubleshooting

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Results

More control over driver behavior improves image, reduces costs

MiCab gained several important benefits after it chose the Samsung end-to-end solution to replace its earlier solution, which included tablets and back-end management software from different companies. Because the solution includes hardware, software, and support from the same partner, MiCab has simplified device management and is able to resolve issues faster. As a result, MiCab has improved driver responsiveness and reduced costs.

Improved productivity and company image. MiCab drivers now are more likely to be more fully engaged with the MiCab app and responsive to MiCab bookings, which improves public perception of MiCab and makes driver time more productive. The time between when a customer requests a ride and is matched with a driver has dropped from five minutes to fewer than three. Drivers also now pick up a higher percentage of customers they are matched with via the MiCab app.

Cost savings. By reducing drivers' ability to download undesirable games and apps, The company's Samsung devices now work at peak efficiency for longer periods of time. MiCab has also been able to reduce over-limit charges, saving money. And because MiCab always knows where tablets are, the company can recover lost or stolen tablets, further reducing costs.

End-to-end control and support. Because MiCab now deploys the same device across 1,500 taxis—and will soon roll out to 6,000 more taxis—and uses Knox Manage, MiCab has streamlined its ability to manage and support devices across the Philippines. New device policies and remote-control support capabilities help save money and reduce the workload on its support staff.

"We've been very happy with the results we've seen from Samsung and Knox Manage," says Cha Esquila, head of fleet management at MiCab. "Our costs are down and our drivers are performing in a way that makes us look good."

The success of the Samsung solution has MiCab thinking about ways to expand its core business—perhaps by entering the commercial trucking business. In the future, MiCab will be able to use analytics to gain more efficiencies from the data it collects.

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For more information

For more information about Samsung Knox Manage, visit:
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