

SAMSUNG

Austrian taxi expert modernizes with Samsung devices and services

FMS adapts operations to improve the experience for customers and drivers



Challenge

FMS, a dominant force in the European taxi industry, wanted to modernize its technology and capabilities as more passengers used smartphones to find, order, and pay for rides. Existing FMS vehicle equipment was expensive for drivers, impossible to use outside the taxi, and difficult to manage. Customers increasingly demanded new forms of cashless payment the technology couldn't enable.

Solution

Samsung supplied FMS with ruggedized mobile devices, as well as services to transform the tablets and phones into purpose-fit devices that drivers can use securely. FMS can now deploy and update devices from a central location over the air. FMS uses Samsung Knox Configure to lock devices into the FMS app and help secure the devices against misuse and malware, as well as protect transactions.

Benefits

By successfully evolving its technology, FMS has been able to deliver benefits available with modern ride-hailing apps, while continuing to differentiate itself with its specialized services for businesses and drivers. The Samsung solution offers an improved experience for drivers and customers and simplifies device management for FMS.





FMS/Austrosoft is the leader in the European taxi industry. Operating since the 1980s, the company gained prominence with an innovative direct-dial system for regular customers—a predecessor of today's online booking operation. Today its end-to-end offerings for fleet mobility services include dispatch software, complete billing solutions—including bookkeeping for drivers—call-center technology, and full vehicle equipment. Its customer base covers 11 countries, more than 150 cities, approximately 65,000 cars and 200,000 drivers. FMS works with businesses, including hotels and restaurants, to serve their transportation needs. Its drivers also work directly with customers.

Challenge

Digitally transforming taxi operations

FMS's business challenge was to adapt to a mobile world where people increasingly rely on their smartphones to find and order rides. Unlike ride-hailing apps, FMS differentiates itself through the customer service and solutions it provides local businesses. The company also enables passengers to order taxis multiple ways, including by phone, app, web, automatic booking device, or dispatch center. The company attracts drivers by offering vehicle equipment, payment, billing, and bookkeeping solutions.

"FMS technology rises above the competition, since we offer much more than ride-hailing apps," says Robert Abel, FMS CEO, "and compete on the strength of our services."

FMS was ready for transformation, however, and its IT team set out to modernize its once cutting-edge technology. The existing FMS vehicle equipment was mostly heavy and docked to vehicles, which made it expensive for drivers and challenging to manage. The equipment also needed updated connectivity options to connect with the newer cloud-based FMS solution. FMS wanted to meet these requirements:

- Modern equipment to digitize the entire process used by drivers and take full advantage of cloud-based systems.
- Easy-to-carry devices that would allow drivers to connect with FMS even outside of their taxis or if they changed vehicles. Because the new equipment would be highly portable with the potential for theft or loss, it needed to be more secure and centrally controlled.
- Ability to ensure the devices successfully ran the new FMS solution and were used only for designated purposes.

((FMS technology rises above the competition, since we offer much more than ride-hailing apps.))

Robert Abel
CEO
FMS



Solution

Samsung helps the FMS IT team better connect with drivers, customers

That is where Samsung came in, with a solution that met both hardware and software requirements. Samsung supplied FMS with ruggedized mobile devices, as well as services to transform the tablets and phones into purpose-fit devices using cloud-based technology. Employees now can choose from three different Samsung devices, ready to use out-of-the-box with FMS apps and other tools drivers need. FMS can ensure that their IT team has central control of all the devices throughout Europe.

“The overall smartness of our solution depends on the driver using a premium, reliable, controllable device,” says Robert Abel, FMS CEO. “Samsung is the only premium partner in the market that can offer the robust devices we need for in vehicle use and the control for our use cases with Samsung Knox technology.”

Knox Configure helps FMS customize and control the devices

Samsung’s Knox Configure was key to helping FMS gain control of its devices. Knox Configure now helps FMS in a variety of ways:

- ProKiosk mode locks the device into the FMS app and transforms the mobile device to function as FMS-dedicated equipment. By locking the device to use the FMS app, FMS prevents users from accidentally downloading malware or other misuse—which in turn helps keep transactions secure.
- With Knox Configure’s cloud-based console, FMS can manage driver devices from a central location and secure against unauthorized use. FMS can use the console to resolve issues with stolen or lost devices by remotely tracking or wiping devices.
- Device deployment is easy with Knox Configure’s auto-enrollment feature and requires little effort by drivers. Any device FMS registers using the Knox Configure console sets itself up automatically after initial boot-up. Also, if there are any changes to the FMS mobile solution or policy updates, the IT team can push the updates over the air from a central location and ensure that all devices are under control.



“The overall smartness of our solution depends on the driver using a premium, reliable, controllable device.”

Robert Abel
CEO
FMS

SAMSUNG

Benefits

Successful deployment promotes more efficient drivers and happier customers

The FMS IT team successfully evolved its technology to deliver many of the same benefits available with modern ride-hailing apps popular with consumers, while continuing to offer the services that set it apart. Along with improving productivity, FMS has helped deepen customer satisfaction.

Improved driver experience. Samsung devices used by FMS drivers are customized for drivers, resulting in a great user experience for drivers out of the box and wide acceptance. The solution costs less for drivers, and drivers can learn of pickup requests even when they are outside their vehicle. Devices can be easily transferred between vehicles, and they are more reliable and easier to repair or replace as needed.

Improved customer satisfaction. FMS customers can use additional methods to book and pay for the FMS taxi services

they have come to trust. Hotels and restaurants also can book taxis more easily for their patrons.

Simpler device management. FMS can easily deploy the Samsung Knox solution to its drivers, and the cloud-based technology is flexible and designed to grow.

More business data, reduced costs. Central staff can more easily track drivers and understand customer patterns. Driver devices are secured against unauthorized use that would make drivers less productive or safe, and also better protected against theft or loss. And they can continue to take advantage of all the services FMS offers, including bookkeeping.

FMS GmbH and Samsung plan to expand their collaboration and will continue to develop the solution on the latest Samsung devices.



About Samsung Electronics Co., Ltd.

Samsung Electronics inspires the world and shapes the future with transformative ideas and technologies that give people the power to discover new experiences. With a constant focus on innovation and discovery, we keep redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions.

For more information

For more information about Samsung Knox Configure, visit: www.samsungknox.com/kc.

Copyright © 2019 Samsung Electronics Co. Ltd. All rights reserved. Samsung and Samsung Knox are either trademarks or registered trademark of Samsung Electronics Co. Ltd. Samsung is not liable for errors or omissions. All brand, product, service names and logos are trademarks and/or registered trademarks of their respective owners and are hereby recognized and acknowledged.

