BizProtect - AMEB
(Anti Messaging Email and Browsing) Application

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Case Study – BizProtect

BizProtect - AMEB (Anti Messaging, Email and Browsing) Application, a solution to counter distracted driving epidemic.

10n2 Technologies, is a Boston and Dublin based mobile device technology company that provides distracted driving software solution that disables the mobile phone of a driver and prevents them from using the device while driving and thus helps in dealing with distracted driving accidents.

10n2 has engaged Endeavour to design and develop an application across various platforms that would allow them to transform their vision of providing a safety measure application that saves lives into a reality. Such an application would be of great utility for enterprises across sectors.

Endeavour has assisted 10n2 by creating a no-compromise Mobile Device Management solution. This application has an enhanced admin portal which provides seamless control to users and IT Administrators, without the limitation of devices or reach. The solution is designed to be fast, flexible, easy, and simple to use.

In today's business world mobile phones are an absolute necessity. However many companies are now incorporating mobile phone policies to address the major issue of distracted driving which results in dreadful accidents.

BizProtect is an innovative enterprise software solution that helps to resolve the issue by directly disabling the capabilities of mobile phones. Thus the application helps to protect employees of major companies as well individuals from the risks of distracted driving.

Challenges to be addressed?

To enable/disable the UI (Keyboard and Display) of the application when the user is travelling above a threshold speed anytime anywhere was the major challenge. Apart from this key challenge the other challenges that were addressed are as follows:

- Determining the speed of a moving vehicle from its position through the GPS

- Running the application 24x7 in the background, allowing it to determine the speed and distance of the vehicle by leveraging GPS and GPS coordinates

- Determining the difference between a driver and a passenger through the Attention Verification Test (AVT)

- Sending notification to the server when a user disables the application from the handset

- The enablement of the application on the personal devices of employees and implementing various associated safety policies has made it difficult to manage corporate processes relating to "mobility" governance, risk and compliance. The MDM solution therefore needs to be scalable and flexible enough to meet the disparate needs of different organizations

Services offered by Endeavour- The Mobility Company

Endeavour organized a team of specialists to work with the client team to help them in taking decisions related to:

- Overall MDM Strategy
- Application Design and Architecture
- Performance Challenges
- Admin Portal Enhancement
- Deployment considering client and server end

Endeavour further assisted the client with the following deliverables:

- Requirements and Detailed Design /Architecture
- Development on various mobile platforms like iPhone, Blackberry, Android, Windows Phone and backend admin module. The development also includes MDM platform
- System testing on client end
- System, Compatibility and Load Testing on server side

The solution

BizProtect on Mobile
The issue of distracted driving is one of the major causes of road deaths and injuries across the globe. BizProtect solution is an enterprise smartphone software that is specifically designed to address the risk and problem that lies with distracted driving. The application is developed to prevent a user of a mobile handset to access the user interface (keyboard and display) while driving a motorized vehicle above a pre-configured speed limit.

The solution can differentiate between a driver and a passenger by allowing the user to go through the Attention Validation Test (AVT) once the vehicle goes above a certain speed and the user tries using the phone without a bluetooth connection/hands-free kit. If Driver is chosen, the access to the phone is suspended until the vehicle drops below the set threshold speed. If Passenger is selected, then user will be prompted to pass the AVT, which is a set of characters that are quickly and randomly displayed at timed intervals.

The user must then match and enter the characters as shown in a timely manner to gain access to their mobile phone.

The application cannot be manipulated by the end user without the knowledge of the administrator. A notification is sent out to the server when a user disables the application. The application is distributed via a Cloud Based Administration Server which will allow companies to manage the various optional features available.

An application that disables the User Interface when the speed of the vehicle is above a threshold limit thereby ensuring safety of the driver.

The application is deployed by an SMS notification from the server; the SMS contains a URL to the application. The application is downloaded by clicking the URL. For the first time, users can launch the application by clicking the application icon in the device. Next time onwards, the application launches automatically and runs in the background when the device reboots.

Enabling and disabling the application UI (Keyboard and Display) and determining the speed of the device is tested on the field (Moving Field Testing) using the frequency at which the GPS co-ordinates changes every second. The testing has been done by travelling inside a moving vehicle below/above the configured threshold speed limits.

BizProtect Management Portal

The BizProtect Server and web browser application allows administrators to remotely manage their employees' smartphones and easily implement various safe driving policies.

BizProtect Management Portal controls and manages the tenants and devices involved for delivering the various solutions like:

- Manage System Administrator
- Manage Administrator
- Manage Tenants
- Manage Profiles
- Manage groups
- Time of day activation
- Manage devices
- Manage Agents
- Notifications
- System Settings
- Email Notification Setting
- SMS account setting

Endeavour has supported 10n2 with the enhancement of the web portal and server by adding new features as required for the improvement of the application and the portal.

Our Value Add

Simplicity	Scalability	Mobile device support :
The application is designed in a simple way keeping in mind that the user will be using the application while on the move.	The number of users may potentially increase to unprecedented limits. The solution provides flexibility for Service Providers to scale up and down easily.	Supported across devices with different form factors including iPhone, Android Smartphones, BlackBerry and Windows Phone.

About Endeavour

Endeavour is a specialist mobility company and has been exclusively focused on mobile solution development since 2002. Based on our growth over the last decade we are confident that our role as the Mobility Services Company that acts as the **"Mobility Integrator"** to enterprises is critical to the enterprise mobile ecosystem. Our vision is to be the world's best **"Mobility Integrator"**, and our strategy is to do this by

Enabling our People. By enabling our people to keep pace with the latest in the mobility space and become thought leaders in their areas of specialization.

Helping Clients. By proactively going to our clients and helping them drive business value from Mobile enablement.

With over a decade of proven mobility expertise, enabling award-winning customer deployments, Endeavour is evolving into one of the largest independent enterprise mobility company globally.

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