CASE STUDY:
InSight Mobile Data

"The deployment of the JACS tablet is considerably easier than deploying a tablet from other vendors where you had to put all these parts and pieces together."

Executive Summary

InSight Mobile Data needed an in-vehicle tablet that was a total solution that would include apps and tools, and was easy to configure and easy to deploy in the field.

After unsuccessfully trialing commercial tablets, which were expensive and inefficient, InSight adopted JACS' TT800V tablet. The TT800V met requirements by offering the right form factor the company needed, which was a semi-ruggedized tablet with the hardware, software, firmware customization and in vehicle accessories, all at the right price.

About InSight Mobile Data

InSight Mobile Data is an independent, employee-owned technology company dedicated to providing real-time visibility into the mobile work environment. The company has remained independent since its inception in 1998, which allows it to preserve a uniquely close relationship with its customers.

InSight Mobile Data develops innovative, flexible fleet management, asset tracking and mobility solutions that provide real-time visibility into the mobile work environment. Its solutions deliver the ability to capture, analyze and integrate business-critical data from all mobile resources – vehicles, equipment and mobile employees – through one fully configurable and user-friendly platform.

One of InSight's solutions is ELD Safety and Compliance. The solution provides a variety of apps, reports and software tools to make it easy for fleets to comply with federal regulations for electronic logging. In partnership with JACS Solutions, InSight Mobile Data created a total solution for its customers that is commercial grade, easy to deploy and highly competitive.

The Need for a Solution

In developing the ELD Solution, InSight Mobile Data searched for an in-vehicle tablet on which its applications could be loaded. It needed to create a total-package solution which included apps and tools, an in-vehicle tablet and accessories that were easy to configure and easy to deploy in the field. Initially, InSight Mobile Data used consumer grade devices housed in commercial grade cases, and cobbled together a power and docking solution for the device. But it soon became clear that the end product was too expensive and too difficult to deploy and manage because there were too many vendors involved in supplying the different pieces of the package. This made it difficult for InSight to sell, and even more difficult for the customer to buy, as the customers then had to deal with multiple vendors to service the product.

The company confronted another issue: finding the right connectivity hardware. It was clear that having Bluetooth as the primary means of connection created a difficulty for truck drivers who were expected to maintain a connection at all times. The solution was to find a device that had imbedded cellular connectivity, such as 4G LTE, that would ensure the reliability of the solution for its driver users on the road.

The Decision-Making Process

InSight Mobile Data had been a partner of Verizon Wireless. Through this relationship, Verizon brought in another of their partners, JACS Solutions, as a possible solution to these challenges and InSight recognized a fit right away. The TT800V, the tablet solution JACS provided, was semi-rugged, had Verizon 4G LTE connectivity as well as Wi-Fi® and Bluetooth. And it came with features that consumer grade devices simply could not offer. For

example, the device was tested for extreme temperatures, a useful feature when it is mounted in vehicles which have to operate in hot or cold climates. Besides the tablet itself, JACS Solutions also provides several efficiency-enhancing accessories for the TT800V. These included in-vehicle docking stations and mounting arms that made it easy for InSight to deploy.

Another deciding factor was that the TT800V's firmware could be customized. It meant Insight Mobile Data's proprietary applications could be locked down at the device firmware/OS level, thus preventing users from deleting apps. It also enabled the company to hide applications behind the scenes so that it had control over tools like Google Maps, for instance. Insight decided to utilize JACS firmware customization in conjunction with SOTI, a leading enterprise MDM solution which allowed them to remotely control their devices.

The last key driver of the decision to work with JACS Solutions was the ease of access to JACS' senior level office holders. "The ability to get senior level support when we needed it and to be able to handle specific situations pretty effectively is a big factor in why we selected JACS and

also why we continue to partner with them," said Doug Hawley, Chief Operating Officer at InSight Mobile Data.

The Result

Today, thanks to its partnership with JACS Solutions, InSight has streamlined the sales process and implementation of its ELD solution. Its applications have been standardized on one device and with one configuration. The result is that installation of InSight's mobile work solution on vehicles is much easier. Customers need only to power the docking station in order to connect the device, no configuration required.

Customers enjoy other benefits: they can access critical documentation like dispatch forms, Sygic navigation applications and InSight's Street Eagle Mobile all from the tablet. There are a variety of other apps which, if not used, remain inactive on the tablet but can be activated OTA (Over-the-Air) when needed. So far, InSight has deployed hundreds of units in the field and will be deploying hundreds more in the coming months.

"There's no question about JACS Solutions giving us a competitive advantage... a big advantage", says Doug Hawley, COO of InSight Mobile Data. *"Our customers are happy that we have one solution that is solid, that works and that takes the decisions out of it. And I will tell you that we are selling more as a result of having this type of solution."*