



## TRAVELTAB TRANSFORMS THE TRAVELER EXPERIENCE WITH MORE SECURE, ENHANCED MOBILE SERVICES



### INDUSTRY TRAVEL

### LOCATION WINTER PARK, FLORIDA

### KEY CHALLENGES

- Deploy and manage a growing fleet of 40,000+ mobile devices with a small IT staff
- Protect end-user personal information
- Scale the infrastructure to support service rollout to more cities
- Accelerate time to market for an expanding portfolio of apps

### SOLUTION

TravelTab partnered with Vox Mobile, a VMware Managed Services Provider in the VMware Cloud Provider™ Program, for managed mobility services, including VMware Workspace ONE®.

TravelTab was challenged with how to scale its business to serve more markets and customers while optimizing traveler experiences. It looked to a managed cloud services strategy for robust and flexible resources to support its growing needs. Its Vox Mobile and VMware Workspace ONE solution simplifies mobile device deployment, provides efficient cloud management, streamlines app delivery, automates updates, and helps ensure security. As a result, TravelTab is poised as a mobility leader in the travel industry, well situated to capture new opportunities as the Internet of Things economy takes shape.

Frontline Technology Solutions was founded in 2012 to provide travelers with enhanced travel information and services via the GPS navigation devices available at rental car agencies. Today, the company operates as TravelTab, offering mobile phones and tablets in more than 35 cities across the U.S., Canada, and Mexico in partnership with Avis, Alamo, Budget, Dollar, Enterprise, Hertz, Thrifty, and many more.

### The Challenge

TravelTab's services have expanded beyond navigation in more than 16 languages to also include more secure Wi-Fi hotspots with unlimited data, and domestic and international calling or texting without roaming charges. In addition, the company offers preloaded apps for language translation, currency conversion, gaming and entertainment, social media, coupons for popular shopping and dining venues, and information about visitor attractions. With a proliferating portfolio of apps being developed, the IT team was interested in finding ways to accelerate software rollouts and updates.

Beyond its expanding suite of services, TravelTab's growing fleet of Android phones and tablets spread across more cities in three countries, which further complicated the challenge. Onsite, hands-on deployment and maintenance of the mobile devices was not feasible for TravelTab's small IT staff. The company needed an endpoint management solution that would allow for more efficient, centralized control, including security protections for travelers' personally identifiable information (PII). TravelTab looked to managed cloud services as a strategic solution for the flexible and robust resources it needed.

“Using VMware Workspace ONE provided by Vox Mobile as a managed cloud service—along with tapping into Vox Mobile’s expertise in mobility innovation and infrastructure management—helps us transform traveler experiences.”

MARIA COTTON  
MOBILE DEVICE SYSTEMS ADMINISTRATOR  
TRAVELTAB

#### BUSINESS BENEFITS

- Migrated 24,000 devices in 30 days with zero-touch enrollment and updates for seamless business continuity
- Enabled more secure handling of end-user personal information with devices quickly wiped clean for the next customer
- Expanded cloud services for growing operations in 35+ cities and new business, including 28+ custom apps, boosting revenues and traveler satisfaction

#### VMWARE FOOTPRINT

VMware Managed Services Provider in the VMware Cloud Provider Program

#### PLATFORM

Vox Mobile Managed Services for VMware Workspace ONE

#### The Solution

TravelTab partnered with Vox Mobile, a VMware Managed Services Provider in the VMware Cloud Provider Program, for managed mobility services using Workspace ONE.

“Our IT team needed to unify endpoint management and streamline app deployments, in addition to providing more secure access to a revolving door of travelers. Using VMware Workspace ONE provided by Vox Mobile as a managed cloud service—along with tapping into Vox Mobile’s expertise in mobility innovation and infrastructure management—helps us transform traveler experiences,” said Maria Cotton, mobile device systems administrator, TravelTab.

Headquartered in Cleveland, Ohio with support centers and offices throughout North America, Vox Mobile provides complete enterprise mobility management, delivered as a strategic service. TravelTab values Vox Mobile’s expertise in addressing the unique complexities presented by the volume, variety, and velocity of a mobile-centric enterprise.

Vox Mobile offers Workspace ONE as a managed service, giving TravelTab a unified platform for managing and delivering any application on any device. As a result, TravelTab’s IT team can easily oversee the complete device and app lifecycle with easy onboarding and configuration, device and data security, asset inventory and management, remote support, and troubleshooting.

#### Business Results & Benefits

To rollout the new solution, TravelTab’s small IT team leveraged the zero-touch enrollment capabilities in Workspace ONE to migrate 24,000 devices in just 30 days. The device fleet continues to grow with more than 40,000 devices today, all seamlessly receiving over-the-air app installations and updates along with security patches when needed for optimal business performance.

When a traveler returns a TravelTab device to a car rental office, the onsite staff doesn’t face a complicated task to prepare the device for the next renter. The traveler’s personal information is easily wiped clean, and the device is automatically reset with TravelTab’s preferred configuration and custom apps, ready for the next traveler.

Vox Mobile’s managed cloud services expand on demand to support TravelTab’s operations to more than 35 cities and growing. As TravelTab develops additional apps and enhanced features for travelers, it can rely on robust enterprise mobility services that foster its business goals.

#### Looking Ahead

“Getting new products to the marketplace quickly is essential as we look to improve traveler experiences while capitalizing on new revenue streams. Our cloud strategy is key to how we’re transforming our business for the emerging Internet of Things,” said Cotton.

