

Managed tablets for a 100% Digital Leeds



Asavie Moda has enabled Leeds Library Service deliver on its goal to increase digital inclusion in Leeds by making tablets and training available to Leeds residents. With O2 they deployed Asavie Moda alongside IBM MaaS360 and Apple DEP to provide full visibility and control of the mobile data use on all library tablets.

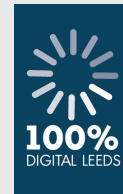
CHALLENGES

Leeds Libraries needed to provide iPads to customers that were ready-to-use and were cleaned of previous users' content but retained useful apps websites on the home screen. Their librarians could factory reset, but it meant a lot of additional work to reinstall apps before each device was loaned out again.

In the first pilot Leeds Libraries found that customers were using their 5GB allowance in a couple of days, and they needed a way to limit what content could be accessed and block inappropriate and potentially unsecure web content. They had the option to cut the customer off when they used the 5GB data allowance, or the library could buy more data for the user. Neither of these choices would work to meet their objective of providing a tool to assist the digitally excluded access relevant services.

We wanted to provide a tool to help everyone get online, educate themselves, apply for jobs, and keep in touch with family and friends. But we need to manage the tablets so that security and costs are kept under control.

Jason Tutin, Digital and Learning Development Manager, Leeds Libraries and Information Service



Leeds City Council programme, "100% Digital Leeds", is creating a social movement for digital inclusion, mobilising support in communities across the city to reach the people who need the most help to develop digital confidence and skills: whether older people, those seeking employment, or those suffering from poor health. Leeds Libraries are leading this digital inclusion programme and are introducing a tablet lending service for customers who are not currently digitally included.

SOLUTION DEPLOYED

O2 delivered a tailored tablet lending solution for Leeds Library service with iPads enrolled through Apple DEP. Apps, APN, PIN protect and new wallpaper are pushed through IBM MaaS360 and data management is provided by Asavie Moda.

Asavie Moda enabled the Library service to quickly create suitable use policies for the tablets by setting appropriate levels of control for internet usage and restricted access to data hungry media streaming services without blocking them completely. The Asavie Moda policy is designed to safeguard the Library service against the misuse of the tablets by enforcing the policy controls down to the SIM card level ensuring improper content such as extremist websites, adult content and the dark web cannot be accessed. It also ensured that the user could remain within the 5Gb data limit by setting throttling speeds once 2Gb of their allowance was consumed. This ensured that most essential web services were still accessible to the citizens.

Moreover, Leeds libraries uses the reporting feature to analyse aggregated data, which helps them to understand the audience, and personalize future programs. Powerful granular reports help understand the value different apps are bringing to their audience.

RESULTS

Lack of interest or motivation is the strongest barrier to digital inclusion and the most difficult barrier to overcome. One of the most powerful engagement tools is to show people the positive changes that can be made to their lives from being online. Leeds Libraries' tablet lending scheme is helping people to enjoy those benefits.

The positive outcomes for Leeds' citizens include financial savings, reduced isolation, better employment prospects and improved health and wellbeing. The library service will continue to work with partners and community organizations to identify groups and individuals who will most benefit from taking part in the tablet lending scheme.

In addition to these positive outcomes for the city's most vulnerable individuals, there are obvious benefits to the city council if people feel more confident, better equipped to manage their health, are more financially secure and less lonely. The economic impact of digital inclusion is visible to the council by working with partners such as Asavie Moda to ensure that its citizens can thrive in a digital world.

Asavie Moda was an integral part of the solution along with IBM MaaS360 and DEP. The Asavie elements helped us control data across the estate and keep individuals connected for the whole time they borrowed the iPad. Without the controls offered by Asavie Moda, we would have been faced with the difficult choice of unsustainable data costs or switching off the SIM connection when users reached a pre-set data limit.

Jason Tutin, Digital and Learning Development Manager, Leeds Libraries and Information Service



100% DIGITAL LEEDS

This SIM-based solution gives management team full confidence that they can scale the tablet lending scheme to Leeds' citizens.

VISIBILITY

Leeds Libraries is able to provide ongoing governance and oversight of the 100% Digital Leeds through advance reporting capabilities.

SECURITY

Personal information is protected from online threats and the devices are protected against loss or theft.

Asavie makes secure connectivity simple for any size of mobility or IoT deployment in a hyper-connected world.

ASAVIE