Case Study

ΛSΛVIE

Delivering a Safe Mobile Digital Experience for Charter & Tour Bus Passengers

Gray Line Tours deploys Asavie Moda with Cradlepoint Wi-Fi routers for secure in-vehicle mobile internet experience

Delivering a seamless and secure, always on Wi-Fi connectivity service that customers value, is not always an easy task. Leading tour operator, Gray Line Tours / Citizen Auto Stage Co. deployed a solution combining high-end cellular routers from Cradlepoint to provide Wi-Fi connectivity and Asavie Moda to manage a safe internet experience on board. Since implementing the solution, Gray Line has been able to achieve better visibility and control of their mobile data costs while ensuring that the internet experience it offers its passengers remains safe and positive.

CHALLENGES

In order to meet market expectations for an improved mobile internet experience, Gray Line Tours started offering free Wi-Fi to their customers several years ago. On that journey, they quickly learned how data hungry their younger student-based passenger demographic was. They also realized, having originally deployed the Cradlepoint routers to provide easy accessibility, that they needed to protect these IP enabled devices to ensure a safe internet user experience. They also needed a way to ensure their monthly data bills did not get out of control and eat into their profit margins.

> *We were being eaten alive by our Wi-Fi costs until Asavie Moda came along. We could see immediate improvement once we deployed the solution.*
>
> *Tom Morgan, CEO, Gray Line Tours Tucson*

SOLUTION DEPLOYED

Gray Line Tours wanted an easy to set-up and easy to use solution that could start delivering results from the word go. Working with our partner Verizon, Asavie delivered a solution comprising of a shared data plan, Cradlepoint routers and Asavie Moda as the management platform for visibility, security and data control.

With this combined solution, Gray Line Tours has been able to better allocate and control their data pool between buses. They can also control the data usage on board and provide a safe internet experience especially for their younger passengers.

Asavie Moda was rolled out without disruptions to the operational schedule of the buses within a period of two weeks. Making use of the content categorization feature in the product, they were able to quickly set up rules to determine content and services that would be allowed and blacklist everything else. Now, they can allocate data between the different buses according to their needs.

Gray Line is the largest provider of sightseeing tours on the planet. Family owned and operated for more than 103 years, Gray Line Tours of Tucson has been at the center of creating and operating the best traveler experiences in the world's most sought-after tourist destinations. Gray Line Tours in the Southwest of the US specializes in large events and operates numerous employee shuttles as well as managed contracts for sporting events and tournaments over the years. In addition they are founding members of Flixbus, with daily runs to Los Angeles.

BENEFITS

Gray Line tours has seen the benefits of installing Asavie Moda in their fleet from day one. The easy-to-use portal means there was no time lag between setting up the service and implementing usage policies and visualizing the impact they made in real time.

We realized that we could setup flexible rules and exceptions while still reducing our costs and delivering a high quality internet experience to our passengers. That's a winner!

Tom Morgan,
CEO, Gray Line Tours Tucson

ENHANCED CONTROL

Since introducing Asavie Moda, Gray Line has been able to implement tailored usage policies and restrict data hungry content like streaming video and audio while continuing to deliver a high quality service to their customers

IMPROVED SECURITY

Whether they are sending emails or staying in touch on social media, passengers are always protected against malicious or inappropriate content.

BETTER COST PREDICTABILITY

Gray Line has been able to allocate their shared data pool more efficiently across their bus fleet and reduce usage spikes which in turn has enhanced their ability to control data usage and predict monthly data costs.

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

ASAVIE