

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



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.

Gray Line Tours deploys Akamai SPS Secure Mobile 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 Akamai SPS Secure Mobile 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.



We were being eaten alive by our Wi-Fi costs until Akamai SPS Secure Mobile came along. We could see immediate improvement once we deployed the solution.

– Tom Morgan, CEO, Gray Line Tours Tucson



Gray Line Tours

INDUSTRY

Travel

BENEFITS

Gray Line tours has seen the benefits of installing Akamai SPS Secure Mobile 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.

- Enhanced Control:** Since introducing Akamai SPS Secure Mobile, 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

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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, Akamai delivered a solution composed of a shared data plan, Cradlepoint routers, and Akamai SPS Secure Mobile 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 among buses. They can also control the data usage on board and provide a safe internet experience, especially for their younger passengers.

Akamai SPS Secure Mobile 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 deny everything else. Now, they can allocate data among the different buses according to their needs.

Conclusion

Gray Line Tours has seen the benefits of installing Akamai SPS Secure Mobile 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.

Akamai makes secure connectivity simple for any size of mobility or IoT deployment in a hyperconnected world.



We realized that we could set up 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



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.