

Allocab Drives its Mobility Project with AirWatch

The Mission

The transportation industry is being transformed through mobile technology providing improved speed, customer service and efficiencies. In France, Allocab is the leader in car and motorbike services that predominantly uses a mobile app for bookings. Allocab has 1,000 partner drivers who use their smartphones, either in a bring your own device (BYOD) mode or company provided devices, as these are an essential tool for their work. Allocab was founded based on the idea of creating an automated booking service that could easily respond to demands. This translates into a mobile based business app, Allocab Driver, which is available on iOS and Android. The app allows partner drivers to plan and develop their business, and customers can easily book an available driver. Started in 2011, the company is now the leader of its sector in France, with 1,000 partner drivers in 22 cities and 2,000 clients.

The Results

Allocab chose VMware AirWatch® because they met its core requirements of managing and facilitating the deployment of the business app on the drivers' phones, as well as creating a corporate apps store within the smartphone. For flexibility purposes, Allocab's partner drivers have the option to use their own smartphone in a BYOD mode, or to use a corporate iPhone, with exactly the same services on them, thanks to AirWatch. Yanis Kiansky, co-founder and president at Allocab, wanted "to streamline the recruitment of the company's partner drivers. In this sense, AirWatch helped halve the time for recruitment through extremely easy mobile deployment throughout France." AirWatch is also essential to ensure the same level of security for BYOD and corporate devices. Through the console, an administrator can locate the smartphone if it has been lost, and wipe all corporate data from the device if it has been stolen. Finally, the device management function helps keep an eye on the fleet deployed throughout France. Different profiles are distributed on phones by type of end-users. For example, the Apple Store is permitted on employees' smartphones but not on those of the drivers.

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Solution Overview

- Client: Allocab
- Industry: Transportation
- Geography: France
- Features: MDM, MAM, BYOD, AirWatch App Catalog
- Infrastructure Integration: Google Drive, Gmail
- Devices: 1,000



With VMware AirWatch® App Catalog™, drivers benefit from a dedicated app store where they can find apps that simplify their daily activities and make them more efficient: GPS Waze, a community navigation service, MyAirport, that provides real-time flight arrivals, or the app of the national rail for train schedules. This catalog is customized according to the location of the driver.

With AirWatch, when updating an app, distribution is controlled and not subject to the validation process of public app stores. To measure the success of the Allocab Driver app, the administrator uses the AirWatch console to track the daily and weekly opening rate of the app for all drivers, and if the app has been updated. The administrator can identify the devices that have not updated the application, and send automatic messages to prompt the drivers to install the updates.

The mobile app has transformed the workforce, and drivers are now more productive on a daily basis. Smartphones can help manage their schedule in order to achieve more drives in a day. In the Allocab Driver application, the driver can see the list of upcoming drives, manage bookings and access statistics. By transforming the manual booking process to an electronic system, Allocab can now meet the requirements of between 350 and 450 booking requests per day.

Up Next

Laptops brought into the workplace by employees in a BYOD mode will soon be managed within the AirWatch console. “In the future, we want to directly connect to web services provided by AirWatch,” concluded Kiansky. “Our server will go directly to the AirWatch server to automate the deployment of our apps on our partner drivers’ mobile devices.”



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Yanis Kiansky
Co-founder and President
Allocab

