

Case Study: Passenger's Infotainment with Wi-Fi & Internet access in cross-border buses

Client

Umbrella Coach & Buses is a local and international (19 countries) as a long distance bus operator with over 71 high quality buses in fleet. Also offers Setra bus rentals.

Challenges

Client's challenge was to increase passenger satisfaction with their services on highly competitive bus market in Europe. As Wi-Fi onboard is the main requirement for passengers, they want to have seamless connectivity over all countries, while having a tool to manage and decrease associated OPEX related to this service. Customer wants to know more about passengers, their needs and behavioral trends, to be able to provide them with more relevant and contextual services on board. They were also looking for a tool to monitor the bus drivers behaviour. Delivered solution is provided as a service (SaaS) and addresses all challenges and requirements below and creates an on-board communication and business platform which helps client generate additional revenue streams.

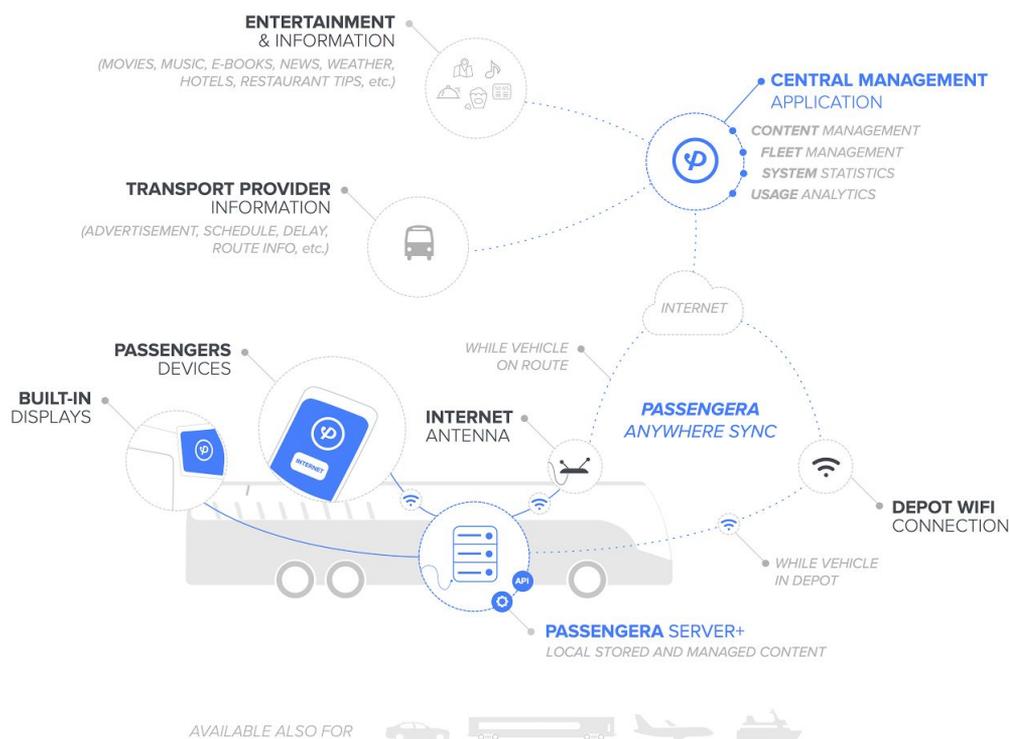
Client's requirements

- minimizing the cost of internet data
- advertising management
- fleet management
- central content management
- remote automated updates
- vehicle position history with statistics
- user behaviour analytics
- compatibility with other bus systems (CCTV, ticketing,...)
- single piece of hardware
- screens content management

Solution

Intel based Passengera Server+ has been installed as an all-in-one solution. Passengera server provides Internet connectivity, Wi-Fi connectivity, GPS and runs Passengera Infotainment system. Besides that, it controls Wi-Fi hotspot, seamless sim switching at borders, bandwidth management, web proxy, data persistency, automated updates and auto recovery features. Complete system is managed from Central Management Application in the cloud, which provides content management, fleet management, system statistics and usage analytics. Synchronization of data between vehicle and central application is handled by Passengera Anywhere synchronization mechanism dynamically based on predefined rules with no matter how the vehicle is connected. Platform is modular to allow adding new modules in future and self manageable to support fast operation by Customer staff.

Solution architecture:



Conclusion

All the functionalities required by the client were delivered as part of an all-in-one modular solution. Passengera was able to provide solutions to the initial challenges while bringing additional benefits for Umbrella Coach & Buses:

- advertising enables the operator to partially cover the costs of the service
- gathering passengers' feedback (valuable information from travellers which the operator wouldn't have a chance to get otherwise)
- collecting data about travellers for remarketing purposes

„Since the implementation of the service, we see a clear trend in increasing customer satisfaction, we are able to efficiently use on-board Wi-Fi and the whole infotainment platform as a means of monetization and communication channel towards travellers. Thanks to the added value of the service and its flexibility, we were able to quickly get the initial investment back.“

Pavel Steiner, Umbrella Coach & Buses CEO.