

Case Study: How Samsung is helping redefine the future of student safety



About RollCall Safety Solutions

RollCall Safety Solutions (RollCall) provides a cloud-based software solution that offers parents, schools and bus operators real-time tracking of students and buses to ensure students are always safe when travelling to and from school.

RollCall opened as a start-up in 2015 after a number of incidents of children being left on buses after the bus had completed its school pickup route. RollCall's primary focus is to improve the welfare and safety of children moving on buses, and especially children with special needs.

The RollCall solution brings together state-of-the-art travel smart-tag technology with advanced bus/device tracking to give schools, parents and bus companies complete visibility of the students travelling on each bus. In addition, RollCall uses NFC technology to be certain that no child is ever left behind.

RollCall works with schools and bus operators to design new routes and understand how children could spend less time on buses. The service also provides peace of mind to parents who are looking for greater visibility about whether their children are being picked up and dropped off at the right place. The interconnectivity of the RollCall systems means it can provide parents with real-time email updates and in-app alerts based on advanced GPS and telematics bus-tracking technology. For example, a parent can receive an update when their child taps-on or off a bus, what bus their child is travelling on or if their child has been required to deviate from their planned route home.



The Challenge

As RollCall developed its software solution, the company required a partner that could provide a customisable and secure device on which the software would run. Importantly RollCall also needed a partner that schools, parents and bus operators could trust and that had reliability in the market.

RollCall needed a device that would be intuitive and simple to use, and bus drivers and schools required a solution that would make the school pick-up and drop-off more transparent.

Helping improve the safety of school transport

Product: Samsung Tab Active 2

Using the RollCall app on a Samsung Tab Active 2 not only helps bus drivers and schools to transport children more efficiently but also gives RollCall a reliable and respected platform to support its brand. As a start-up entering a niche market, trust was essential in driving uptake and customer assurance.



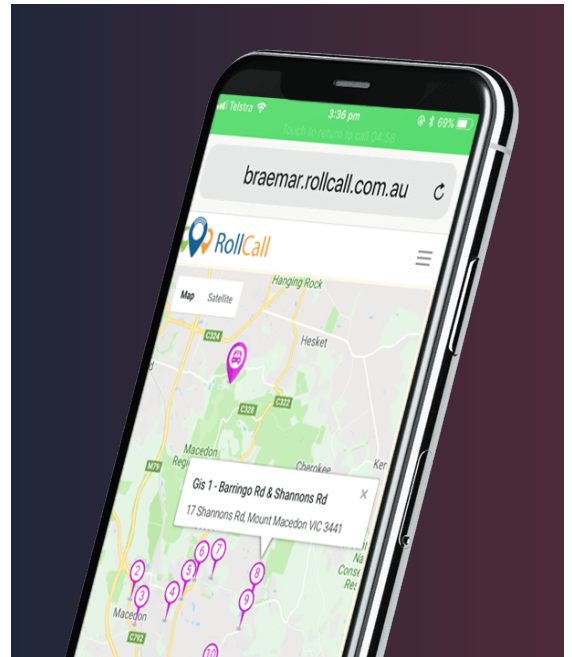
“We required a solution that would be reliable and recognised in the market. We wanted people to look at our product and say: ‘that’s a trusted device, it’s durable and it’s got the right credentials’. And we knew that’s what Samsung could provide; a reliable and secure device that the public could trust.”

Dean Langenberg, Director, RollCall Safety Solutions

A central feature of RollCall’s solution is the physical interaction and use of near-field communication (NFC), a method of wirelessly sharing information which is a feature unique to the Tab Active 2.

When entering and exiting a bus, children tap on and tap off, with the RollCall software alerting parents to a successful pick up or drop off. However, once a school run is complete and all children are checked out, there’s another essential step and role for NFC.

As soon as the last student leaves the bus a three-party check occurs, whereby the bus operator, the chaperone and school supervisor inspect the bus to ensure all children who were picked up or dropped off have been safely delivered to their destination. This check requires all three persons to walk through the bus and tap an NFC check-in point. The check-in point is physically attached to the rear seat row of the bus, which means all three persons have view of every row of seats on the bus before certifying that the bus has no children left behind.



“The use of NFC technology is central to our offering and provides all parties with true peace of mind that no child has been left on a bus. This is especially the case when working with schools and children with special needs. We use NFC to identify the bus operator, chaperone and teachers involved in onboarding and offboarding the children and most critically we use it to be certain that no one is left behind. Three people must physically walk to the end of the bus and touch the NFC board, this process gives us the authority to let parents and schools know that no child has been left behind.”

Dean Langenberg, Director,
RollCall Safety Solutions

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Supporting end users through customisation

The open and customisable nature of the Samsung Tab Active 2 ensured that RollCall's custom-built software could operate independently and partner with other companies too. Most importantly, Samsung's open system makes using RollCall easier for the end user.

"Samsung devices have always been very tactile, Samsung are easy to work with and help us create the best solution for our customers rather than focusing on what might suit them. We needed a device that would be easy to read and interact with - and Samsung does justice to that."

Dean Langenberg, Director,
RollCall Safety Solutions



"The ease of function of the RollCall system and Samsung device has worked tremendously well, from device reliability to vivid graphics in the afternoon sun. The Tablet is also designed with durability in mind, meaning it can easily withstand the wear and tear of a school bus. Importantly, the solution is reliable and user friendly - this is taking into consideration that the majority of our staff in the bus industry are older Australians, who might not be super tech savvy."

Marc Turner, General Manager, Hayfield Bus Services

With many of Australia's school bus drivers' part of an ageing workforce, Samsung's open approach to device customisation means that all devices deployed as part of the RollCall solution have been developed to suit specific industry needs. For example, from vivid graphics, to simple device start-ups and minimal distractions, bus drivers can continue their focus on safely driving all while knowing the welfare and safety of students is accounted for.

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