

Case study: Samsung and Games LinQ's transport solution for a global sporting event.



Games LinQ - Powered by Samsung

Games LinQ is a dedicated Event Transport Management company owned by WCL Management Services Pty Ltd. With an extensive local and international network of transport professionals, Games LinQ has managed major sporting events in the past including the Sydney 2000 Olympic Games, 2010 World Road Cycling, 2015 Cricket World Cup and the Pan American and Para-Pan American Games.

The Challenge

Games LinQ was awarded the largest transport contract in Queensland history to provide shuttle buses and drivers for a global sporting event on the Gold Coast. Having developed an application software system to successfully manage all the people responsible for transporting athletes and officials to and from their events, track the location of every vehicle, manage issues as they arise (i.e. blocked access to an event) and guarantee each bus departs on time, what they needed now was a technology partner.

The biggest challenge was finding one big enough to logistically handle the vast number of buses required – approximately 800 – during the extensive 11 day sporting schedule.



The Solution

Samsung was chosen for their entire solution and consultancy offering, as well as the ease and simplicity of their devices. In fact, as little as 3-5 minutes was all the induction time most of the bus drivers needed to confidently use the devices.

These included: **J5 Prime smartphone**, **Galaxy Tab A 8" tablet**, **Galaxy Tab A 10" tablet**.

The J5 Prime handset allowed drivers daily access to their shifts. The Galaxy Tab A 8" tablet enabled the depot yard to check each vehicle's condition on a daily basis, including fuel consumption, emissions and vehicle performance. The Galaxy Tab A 10.1" tablet served as the primary in vehicle technology device complete with satellite navigation directing every driver from the start of their shift to the end.



Naturally, safety was of extreme importance. Samsung proved the safest choice as the Samsung Android platform allowed the Games LinQ application to geo fence each driver's route and trigger alarms if and when vehicles deviated off their set course. There was also a distress call option on each Galaxy Tab A10.1" tablet which opened an emergency communication channel direct to Games LinQ's operating centre.



The Knox Configure Advantage

Samsung Knox Configure remotely configured the large number of Samsung tablets on every bus and tailored them to run just the one Games LinQ application, allowing Games LinQ to have these purpose built tablets ready on time. Better yet, Samsung also provided free evaluation licences so they could trial and test the platform out, which they did successfully on 120 devices, before committing to a final decision.

Knox is a multi-layered platform which constantly verifies the integrity of each Samsung handset and tablet used through a chain of security checks, ensuring that data is locked away and stays in the cloud so no personal information from athletes, media or technical officials travelling on the buses can be leaked.

The Picture of Success

First and foremost, Games LinQ's priority is safety. The contracted major sporting event was on high security alert, and with over 800 buses operating in a very busy and congested area, the safety of the passengers and vehicles relied heavily on the quality of communication systems.

Another measurement of success was the technology standing up against an immense amount of obstacles including traffic, congestion and unexpected delays, delivering not just every bus on time, but every athlete and official to every event smoothly.

"Samsung delivered everything we needed and more without any issue on our part. From the moment we touched base they responded to everything. They have always been available and responsive."

Linda, Corporate Services Director Games LinQ

What's Next?

With the partnership between Games LinQ and Samsung a huge success, the plan is for this model to be seamlessly rolled out into other high profile events in the future.

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