

# Cincinnati Airport implements world's first EMM for wearables

## ➤ CUSTOMER

With its first commercial airline flight taking off in 1947, Cincinnati Airport (CVG) is the busiest airport in Kentucky and the greater Cincinnati area. Throughout its history, CVG has seen an ebb and flow of passenger traffic. It has also seen significant expansion and diversification on its list of passenger airlines, while also becoming the fastest-growing cargo airport in North America. Additionally, they have recently announced it will be the first hub for Amazon Prime Air. By 2020, CVG predicts it will serve 9 million passengers annually.

## ➤ SOLUTION

Samsung SDS EMM for Wearables: an enterprise mobility management solution partnered with Samsung Knox and Samsung wearable devices.

App Development Services: TaskWatch-based wearable workflow solution for facility management using Samsung smartwatches.

## CUSTOMER NEED:

### Airport traffic growth impacting maintenance operations

With an increase in flights from existing passenger airlines and the addition of new commercial airline brands, Cincinnati Airport's (CVG) traffic is rapidly increasing. "Translating to passenger volume, it means an estimated 5,000 more passengers," notes Brian Cobb, vice president of customer service at CVG. "We're anticipating an increase of 25 percent within a very short period of time, placing additional volume-based demands on our stellar staff."

Historically, housekeeping staff has worked on a cleaning routine based on the flight schedules - cleaning after landing and takeoff times. This approach to restroom maintenance worked well pre-recession, when 80 percent of CVG's airline passengers were connecting from one plane to another, making passenger flows relatively predictable. Today, however, 90 percent of CVG's traffic is from the local market and only 10 percent are connecting passengers. This has changed the dynamic and made it more difficult to predict and schedule around peak times for restroom usage.

"Airport cleanliness is a key driver to overall customer experience. If you see poor cleanliness conditions, immediately you formulate an opinion."

— Brian Cobb, Vice President of Customer Services

"We can pretty much tell you how many passengers will use particular restrooms on the secure side of the airport, where passengers are required to process through security with a boarding pass" says Cobb. "The variable is in the terminal building because it's a public use space open to all, and you don't need to have a ticket in order to enter the terminal or use the restroom."

To improve the situation, CVG turned to Samsung technology to help increase efficiency, match staff to peak restroom usage times and understand if staffing levels are appropriate for passenger flow.

Productivity optimization • Discreet communications • Data protection and policy setting • Better data and insights • Secure

“ It gives you a tremendous wealth of information that we didn’t have in the past. Our housekeepers are trained to always look for security implications and potential concerns, so imagine an environment where they can quietly alert authorities. ”

—Brian Cobb

## THIS UNIQUE OFFERING ALLOWS FOR:

- › Discreet communications for staff to interact with each other about potential security concerns
- › Minimized noisy, traditional radio communication to provide a quieter environment for travelers
- › Ability for housekeeping staff to adjust to changes in real-time
- › Productivity optimization and data analysis to understand where staff is needed
- › Better management and security, including the ability to deploy applications remotely, protect data through remote wiping, and set policies to optimize battery life

## THE SOLUTION:

Real-time passenger traffic alerts to help improve restroom cleanliness

To provide efficiency for the internal customer with innovative technology, Cobb and his team worked with Bharat Saini, CTO of Hipaax, to deploy a TaskWatch-based wearable workflow solution for facility management using Samsung smartwatches.

To ease IT management concerns, the smartwatches were equipped with [Samsung SDS EMM for Wearables](#). This solution allows IT to better manage and secure the devices with the ability to deploy applications rapidly through remote uploading. Additionally, Samsung SDS EMM for Wearables enables IT to protect data through remote wiping capabilities in the case that a device is lost or stolen and gives them the ability to set policies regarding what application end users can access to improve productivity and optimize the smartwatches’ battery life.

## THE RESULT:

An improved customer experience backed by data and insights

CVG discovered there were over 4,000 visits per day across the four restrooms involved in the pilot. They also discovered that, despite their assumption that the women’s departure terminal facility was the busiest, data showed that the men’s arrival terminal was actually the busiest. Finally, the ability to remotely manage the smartwatches and restrict device use to only Hipaax’s task management software, enabled IT to better manage and deploy the solution to housekeeping staff without impacting their own productivity.

The sky is the limit. From using smartwatches to create work orders, maintenance callouts or preventive maintenance, to elevating the airport experience, CVG managers are looking at a wealth of [future possibilities for wearables](#).

To learn more about Samsung SDS America’s mobile security solutions and services, head to [www.samsungsds.com](http://www.samsungsds.com) or email us at [bd.sdsa@samsung.com](mailto:bd.sdsa@samsung.com) today.