

Introduction of the new ŠKODA Karoq – World Dealer Conference in Spain

In the spring of 2018, Czech automobile manufacturer ŠKODA AUTO introduced the new Škoda Karoq model. With the introduction of new cars onto the market at the World Dealer Conference, test drives for importers and dealers were arranged in Spain, where it was possible to test the new cars on different terrains – from sea coast to high mountains. Samsung phones were a tremendous help to the event's success.

- installing the set of applications and arranging them on the main screen
- adding the roadbook link to the main screen
- setting up contact to the helpdesk
-

Thanks to Samsung Knox technology, System4u was able to significantly reduce the amount of time it took to set up 220 phones to just 2 days.



Such strict device settings are very time-consuming. Phones or tablets had already been used for car testing the previous year. However, at that time, it was not possible to automatically set up such requirements as easily as it was this time around. Therefore, the set-up took 5 days with a team of 8 administrators. Thanks to Samsung Knox technology, the amount of time it took for set-up this year was significantly reduced to just 2 days using a team of just 2 people from tech company System4u, who are well-known for implementing Samsung Knox technology in devices used in the work environment. All this was, of course, achieved with the support of specialists from ŠKODA AUTO subsidiary company, Digiteq Automotive.

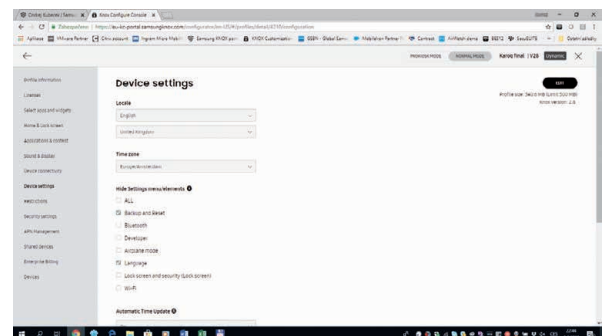
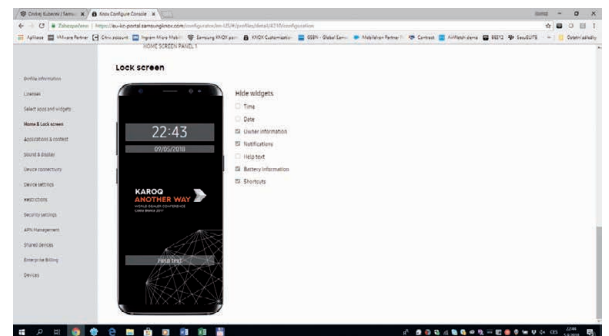
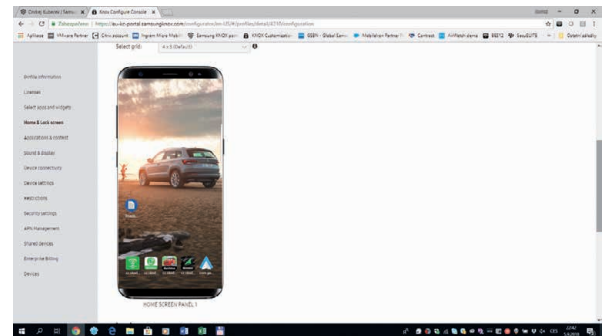
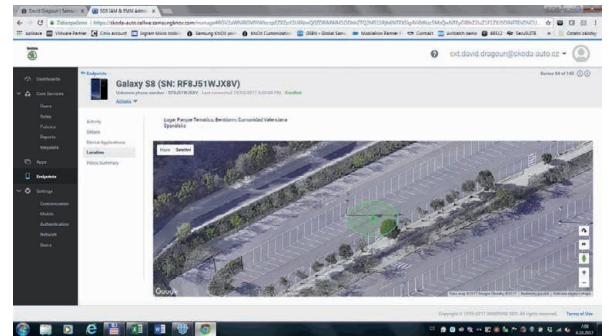


What were the main benefits of using Samsung Knox technology during this test cycle?

- the simplification and acceleration of the set-up process for a large number of phones
- the possibility for dynamic device change during testing
- the use of a roadbook on each device with a route plan
- the ability to immediately pinpoint each car's location
- the pre-installed applications on the device – ŠKODA Connect, etc.
- the ability to lock phone settings
- the 24/7 support provided by System4u

Although this test was mainly about the cars, it must be said that the event was also attractive thanks to the collaboration with Samsung and System4u. Drivers found everything they needed in the Samsung phone during their test drive without the need to leaf through stacks of paper. Everything they needed was right in front of them on one device, while organisers had the cars under control.

Additionally, it was possible to remotely change the phone's settings each day as per the needs of the organisers, which took a minimum amount of time thanks to the Samsung Knox technology.



Samsung Knox Configure

– for initial set-up of mobile devices, uniform screen design, profile creation, and certain restrictions and limitations.



Samsung Knox Manage

– for collective device management from one central console