

## **Case Study: Security and safety in Ecuador through a breakthrough SMS solution**

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### **The challenge**

In Ecuador, there are many abductions in taxis carried out by taxis run by "pirates". Several incidents involving passengers held up at gunpoint and abducted by a pirated taxi driver have been reported, often ending in fatalities. Recognizing this issue as a problem, taxi companies find the need to provide security to their customers.

### **Our approach**

Our team worked with several local taxi companies and proposed a push SMS based solution that would allow taxi companies to provide a safe and reliable method for their customers to get a taxi ride. One of the biggest challenges we faced when working in Ecuador was that there are no reliable short code service providers. As a result, our solution proposed the inclusion of a fail-safe and redundant GSM modem that would be responsible for handling the messaging to and from the service provider.

A potential client who hails a taxi cab, will text (with their cell phone) the Taxi's ID number to a designated number. These clients receive a text back with the full name of the driver, and model/make of the vehicle. This will be cross checked with the Taxi driver's ID (manually by customer) and this will verify that the cab is a safe and secure taxi cab to hire.

### **Our role**

Business analysis, information architecture, process redesign