



StayLinked Integrates Savanna Data to Give Customers Operational Insights

Enriched APIs Enable Innovation and Provide a Competitive Edge

StayLinked is a software product company, specializing in Terminal Emulation (TE) and data collection. In light of increased competition and innovations in TE, and to provide their customers with more value, StayLinked developed its proprietary StayLinked iQ® by leveraging device-level data from Zebra Savanna Data Services.

Challenge

Inadequate Data to Quantify How Devices Impact Productivity

SmartTE™ is StayLinked's core product which StayLinked customers have been running on Zebra devices for over 15 years. SmartTE is a comprehensive TE solution, but historically TE applications have not collected and analyzed sufficient data to quantify how devices are impacting productivity. This lack of data has limited customers' operational visibility and prevented workflow improvements. In other words, TE customers have not been able to optimize their environments because they can't measure them.

Additionally, the TE space has been evolving rapidly. After approximately 50 years of using generally the same technologies, many TE applications are migrating operating systems from Windows to Android, and upgrading to integrate new technologies such as automation, augmented reality and robotics to improve performance. To solve for both challenges, StayLinked developed their own proprietary application, StayLinked iQ, and further leveraged device-level data using APIs from Zebra's Savanna Data Services to enhance their application.

SUMMARY



Customer

StayLinked
Irvine, California, U.S.
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Industry

Terminal Emulation software applications

Challenge

Inadequate data to improve operations

Solution

Savanna data integration

Results

Quantifiable device data

Solution

Integrating Zebra APIs and Simplifying the Process

StayLinked was selected as one of only five global Zebra partners for Phase One of the Savanna Data Services Early Adopter Program.

“Zebra provided us with data to shine a light on some blackspots we have in our application,” said Padraig Regan, General Manager, StayLinked EMEA and Director of StayLinked Labs. “That was the seed for the project we worked on in the Early Adopter Program Phase One with Savanna Data Services.”

StayLinked’s partnership with Savanna Data Services began with in depth conversations about challenges, needs and vision. What data points can be aggregated from different types of edge devices? How can customers use the data? What level of detail can the data provide, and how can it be analyzed so that customers easily derive actionable insights to optimize operations, while helping them evolve their systems?

“The partnership was collaborative and forward thinking,” said Justin Griffith, CTO, StayLinked. “We were creating from scratch, with no models. It was heartening to see how much support we received from Savanna Data Services at a software integration level.”

StayLinked built their proprietary StayLinked iQ, and then worked closely with Zebra to enrich the solution using several Zebra APIs. The driving concept of StayLinked iQ is to give customers detailed visibility into their fundamental processes. The Savanna integration allowed StayLinked to add more details about devices and the customer environment, as well as capture all relevant data relating to customer operations.

StayLinked iQ, for example, integrated Zebra’s APIs to gather device application Service Set Identifiers (SSIDs), Unique Identification Numbers (UIDs) and signal strengths to determine their locations. Working with Zebra, they were also able to simplify and streamline API integrations.

“Zebra helped reduce our original implementation of Savanna Data Services down to two lines of code, one in and one out,” said Griffith. “As a solution provider that is a huge difference in investment.”

“It was a really good experience. We both learned a lot. We both moved our products forward, and in the end, we got additional value in our products.”

Padraig Regan,
General Manager,
StayLinked



Results

Quantifiable Device Data to Reveal Productivity Impacts

Before StayLinked iQ, customers were unable to get a comprehensive measure of their productivity. They were not able to gather data insights to diagnose problems, resulting in operational ambiguities and confusion. The vision for StayLinked iQ was to clear up that ambiguity and elevate its functionalities to become a data aggregator.

“We were already giving our customers information and painting a picture for them of their environment,” said Regan. “But integrating Savanna data allowed us to enrich the picture and provide more valuable information and insights.”

StayLinked iQ now captures not only detailed data on device performance, but also how device performance impacts customer productivity. Previously, it had been a challenge to quantify device problems such as battery and device damage issues, or how worker interfaces were affecting productivity. With the addition of data from the Zebra Savanna platform, StayLinked iQ is able to quantify the impact of those problems, and thereby give customers the insights needed to strategize improvements.

“Savanna provided us with more detailed device data, which we can combine with our data, to enrich our analysis of the customer situation,” said Regan. “Delivering this kind of visibility to the customer helps them understand what’s happening and avoids the confusion and frustration experienced earlier.”

What’s Next

StayLinked iQ Gives Actionable Data

Now that StayLinked iQ gives customers complete visibility and measurability of their environment, the data from Savanna will help give customers the intelligence necessary to make optimization decisions and generate substantial cost savings. StayLinked iQ transforms the data from “interesting fact” into a metric you can quantify and act on.

Because of improved device data aggregation and analysis, StayLinked iQ also differentiates StayLinked from TE competitors, and the Savanna integration allows StayLinked to deliver more value on Zebra devices and helps customers identify issues with devices, networks, applications and worker training.

“The collaboration was a really good experience,” said Regan. “We both learned a lot. We both moved our products forward. This collaboration has proven that, by working together, we can deliver more value to our customers and ensure we are delivering the best possible solution to them.”

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Justin Griffith, CTO,
StayLinked



Zebra Savanna Data Services

Savanna makes it easy to collect data from Zebra devices and sensors in real-time, then aggregates and analyzes that data to provide a more complete picture of your business.

Zebra Savanna Data Services offers cloud-based, unified APIs and developer tools to empower you to build secure, scalable digital services with ease and speed.

The enriched API layer of the platform enables you to innovate, design and quickly deploy custom applications that can transform current customer service models, giving you and your customers a competitive edge.

This solution aggregates and analyzes data from multiple edge devices, creating data-powered environments to provide real-time guidance and insights.

Encompassing building blocks such as IoT, artificial intelligence and machine learning, the platform powers new applications and solutions, allowing them to transform various data points into actionable insights.

Easy to use and integrate, these insights are accessible across a host of mobile devices already in the hands of your workers, partners and customers, thereby minimizing costs.

Accessible through our self-service developer portal, you can quickly leverage these APIs to build solutions for your customers.



For more information on Zebra Savanna Data Services,
visit <https://developer.zebra.com>



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