

MTN IVORY COAST AIO

CASE STUDY

INTRODUCTION

The regulatory environment in West Africa has experienced significant moves in the past few months with changes affecting the operation in several countries, namely in the Ivory Coast where these alterations led MTN to consider new devices that could register subscribers biometrics, manage SIM cards and provide airtime.

BioRugged took this challenge and looked at the best possible solution from a point of view of supplying an all-in-one terminal that could perform the three required functions and eventually replace existing laptop computers in service in MTN shops as well as rural agents.

Based on our why-who-what-where principle we have worked out a solution that would assist the customer in its endeavors.

BACKGROUND

Ivory Coast is one the strongest economies in West Africa with a highly competitive market namely in the mobile environment. In this particular field the regulatory entities have been very active in providing a working framework that allows,



amongst others, biometric registration of subscribers.

The mobile market in the Ivory Coast has shown a very good growth and MTN is the leading operator in the country with over eight million subscribers.

To maintain this leading position MTN as to present new solutions to the Ivorian market, solutions that allow fast and accurate subscriber registration as well as expedite selling of airtime and other services.

The technical specifications for these terminals were the following: good resolution camera for people's photos, FIPS 20 fingerprint scanner, NFC reader, OCR for documents reading and a complete connectivity suite. Additionally, full digital keyboard functionality and a rugged carrying case were part of the customer optional requests.

Apart these strict technical conditions, MTN has expressed that new devices should be supplied within a very short delivery period and with high quality specifications. The nature of this request for quotation has enhanced the difficulties BioRugged would have to surmount to fulfill its obligations.



WHY-WHO-WHAT-WHERE



The selection of a device for this application was bound by the specifications issued by MTN Ivory Coast, however BioRugged led their process Why-Who-What-Where to develop the suitable unit for this.

Why – At this stage we have analyzed the fundamental requirements for the device and defined its functional specifications to fulfill the features expected by the client.

Who will use the device? Office staff, field operators or public? How will the device be used and under which conditions? Answers to these questions are studied by BioRugged to meet the right interfaces.

What will the device be used for? Which type of applications will run on it to fulfill these goals? We wanted to understand these inputs to define core hardware requirements such as internal memory and CPU speed.

Where – At this point we needed to understand environmental conditions the terminal will have to endure. It will let us define the level of ruggedness, operating temperature and humidity levels.

SOLUTION

The solution found by BioRugged for this challenge was a combination of a with mobile hard wearing biometric device. The set is enclosed in a rugged case with the MTN logo printed on.

The main reasons behind this decision has been the specifications of the terminal itself: NFC reader, fingerprint scanner, OCR for document reader and card reader.

To take better photos of subscribers we have adopted a 8mp camera that provides clear pictures of larger documents.



All components of this set are branded with MTN colors and the rugged case displays a large MTN logo which turns it into a highly sought publicity vehicle.



Both quality and strict delivery terms were met and BioRugged could therefore completely satisfy another customer!