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DataBug

from Landel Telecom

Capture Commercial Data

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Data capture without computers since 1998

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Background

- Objective of DataBug is low cost and simple data capture from remote sites and transport of data to central systems

- DataBug is used across many industries to capture data of all sorts, including market research, customer information, etc

- DataBug is currently used across the US and Canada, as well as outside North America, in a wide variety of locations, including gas stations, grocery stores, theme parks, state fairs, assisted living facilities, sporting goods stores, movie theaters, fast food outlets, daycare centers, colleges and universities, tradeshows, and more.

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Advantages

- Low cost, low risk, high simplicity

- Accomplishes the task of data capture without need for IT support at remote sites --- NO on-site maintenance required

- Cannot be used for unintended purposes beyond the scope of its intended application – does not therefore introduce unintended vulnerability

- Secure – captured data can remain encrypted at all times

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Key Features

- Standard keyboard keys + special function keys make it easy for applicants to enter data and choose from selection lists

- Conditional branching and math functions enable applications with complex navigation and make it easy for applicants to step through the screens

- Can be remotely updated at any time

- Captured data is uploaded via standard phone lines, or optionally via local network connection

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Security

- Memory and processing resources are limited by design, in order to minimize costs, and to mitigate risks associated with data theft and re-tasking.

- All data collected is encrypted at time of capture, and remains encrypted throughout the uploading process.
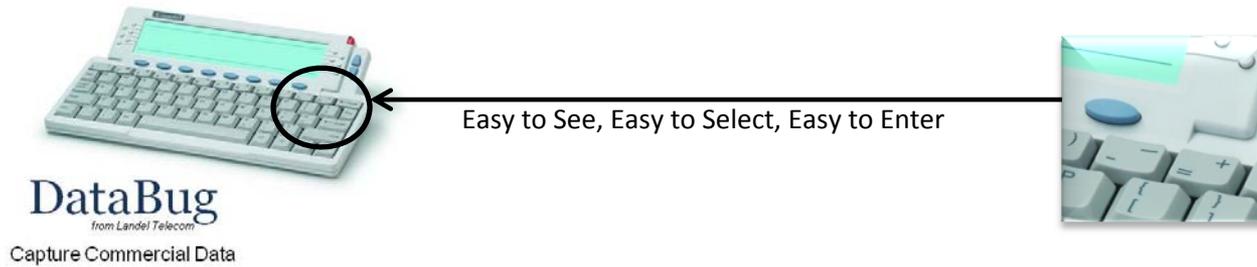
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Landel – Customer Data Integration Process

- DataBug captures and encrypts data at remote sites and uploads that data to secure Landel data servers

- Data decrypted only after arrival at Landel; and formatted into individual XML records

- Landel data servers aggregate the XML data records and make them available for retrieval by the customer over the web via simple and secure SSL; retrieval can be easily automated; if desired, secure retrieval can also be easily accomplished with tools as simple as a web browser and a spreadsheet by personnel with little or no IT training

- Retrieval of data can also be delivered, if preferred, as encrypted XML or CSV files pushed to the customer via FTP

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Landel – Customer Data Integration Process

Via phone
or Ethernet

Landel

Via SSL
(or FTP)

Customer

1. DataBugs capture and encrypt individual data records and transmit them to Landel

2. Landel decrypts individual data records, and aggregates them into batches in XML format

3. Customer executes simple SSL query to retrieve XML

4. Or as alternative delivery method, Landel encrypts and sends file via FTP

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<u>Timeline</u>

- DataBugs are customized to meet customer specific data capture needs through use of proprietary Landel software – a process generally requiring about two business weeks

- Landel maintains an inventory of DataBugs in-stock to ensure availability, but units equipped with ethernet ports require some leadtime -- depending upon production circumstances

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Low Cost

- Standard DataBug, US $145

- Optional Ethernet port or Li-Ion battery, US $65

- Data Service (networking, data transmission, system/script updates whenever required), US $10/unit/month

- One-time setup cost for initial customization, waived if data capture project includes more than 50 units; $1,000

- Future customer-specific updates: Free of charge

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Customer Information Case Study

Sometimes it's necessary to capture data from many customers at once, and use of your kiosk goes from very heavy when the crowd comes to nonexistent when the crowd goes. In cases such as those, one expensive kiosk results in a long queue, customers don't wait, and opportunity is lost. A better solution is a series of low-cost data capture kiosks that can efficiently spread the load, without breaking the bank. DataBug can help when you have to get customer information in a hurry from an impatient crowd…

Note about this event in particular:
The Sky Sox were capturing market research information from fans, including which nights they preferred to attend games, feedback on concessions, and More -- along with an entry into a fan sweepstakes.

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Health Care Case Study

QuietCare captures data at homes and assisted living facilities and transports that data to central systems for analysis, and it must do so at low cost, reliably, and without any action whatsoever from seniors or facility staff. DataBug, slightly modified to remove the screen and keyboard because QuietCare doesn't require any human input, is the solution...

GE Healthcare

QuietCare®

The QuietCare system transforms eldercare with advanced motion sensor technology that learns the daily living patterns of senior community residents and sends alerts when certain out-of-the-ordinary events occur. The system provides care staff with information that facilitates the delivery of personalized care to help improve response times and identify potential problems before they become emergencies.

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HR Case Study:

Customer experiences clearly demonstrate that automated HR solutions bring improvements to employee selection, turnover, and other key personnel activities and metrics.
Beyond the overall benefits of the HR Solution…

How does the use of self-serve kiosks directly benefit HR applicant flow?

Cycle time improvement

Average time to hire:
without automated talent acquisition solution: 52 days
with automated talent acquisition solution: 24 days
percent savings: Over 50%

Cost reduction

Business process cost estimate -- process job application:
manual: $11.55
with self service solution: $ 6.09
percent savings: Almost 50%

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HR Case Study:

DataBug reduces implementation costs for an HR kiosk by using the simplest tool that can perform the needed task

Cost of using computer-based kiosks is **high**

Typical interactive kiosk with a resistive touch screen	
LCD monitor, standard enclosure, printer, software	**$3,500 to $8,000 per kiosk**
Customized software fees (initial)	**$3,500 to $20,000,**
Customized software fees (license)	**$150 to $500 per kiosk**
Installation, assembly, setup	**$250 to $500 per kiosk**
Shipping	**$100 to $300 per kiosk**
Networking expense	**$ Extra**

Source: BuyerZone Interactive Kiosks Buyer's Guide, September 2008

Cost of using DataBug kiosks is **low**

DataBug kiosk	**$145 (standard)**
Initial customization (initial)	**$1,000 (can be waived)**
Monthly data service	**$10 per kiosk**
Installation, assembly, setup	**minimal**
Shipping	**minimal**

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Less Can Be More:

**Security concerns rise when a self-serve implementation includes a kiosk
that is more powerful than what is needed to perform the desired task**

- "An HR kiosk brings with it significant benefits, including increased efficiency and cost savings,
  but making sure it is secure is paramount."

- "As the popularity of HR kiosks rise, so too do concerns about identity and credit-card theft as well as a
  multitude of other security concerns. In 2006, 45 million customer records, filled with personal information,
  were left vulnerable due to a breach at TJX (parent company of TJ Maxx and Marshall's) — a breach reported
  to have originated at in-store job application kiosks. If the kiosk leaves private employee information
  vulnerable, thieves could attack the system and wreak havoc. All it takes is one or two incidents of
  confidential information being mishandled and word will quickly spread around the enterprise and HR kiosk
  use will suffer."

  Source: 2009 NetWorld Alliance LLC / Kiosk Marketplace; Human Resource Kiosks
  KIOSK NEWS, TRENDS & COMMENTARY

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Less Can Be More:

Common steps taken (and costs incurred) to *remove or limit c*apabilities from PC-based kiosks include:

- Privacy screens and panels:
  Privacy panels are vision barriers that obscure displayed information on-screen when viewed at indirect angles. Security panels are placed on either side of the screen to further ensure privacy. These are required to ensure private information is not easily viewed on the large touch screen monitor by simply looking over an applicant's shoulder. **The DataBug solution is easier and cheaper: don't use a big touch screen if the job application task doesn't require one.** DataBug uses a small, private screen, which is more personal and difficult to view by anyone other than the applicant. *Less can be more. It makes little sense to spend more money in order to get a big touch screen that isn't needed, only to then have to spend additional money to ensure that on-lookers cannot use the big screen to view private information.*

- Virtual Keyboards/Filters:
  Kiosks often have expensive touch screen monitors for the sole purpose of enabling the use of virtual keyboards. The objective of the virtual (on-screen) keyboard is to provide a keyboard without specialty keys that can sometimes be used to gain access into unwanted areas. For the same reason, kiosks can also employ Keyboard Filtering, special software designed to disable specialty keys or prevent certain key combinations. **The DataBug solution is easier and cheaper: use a real keyboard that doesn't have unwanted keys.** Keys like F9 and ESC do not appear on the DataBug keyboard -- it only has the keys it needs. Simpler solutions are usually better solutions -- it is more effective to start with a simpler keyboard that has just the keys needed for the job. *Less can be more. It makes little sense to spend more money for a touch screen just to achieve a reduced functionality keyboard, or to spend more money for special software to prevent the use of keys that shouldn't even be there.*

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Less Can Be More:

Common steps taken (and costs incurred) to remove or limit capabilities from PC-based kiosks include:

● Security software:
    Kiosks often have security software that disables a user's ability to open new windows or menus; and disables access to the operating system and the ability to escape the application program. The objective is to ensure that the kiosk can only be used for the purpose intended. **The DataBug solution is easier and cheaper: don't even enable the kiosk to do anything other than what is intended.** DataBug has no common operating system that can be maliciously leveraged, its memory, processing and other resources are too limited to execute foreign (possibly malicious) code, there are no menu systems, there are no other applications beyond the employment application task at hand. *Less can be more. It makes little sense to spend more money to install a kiosk that is more powerful than needed, only to spend even more money trying to limit that power.*

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Less Can Be More:

Common steps taken (and costs incurred) to r*emove or limit c*apabilities from PC-based kiosks include:

- Browser Lockdown/domain blocking:
  Allows kiosk managers to enable access to whatever browser-based applications they wish, while preventing users from ever reaching the Internet at large, local or external operating systems, local or external files, desktop, browser menu, or systems settings; prevents overwriting or downloading files.
  The DataBug solution is easier and cheaper: it doesn't use a browser, doesn't enable access directly to the Internet or to an Intranet. DataBug captures and transmits data via direct connect or Internet, but it cannot broadly access the Internet, has no browser, and has NO direct connection to any customer systems and therefore cannot be used as an entry point into them. Risk management is not part of the direct business case, but it should be. Ask TJ Maxx. Does such a thing as a "a security-hardened Microsoft IE browser" really exist? *Less can be more. It makes little sense to spend more money to install a kiosk that is too powerful, only to spend more money to limit the risk it causes.*

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Kiosks for automation and self-service within the HR arena make sense. If your implementation truly requires a complex, expensive, touch screen enabled, PC-based kiosk, then use one.

**On the other hand, if PC-based kiosks are not required,
then there is a better solution – a simpler and cheaper solution.**

- If an expensive system is not cost-justifiable in some locations, then use a DataBug. Kiosk deployments often use a mix of PC-based kiosks in locations where PC-based kiosks make sense, and DataBug kiosks in places where DataBugs make sense – *fit the tool to the job and the venue*.

- If all you really need is effective and efficient data capture to automate application flow, without the added cost of PC-based kiosks, and without the added support costs and vulnerabilities associated with PC-based kiosks, then all you really need is a DataBug. *DataBug doesn't present unwanted vulnerabilities, and requires little or no maintenance or hands-on IT support.*

Contact Landel for more information.

Or send inquiries to sales@landel.com