Improving Enterprise Communications with Location Awareness and Attribute Search

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Today’s Agenda

• Location awareness
• Usher Professional capabilities
• Directory integration
• Critical Capabilities: Communication & Collaboration
• Scenarios
• Data privacy
Location Awareness

Location has been leveraged in mobility for a long time

• FourSquare
• Pokemon Go
• NPS National Mall
• Toodledo, Reminders
• Digital Cameras
• GPS Systems, Waze
• Facebook Check-in
Location Awareness for the Enterprise
Increase productivity and collaboration

Healthcare
• Nearby doctors, nurses, family members

Hospitality
• Who is a VIP?

Retail
• Who is a loyalty member?

Supply chain management
• Where are my trucks?
What Usher Provides
Usher® mobile identity, security, and communications

Identity
• Enables authentication of identity anywhere, anytime
• Strongly binds to mobile devices, user actions and behavior
• Enables entire communities to be built around authenticated identity
• Can stand alone or extend and augment existing directories and systems

Security
• Addresses common security use cases and situations
• Safely delivers multiple configurable methods and modalities
• Delivers command and control options enforced at the endpoint
• Provides secure 2-way messaging for safety, compliance and support

Telemetry
• Generates contextual information real-time for each person
• Never loses data or misses opportunities for generating data
• Streamlines business operations including enabling digitized physical infrastructures
• Enables predicative decision-making and actions for each person
Integration with Directory Services

MicroStrategy synchronizes to directory services as an authoritative source for person-records and attributes.

• Uses light-weight, self-service Usher agents to communicate with user repositories
• Supports the enforcement of directory provisioning for authorization (privileges, entitlements and restrictions)
• Pre-built directory integrations; compatible with the OpenLDAP standard
MicroStrategy allows managers to identify, coordinate, and communicate with other users.

• Usher allows managers to locate and communicate with employees in just a few clicks

• Increased visibility enables management and decisions to be more timely, informed, and collaborative

• Full-duplex communication channels over a single TCP connection allowing messages to flow in both directions in real-time

• Alleviates the headache of receiving and disseminating critical, last-minute information in an effective manner
Critical Capability: Communication and Collaboration
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Enterprise Communications & Productivity
Usher Professional enables convenient communications for better productivity
Search Directory Attributes

Improve search by leveraging directory attributes
Scenarios
Workforce Optimization
See workers, group, and communicate on demand
Scenario: Efficient and Coordinated Emergency Response
The confluence of functionality and regulations

Challenge

• US city wants to enable first responders across various agencies to verify each other’s identity and coordinate

• People managing emergency response can’t communicate with a team that straddles agencies

Solution

• Issue an Usher badge to all first responders including agency and special qualifications

• Dispatch appropriate responders using Usher tablet app

• Monitor cross-agency team and send ‘health checks’ to all members

Compliance

• Precise, continuous location data collection

• Prompt for consent during badge install

• Host privacy notice on a webpage
Scenario: Enhanced Delivery Management
The confluence of functionality and regulations

Challenge

- Food delivery service deals with restaurant circumstances that cause delays
- Service wants to allow customers to see location of order
- Reduce labor costs from handling customer inquiries

Solution

- Use Usher SDK to provide badges to customers and drivers
- Custom dashboard for customers to see real-time order location
- Driver scans customer barcode to confirm delivery

Compliance

- Write different privacy notices for customers and drivers
- Write FAQs on data usage for both groups
- Delete data after useful life
Usher and Data Privacy
Features that facilitate compliance with data privacy laws

• In-app privacy notices
• Tailored collection of location data
• Control data retention
• Pseudonymize data
• Build custom reports
• Control access to Usher Data
• MicroStrategy’s Privacy Shield certification
# Usher Privacy Controls

## Network-level controls

- **Tailor deployment to protect user privacy**
- **Goals**
  - If a customer doesn’t need a function that depends on specific personal information, allow the customer to limit or block collection of this data
  - Get feedback on initial approach!
- **Usher Privacy screen controls:**
  - Transaction location information
  - Information feed to Analytics
- **Active Directory controls:**
  - Information imported from AD is controlled by not importing, e.g., don’t import phone number
- **Specific Usher Functions Control:**
  - Information collected due to enabling Usher functions is controlled by not enabling, e.g., don’t require phone number

## Usher Privacy Configuration

<table>
<thead>
<tr>
<th>Data Collected</th>
<th>Collect and Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location - Lat/Long</td>
<td><img src="image1.png" alt="Image" /></td>
</tr>
<tr>
<td>Location - Bluetooth</td>
<td><img src="image2.png" alt="Image" /></td>
</tr>
<tr>
<td>Location - Region</td>
<td><img src="image3.png" alt="Image" /></td>
</tr>
</tbody>
</table>

**DATABASE / INFO LOGS**
The following Data Types may be collected by Usher and, as such, may be configured below. Additional information may be imported into Usher, such as through Active Directory import or manual CSV import, but is not collected by Usher during day-to-day operation. If such information includes private data that is not desired for Usher, we ask that you refrain from importing such data. Privacy control of such information is controlled by the act of importing this data.

**Usher Analytics LOGS**

- **Action Log**
  - ![Image](image4.png)
- **Kafka Log**
  - ![Image](image5.png)
Thank You!

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