



truMe

Global Identity and Access Management System

truMe for Exhibition Centres



Present Challenges


Organizers

- Complexity of access management – multiple categories of visitors, gates & admission rights; diversity of access control in terms of people, places and events
 - No visibility on visitors' movement inside the premises – no tracking, no analytics, which means loss of opportunity to create a possible revenue stream
 - Problem of reconciliation of cash collection with the number and type of passes issued
 - No robust and automated Emergency Response System
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Exhibitors

- Complexity of visitors management at the pavilion/ stall
 - Poor lead generation, poor record keeping, manual punching of details
 - No business intelligence available for making sense of the data on visits during the exhibitions
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Visitors

- Inefficient, Inconvenient, time-consuming access management
 - Unpleasant Entry Experience – Visitors feel hassled
 - No checking of authenticity of visitors, only of passes
 - Confusion – Friction – Paperwork
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The truMe Platform

Installation

- truMe app is installed in the cell phones of guards/ personnel at entry to each exclusive event
 - truMe codes in the access rules as framed by the organizers
 - In the email/ text message sent to a visitor after her registration, a truMe generated QR code is attached.
 - QR code passes for the visitors/ attendees/ speakers can also be generated on the spot on truMe platform on the basis of details put in
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Operation

- Guards at entry gate scan the QR code passes the visitors are carrying on their phone. The scan triggers multiple actions at the backend – The identity & access details of the visitors come on record; an entry pass can get printed to be placed in a lanyard; if there is a door, it automatically opens for the authorized visitor.
- Exhibitors scan the pass issued to each visitor as she lands at his stall, through truMe app installed on exhibitor's cell phone
- At the end of the day, the truMe platform can send a curated mail to visitors of exhibitor's choice
- Organizers run data analytics on the entire visitors data collected – stalls visited, frequency of visits, kind of stalls visited etc.
- Post event, organizers can share with the exhibitors the data analytics related to visits for a price

truMe Interface at Work ...

Registration



on truMe App



At Reception

A tablet displaying a self-registration form with two input fields. The first field is labeled 'Name:' and the second is labeled 'Phone No.:'. Both fields have orange lines indicating where to enter text.

At Self-registration Tab

Access

QR Code
on
Tablet



truMe Scanner
on guard's/
Exhibitor's phone



The truMe Advantage


Access Control

- Controlled & secure access on the basis of pre-decided access rights
 - Tamper proof QR code passes based on personal identity
 - Complete real time visibility on a visitor from entry to exit
 - Visitor can access only the authorized gate/ pavilion/ event
 - Access of unwanted elements can be blocked
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Value Addition

- Organizers can keep tab on the value derived by each exhibitor
 - Organizers can also offer value addition to the exhibitors by sharing relevant data with them for a price
 - Organizers have power of data analytics at their command that can be put to various uses, e.g. to attract bigger & better exhibitors etc.
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Efficiency


- Visitors don't have to queue up at the venue as registration on the spot is very quick with truMe
 - Option of cash collection being reconciled on the go with the passes issued also available – prepaid and pay-as-you-go options
 - An Emergency Response System issues real time alerts to the cell phones of all those present inside the premises on need basis
 - No queues – No paperwork – No wait time – No friction
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truMe : Robust, Secure, Versatile

Security Features

- AES 256 bit encryption and data on cloud behind a firewall
 - End to end encryption ensures that data between truMe app, AGCs and server always travels in encrypted form and can be read only by the truMe application
 - truMe identity and doc, if any on user's phone are also encrypted and cannot be transferred to any other application/ device
 - truMe identity and the supporting doc, if any on truMe platform are stored on separate servers on the cloud
 - The data remains with the organisers; Mobico has no access to it
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Versatility

- Entire manual process automated, resulting in better compliance of authorization levels; convenience for the visitors
 - Complete flexibility to devise access rules, including varying levels of access
 - Access rules can be changed by the organisers with zero TAT
 - Real time visibility on visitor movement & throughput, enabling quick and informed decision making
 - Emergency Response System could address various real-time communication needs
 - Real-time availability of the visitors' data for business analytics
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truMe: Rock-solid Privacy Protection

Limited Personal Data

- Unlike many applications, truMe neither has, nor asks for access to various data points on user's phone
- truMe does not track or record user's access history. User's access details are available only to the organisers at their location server
- truMe identity consists of user's name, phone number, photograph and email ID; Each of these identity attributes are already in public domain
- truMe identity and the supporting doc/s, if any are stored on different servers on the cloud, fully protected by a firewall
- truMe identity and doc/s, if any on user's phone are also encrypted and cannot be transferred to any other application/ device

truMe Identity

- truMe flags a user's organization based identity as specific to only that organization and does not recognize it for access to any other organization unless the user specifically allows that
- truMe treats a particular identity as global only when the user specifically opts to create one to access multiple establishments
- If an organization is using truMe to deal with its customers, all such identities are deleted automatically after the relevant event
- Mobico is open to and encourages third party audit of truMe servers/ platform

The People

The Team

- Pramod N Uniyal – Background in internal security, 23 years of experience of creating and leading organizations, IIMA alumnus
 - Babu Dayal - Serial entrepreneur, 24 years of experience in technology space in US, Japan & India
 - Lalit Mehta – Serial entrepreneur, 23 years of experience in technology and finance, IIMA alumnus
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The Company

Mobico Comodo Pvt. Ltd. is a technology product company. We are an ISO 27001:2013 and ISO 9001:2015 certified company. **Mobico owns the patent on truMe platform** under section 11 A (3) of the Patents (Amendment) Act 2005. Mobico's truMe platform is already under deployment with customers like Kotak Mahindra Bank, Bharti, XL Labs, Decimal Tech, Advant Navis etc.

Thank You