BlueFletch | Enterprise Launcher

BlueFletch Enterprise Launcher is a secure homescreen replacement that improves the security and login experience of rugged Android devices.

Launcher is a feature of BlueFletch Enterprise, an all-in-one software platform designed to provide advanced enterprise-grade security for employee Android devices.

Use cases where clients have utilized the BlueFletchLauncher to improve the login process and strengthen device security.

RETAIL & HOSPITALITY

A large home improvement retailer was experiencing high amounts of device loss. They used the BlueFletch Launcher to track and manage devices to see which devices were currently in use and who was the last known user.

✓ Increased **device accountability** and **reduced device loss**

MANUFACTURING

A manufacturer was having issues with alternate lockdown launchers, resulting in excessive support calls. They used the BlueFletch Launcher to tie into existing AD to lockdown devices across plants and warehouses.

✓ **Improved lockdown** and reduced support calls

TRANSPORTATION & LOGISTICS

An auto parts distribution company needed to add a PTT app their existing applications, but without users having to login twice. They used BlueFletch Launcher to authenticate the PTT app with Okta and 3rd-party apps, to provide one sign-on solution for users.

✓ **Increased line of sight and efficiency** for dispatchers &

What Android OS and Devices does Launcher Support?

Launcher currently supports current Android models from Datalogic, Zebra, Honeywell, Motorola, and Samsung.
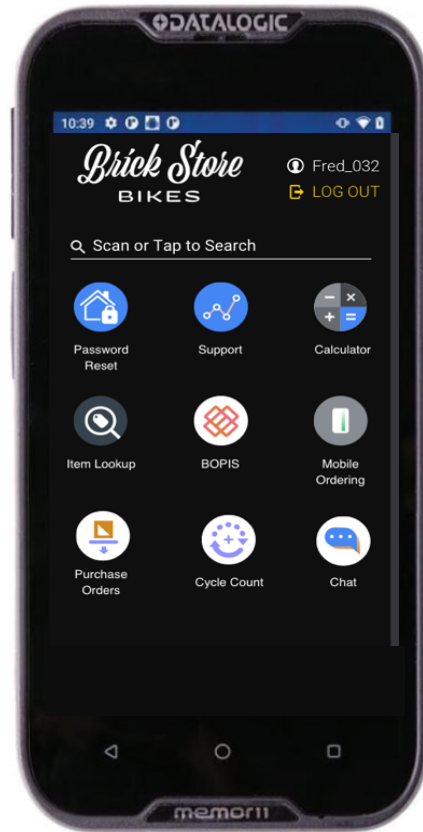
Common Challenges the BlueFletch Launcher Solves

Single sign-on solves login inefficiencies

- Authenticate users using standard APIs
- Ties into standard Identity Providers (IdP) including Okta, Ping, ADFS, OIDC, etc.
- One secure login, access all your web, mobile, legacy, and 3rd party apps including TE
- Show/hide apps when a user logs in based on their directory group or role- based permissions

Robust security solves data breach vulnerabilities

- Restrict apps by user access level and enable "Open Zone" when user isn't logged in to keep data safe
- Configure smart logout rules such as logout on cradle, inactivity timeouts, no detected motion
- Clear running apps, destroy session data, and remove cookies upon timeout

Support tooling solves redundant helpdesk costs

- Capture 60+ device-specific data points such as network, battery, storage, and app- usage in near real-time
- Use Check-In/Check-Out event data to view current or most recent device user to create accountability
- Locate and reduce device loss with network access point data and built-in configurations that dispatch audible alerts when devices reach low battery

Top reasons people choose the BlueFletch Launcher

Support for all major Identity Providers (IdP)
Seamless integration with existing IdP backends (Okta, OIDA, PING, ADFS, etc).

Granular device and user-level security controls
Integrated tooling gives admins the visibility and control for managing devices and keeping data secure.

Custom login flow tailored to business requirements
When a user logs in, only display apps that reflect the their directory group or role-based permission level.

Secure single sign-on across a variety of apps
Login once and maintain SSO for all web, mobile, legacy, and third-party apps including Terminal Emulation or Push-to-Talk apps.

Reliable and robust Android Enterprise EMM solution
Leverage Android Management APIs and Google's cloud infrastructure to configure, secure, and centrally manage rugged Android fleets

Security/Login Features

Security/Login Features	BlueFletch	Workspace ONE Launcher	Imprivata	ZEBRA Enterprise Home Screen	SOTI MOBICONTROL LAUNCHER	Honeywell Launcher
Kiosk Lockdown of Device	✓	✓	✓	✓	✓	✓
Google Android Enterprise Support	✓	✓			✓	
Smart Logout for Cradling	✓					
Logout Timer Per Role	✓	✓	✓			
Quick (<8 second) Login	✓		✓			
SSO SDK for Custom Apps	✓	✓				
SSO for Web Apps	✓	✓	✓			
SSO for Ivanti	✓					
Check-In/Check-Out Logging	✓	✓	✓			
NFC/Face/Finger/PIN Re-Auth	✓		✓			
Support Major Identity Providers	✓	✓				

CLIENT FEEDBACK

"BlueFletch produced functionally **superior deliverables** that experience **minimal errors across thousands of devices.** The team was prompt and organized, supporting minimal oversight and streamlined collaboration. They offer **industry expertise,** which enables the team to execute on a myriad of projects."

-SOFTWARE DEVELOPMENT MANAGER | NATIONAL SPORTS RETAILER

"Leadership down to **retail employees** feel the **devices are friendlier** and much **easier to use,** which is a testament to **adoption rate** as we phase out legacy hardware."

-SOLUTIONS ARCHITECT | LARGE REGIONAL GROCERY CHAIN

BlueFletch