

CASE STUDY



Company

- Brookes Chauffeur Services Ltd., a London, UK-based chauffeuring service for high-end clientele
- www.brookeschauffeur.co.uk

Industry

- Transportation

Challenges

- Simplify vehicle location-monitoring
- Ensure driver activities are consistent with the company's high standards
- Provide additional value and safety to customers

Solution

- @Road GeoManager iLM

Results

- Highly accurate vehicle location-monitoring
- 50% improvement in dispatch efficiency
- 35% less time on the phone trying to chart drivers' whereabouts
- Maximized earning potential
- Ongoing confirmation that drivers are meeting company standards

Brookes Chauffeuring Maximizes Earning Potential and Efficiency with Location Monitoring Tools from @Road

When London, UK-based Brookes Chauffeur Services, Ltd. decided to look for a solution that would help monitor the locations and activities of its fleet, it didn't take long for the company to decide on @Road[®] GeoManager_{SM}, an industry-leading Mobile Resource Management solution.

"Because we carry very high-profile customers, it's important for us to have real-time monitoring of our vehicles," Simon Hill, operations manager for Brookes Chauffeuring, said. "When comparing solutions, we saw that @Road offered everything we were looking for at a competitive price."

Brookes Chauffeuring provides its high-end clientele with specialized, bespoke executive travel by car, helicopter or jet, and also includes a discreet personal protection service. Some customers call per individual chauffeuring need, while others operate on contract for ongoing service.

Brookes Chauffeuring uses GeoManager to gain visibility into the locations and routes of its vehicles, the timing of customer

pickups, driver work hours, and driver activities like speeding and vehicle use on off-hours or weekends.

"As a company, we're only as good as our drivers," Simon said. "And since our customers have very high expectations, it's important for us to have @Road to confirm that our drivers are operating with the highest levels of safety, integrity and efficiency."

In order to maintain personalized service, Simon Hill and Managing Director Craig Waters operate as a single point of contact for customers. Prior to installing @Road, they would phone drivers at multiple points during the day to find out the status of their schedules and locations—a process that was far less efficient and accurate than the current @Road system.

"I never thought I could have instant access to where our drivers are at any given time," Simon said. "But now when I'm on the phone with a client, I can see exactly where my vehicles are and determine which resource to use to meet that client's immediate need."

"The whole system is working beautifully with the way we operate. It's doing exactly what we wanted. GeoManager is a brilliant tool."

- Simon Hill, operations manager for Brookes Chauffeuring

CASE STUDY

continued

"Using @Road, I probably spend 35 percent less time on the phone and I'm about 50 percent more efficient because I can make faster decisions," Simon said.

@Road enables Brookes' managers to view real-time locations of their fleet through the GeoManager application, which they can access from any computer with Internet access. Vehicle-installed @Road iLM (Internet Location Manager™) devices use GPS and high-speed wireless technology to deliver this location information to the GeoManager system.

In addition to mapping location information, GeoManager provides reports on vehicle stops, speed, idling time, off-hours use and more. Using GeoManager Exception Reports, Simon receives instant notifications on his BlackBerry when one of Brookes' vehicles is approaching a customer location that he has identified as a Landmark.

"The instant notifications confirm my thoughts of where a driver should be when," Simon said. "It offers peace of mind and allows me to ensure that maximum earning potential is met."

Simon plans to try out the Wi-Fi access option included with the @Road iLMs that are installed in Brookes' vehicles, noting that offering wireless Internet access to customers could provide an additional source of revenue or serve as a bonus feature for their contract cars.

Simon added that the @Road system is working smoothly and calls @Road customer service "excellent."

"The whole system is working beautifully with the way we operate. It's doing exactly what we wanted," he said. "GeoManager is a brilliant tool. Really, truly, it is the best tool I could imagine."

With the visible gains in efficiency and the advanced technology features offered by the @Road solution, Simon expects GeoManager to be a permanent part of the business.

"GeoManager is probably the best and most cost-effective system I've seen. It does what it says and more," he said. "With its technological advancements, it's a future-safe product. It'll be a permanent fixture of our business, as far as I'm concerned."

@Road GeoManager is the flagship Field Force Management (FFM) solution offered by @Road. Other @Road FFM solutions include the mid-level @Road Pathway and the entry-level @Road Portico. GeoManager is also available in a hand-held version, @Road GeoManager PE_{SM} (Pocket Edition™), which uses a GPS-enabled mobile phone.

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- Simon Hill, operations manager for Brookes Chauffeur

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About @Road

@Road, Inc., a Trimble company, is a leading global provider of solutions designed to automate the management of mobile resources and to optimize the service delivery process for customers across a variety of industries. @Road delivers Mobile Resource Management (MRM) solutions in three key areas: Field Force Management, Field Service Management and Field Asset Management.

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