

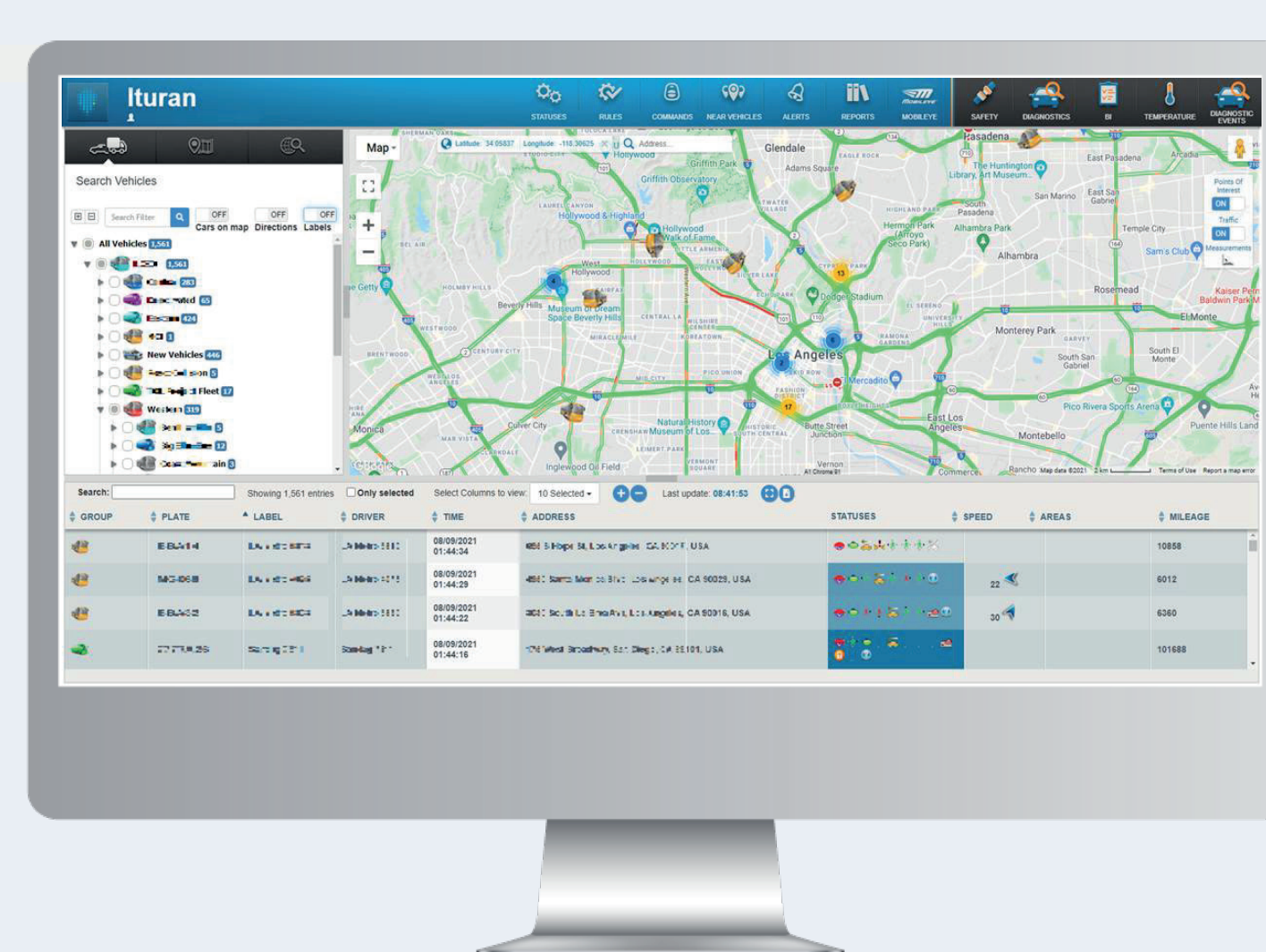
Running a transportation company efficiently and safely



Industry **Transportation Services** |

Location **Israel** | Fleet size: **450+**

Psagot Easy Bus is a large Israeli transportation company that offers private/public transport services to a variety of customers across the country. The company operates a fleet of hundreds of transport vehicles of all sizes - buses, accessible buses, minibuses, and transits which are rented out for transportation, tourism, recreation and education.



The Challenge

Efficient fleet management to promote driver and passenger safety and to ensure effective operation of fleet vehicles at all times

The company was seeking an effective fleet management solution to help track their fleet online, 24/7, ensure the safety of drivers and passengers, as well as to make sure that schedules and routes were upheld, in order to run the business more efficiently. In addition, the company requested that the solution should integrate easily with third-party applications already in use, such as driver scheduling and route planning.

Ituran's challenge:

The system key features included:

- Provide an effective fleet management solution enabling online vehicle tracking, 24/7, across the entire country, including vehicle status reporting
- Monitor driver behavior to ensure safe driving – especially important as the company's main business is transporting people and often young children
- Receive and analyze data from the vehicles at all times - to monitor vehicle location, status and fuel consumption in real time as well as to analyze the data at a later date.
- Identify drivers
- Driver efficiency tracking – to establish whether the drivers are staying on schedule and on their pre-defined routes
- Support integration with third party applications such as scheduling, route planning etc. to ensure optimal efficiency

Our Solution

A combination between Ituran's Fleet Tracking and Management solutions and our Driver Behavior and Safety modules, as well as full integration with built-in vehicle mechanisms and third-party applications. This integrated system facilitates effective, real-time fleet management with increased safety for drivers and passengers, along with support for strategic business planning based on analysis of measurable data collected from the vehicles.

Ituran's integrated solution included the following systems, installed on all company vehicles:



Starlink Tracker telematics safety device with the following components:

- **GPS & modem** – provides the exact location of each vehicle in real time
- **G-force sensor** – installed on the dashboard and monitors real-time data collected from the vehicle:
 - Driving-related information including sudden braking and acceleration, sharp turns, high-speed driving over speed bumps, erratic overtaking, speeding and more. When such erratic driver behavior is detected, alerts are sent to pre-defined contact persons.
 - Engine information.
 - When an accident occurs, data collected before, during and after provides evidence on what really happened.



Vehicle Health Diagnostics System– comprehensive reporting on the health and condition of vehicles in real time: mileage, fuel consumption, operation of warning indicator lights and so forth, derived from a combination of data collected from the vehicle's CANBUS and from Ituran's sensors installed in the vehicle.



Driver ID – driver identification module that requires each driver to login with a PIN prior to ignition. When the drivers are identified, besides real-time updates on the location of each driver, measurable data can be collected on the driver for further analyses, driving improved business decision-making.



Web service – enables full integration with third-party applications such as driver scheduling, route planning, etc. optimizing fleet management.

Results

1. Enhanced SAFETY for drivers and passengers: fewer accidents involving fleet vehicles, less injuries to drivers and passengers. Improved training to driver following analyses of accidents that did occur

2. Improved EFFICIENCY in scheduling and routing management for all fleet drivers and vehicles:

- Less idle times for drivers and vehicles
- Significant savings in fuel and maintenance costs as a result of improved vehicle health
- Less funds allocated to the purchase of new vehicles due to extended vehicle life-cycles.
- Easier management of vehicle distribution, routing and drivers

3. Increased PRODUCTIVITY through seamless integration with existing applications:

Ituran's systems integrated with third-party applications already in use by the company, such as driver schedule management, vehicle allocation, etc.

4. COMPETITIVE ADVANTAGE in the Israeli transportation market due to more efficient management with a higher safety standard.