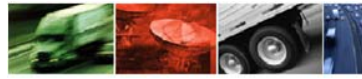




In Print

from
Concepts-Online



Web based Vehicle Tracking & Mobile Data Solutions

Welcome to the inaugural issue of **Concepts-In Print**, the vehicle tracking newsletter from **Concepts-Online**, designed to keep you up-to-date with all the upgrades made to our Explorer program, and any important developments within the transport industry. In each issue we'll be answering some of your questions, using real-life case studies to demonstrate how some of our customers put our program to good use, and offering hints and tips on how you can get the most from the system tools, as well as reporting some of the interesting feedback we hear in the feature 'Tales from the Track'. All this and we offer you a genuine reason to have a five minute break at work with your feet up and a cup of coffee!

welcome

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CONTENTS:

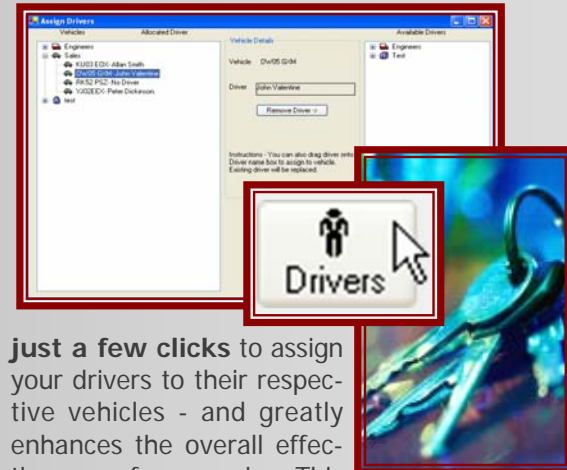
- welcome
- new concepts
-Driver Logging
- company in focus
-CIS
- tales from the track
- Q&A
- hints & tips
- meet the team
- top five...
- industry news
-Congestion Zones

Driver Logging -

If you've logged onto **Concepts-Online Explorer** recently you will undoubtedly have noticed that, after updating to version 1.08, a new button has appeared on the menu bar. Constructed following requests made by some of our existing customers, the Explorer program has been expanded to include the facility to log which of your drivers is currently in command of any of your tracked vehicles.

A scenario where this function could be useful is not difficult to imagine. How many times has your company, or a company you know of, received a parking fine or speeding ticket when there has been no record of who was driving the vehicle? A prospective customer recently described to us how his company had had to pay a fine of almost £600 following a court case ruling because the company could not establish which employee had been driving a vehicle that was caught speeding, and so who correctly deserved the penalty. The fine, a percentage of company turnover, was imposed because the company had failed to fulfil it's legal responsibility of logging which driver was in control of the vehicle.

To help in situations similar to this, and as part of our continuing efforts to ensure **Concepts-Online** remains a step ahead of our competitors, the driver logging function has been devised. It works by offering a flexible and familiar tool that, as with all our system features, is intuitively easy to use - **it takes**



just a few clicks to assign your drivers to their respective vehicles - and greatly enhances the overall effectiveness of our service. This addition to the program means that you can immediately see who is in control of one of your vehicles right now, or examine your histories to see not only where your vehicles have been, but who was in them at the time.

The plan for using the feature is simple: when a driver is given the keys to a particular vehicle the system user 'pairs' the driver with the vehicle. The vehicle then takes on the identity of it's driver until the keys are handed back to the transport manager, where the user 'un-pairs' the two, leaving the vehicle empty and ready for the next driver. Its that simple!

You can create an indispensable driver log, that will further validate individual employee time-sheets, satisfy your legal requirements, and enhance the overall value of our system. And what's more the upgrade is completely free, so there's no excuse to not try using it!

new concepts

our issue by issue review of enhancements to the world of vehicle tracking from **Concepts-Online**.

To learn more about the driver logging function, have a look at the full instructions found in our online manual, accessible through System Help.

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case study:

Catering Installation & Service



Catering Installation & Service (CIS) was established in 1979 as a family owned company specialising in the installation, maintenance and repair of catering equipment for the commercial sector. With prestigious customers such as the De Vere Hotels chain and The Grosvenor House Hotel London, CIS has grown in presence across the country and now has annual turnover in excess of £2.5m.

A truly innovative company from the top-down, Managing Director Tony Halkyard has been instrumental in assisting the development of a new bespoke software system that will revolutionise the level of customer service CIS can offer its clients. This new system positions CIS at the forefront of their industry, with a clear and unique selling point over competitors, as customers are given complete online access to track the entire life cycle of their purchase, from the date of order, to the installation stage, and finally to subsequent service history.

The desire for advancement and improvement to service is key to the ethos at CIS, and was in part a reason behind their investment in vehicle tracking from **Concepts-Online**. As one of our initial customers, CIS has been utilising vehicle tracking on their 15 strong fleet for several years, and have a great depth of experience with regards how the program can be put to use most effectively.

An essential component of the CIS business is to offer a



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rapid response to customer requests, to "facilitate minimal downtime and maintain continual use of equipment". As a result, the use of satellite tracking is a feature CIS promote to prospective customers as a means of adding value to service, by reducing customer response times. Tony Halkyard explains "We never intended to use vehicle tracking as a form of Big Brother, instead we saw the system as an opportunity to improve the way in which we operate. The principle use was always to find the nearest available vehicle to a customer site and then direct the driver to the correct location, avoiding the need to confirm the status of an engineer, and avoiding the possibility that the engineer might mislead us about their correct location. By operating **Concepts-Online** we can reduce the time it takes us to get an engineer to a job and earning revenue for the company". Clearly satisfied with the system, CIS now not only know exactly where their vehicles are, but have exploited the benefits of validating overtime claims, increased H&S sole worker awareness, and more precise timed customer billing.

The high level of ambition at CIS is both apparent and seemingly achievable, given the skills and experience of the management team, and their understanding of the demands of what is a highly competitive industry. The management team expects an impressive level of growth over the next four years, as the company develops into a truly nationwide organisation, with the aim of doubling turnover to £5million by 2010. This level of growth can only be achieved by expanding the current fleet of vehicles - good news for CIS and good news for **Concepts-Online** as we increase our portfolio of tracked vehicles.

tales from the track

Sloane Scaffolding, recently received a first-hand example of the benefits vehicle tracking can bring in terms of security, not only to the vehicle itself, but to the locations a vehicle visits.

Director Gary Brown informed us how, when watching their fleet of vehicles it was noticed that one vehicle was travelling to a location not on the job manifest. A visit to this location revealed that the driver had been stealing equipment from Sloane to use when establishing his own scaffolding firm. Further investigation of the vehicle histories revealed a complete record of the driver's journeys to different sites, and the subsequent journeys made to his own storage yard.

Needless to say, the employee in question was told his services would no longer be required, and the management at Sloane Scaffolding were happy that **Concepts-Online** Explorer had proved it can pay for itself in more ways than one!



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meet the team

John Valentine - Sales Director



Biography: John moved to Bridge Security in 2003 with the aim of developing the company's vehicle tracking division. Prior to Bridge John worked for 7 years as a Regional Sales Manager with Siemens Datatrak - so it's safe to say he has a wealth of knowledge and expertise in the vehicle tracking industry..

From a standing start John, with help from his sales team, has built the customer base from virtually nothing to the considerable size it is today. He has also brought his experience to the table in the design and release of the **Concepts-Online** Explorer program - the most flexible and innovative vehicle tracking software available.

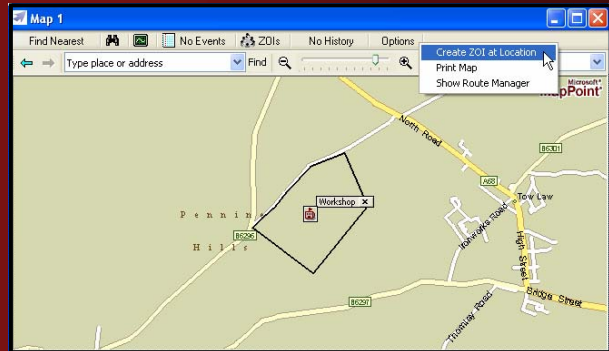
Aims: For **Concepts-Online** Explorer to continually evolve in an effort to retain it's position as the pre-eminent solution on the market.

Personal: Living with his wife Sarah in a small Lincolnshire village, John is happy to pursue his passions for golf and motorbikes. We had tried to get a picture of John in his biking leathers but he has flatly refused to agree! Maybe next time! eh?

hints & tips

Create ZOI at location

One of the most powerful tools in the **Concepts-Online** Explorer program is the Zones of Interest (ZOI) function, which allows the user to flag an area on the map as being of specific importance, such as a distribution centre or one of your customers, and then have the system alert you to vehicle movements within this zone. The system can also replace the address line in reports and the vehicles table with the name of the ZOI, making locating vehicles easier to understand.



To create a ZOI the user must know exactly where a location is on the map to draw the zone, something that is not always possible to determine if you have an incomplete address. The **Create ZOI at location** tool allows users to create a ZOI at the exact point that a vehicle has sent an update, either on a live map, or when reviewing vehicle histories, hence avoiding any uncertainty over where to draw the ZOI.

To create the ZOI at location:

- Left click the vehicle icon in an open map window. A black marker line will appear around the icon.
- Right click the Options tab.
- Left click the 'Create ZOI at Location' tab.
- The 'Add New ZOI' menu will now open with a pinpoint at the current location, allowing you to draw your ZOI as normal, confident that the zone will cover the correct region on the map.

Q & A

a quick help guide to some of the questions our office regularly receives.

How do I turn pop-ups off?

Pop-ups are created to alert users when any one of a number of criteria occur, such as a ZOI entry/exit. To turn pop-ups off, left click the Events icon in the menu bar, right click in the Events Table, hover over the Pop Ups tab and left click the enabled option - the enabled tick will disappear, and no further pop-ups will be generated.

How do I create an excessive stop alert?

An excessive stop alert informs users of the fact that a vehicle has had it's ignition turned off for longer than the pre-determined time setting, by

turning the vehicle status indicator blue and generating a pop-up. To create an alert, which is individual to each vehicle, right click on the vehicle in question, left click the Details tab, and left click the Alerts tab at the top of the menu window. Complete the time, day and alert time information in the Excessive Stop Alerts section of the screen, and left click the Set Alert tab. The alert will activate and remain in operation until cancelled.

Why can't I access text messaging?

Concepts-Online Explorer allows users to send an SMS text message to the mobile phone in one of your vehicles, offering the ability to instruct drivers in your fleet from one system. To access text messaging you must first request to have the facility activated on your account, by contacting your sales representative.



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top five

...things drivers say when they forget about vehicle tracking.

5. what the driver said - "...can't get to work today the electric garage door's broken and the van's locked in".

where the driver was - happily the problem was later fixed, as the vehicle was tracked to the local golf course!

4. what the driver said - "I can't come to work today, I'm feeling under the weather".

where the driver was - thankfully the driver's illness was not serious enough to hamper a days shopping trip to the Trafford Centre!

3. what the driver said - "I've been on site since the early hours".

where the driver was - unfortunately this meant the early hours of the afternoon, as the driver had spent the morning around the corner at the home of his mistress - something the boss, and I would imagine his wife, were not too happy with!

2. what the driver said - "I won't be in today, my tooth is killing me... I've got to see a dentist".

where the driver was - conveniently the level of dentistry offered at Alton Towers, where the driver's van was later tracked to, is second to none (well other than that of an actual dentist!).

1. what the driver said - "My van's broken down and won't be fixed 'til tomorrow".

where the driver was - the mechanics were clearly quicker than expected, as the van was later tracked to the port of Dover - maybe you get free spark plugs and brake pads if you buy them with a van full of duty-free?!



**LONDON
CONGESTION
ZONE**

February 2003 saw the introduction of a congestion zone to London city centre. Billed as the solution to an overcrowded road network, the zone was designed to reduce traffic flow by up to 15%, and generate £130million a year to be reinvested in public transport. Three years on and public opinion remains as divided as ever.

Supporters of the project proclaim that the zone can be credited with a decline in capital traffic by 30%, equivalent to 70,000 vehicles, whilst greatly reducing the level of obstruction to the city's roads. There are still, however, many detractors to the Transport for London initiative.

One of the major criticisms of the congestion zone is that businesses located within the zone struggle to attract customers when a price tag of £8 (originally £5) must be added to any purchase a customer makes. This cost not only increases sale price, but diminishes the markup retailers receive, as increased distribution costs are levied by suppliers. Simon Aaron of Daniels Distribution Ltd. explained that a number of the businesses they supply have gone into receivership because of the charge, and avoiding possible costs at all stages of the supply

line have increased, at the same time as customer footfall decreases, resulting from an unwillingness to pay to enter the zone. Simon also described the measures companies like his have taken, to reduce any charges they have to impose. "Customers know that we must cover our costs... if we enter the zone then the charge has to be passed on... so, we encourage larger single orders, and try to reduce our exposure to the zone, often by parking just outside it and walking deliveries in to their destination".

Whatever your view of the zone, future plans seem certain to fuel controversy. A number of suggestions are underway, or in consideration, to further develop the zone, including doubling its size, increasing the cost of entry, modifying payment methods to make it more flexible and allowing visitors a number of free journeys to promote tourism.

One thing worth noting, however, is that **Concepts-Online** can help reduce the cost of complying with the charge. Whilst our program cannot grant you a free travel pass through the zone, it can help to manage journeys in and around it. The system can plan journeys around the charging area, and by using a predefined congestion ZOI, the system will alert users to vehicles entering the zone, forewarning you of the need to pay the charge, and avoiding possible fines of up to £150.

industry news

