

## Trakm8 SWIFT improves Ellison's time, productivity and service



ellisons  
TRAVEL SERVICES



A vehicle tracking platform from Trakm8 has eased drivers' workload, saved time, increased productivity and improved service levels for Ellison's Travel Services – the UK's premier corporate hospitality coach company, providing luxury coaches and limos for the likes of Liverpool Football Club and England's rugby team.



### Challenge

Ellison's Travel is a family business that has provided corporate hospitality across the UK for more than 70 years. Its fleet of 44 vehicles ranges from executive coaches favoured by Premiership football club clients to luxury, chauffeur-driven cars.

The company wanted to be able to track its high-value vehicles, so it could ensure they were being used correctly, reassure clients that VIP passengers are safe, and find out which vehicles would be available for private hire once a job ended.

### Solution

Trakm8 SWIFT (Simple Web Interface for Tracking) – a cost-effective, easy-to-use vehicle tracking solution from aftermarket vehicle telematics supplier Trakm8 – provided the answer.

The Trakm8 SWIFT solution combines hardware, software and service access. It includes comprehensive, reliable and up-to-date street-level mapping from NAVTEQ, which is noted for its field verification and resulting reliable street level data.

NAVTEQ maps give the customer maximum efficiency of routes and rich attribution to enable precise positioning of vehicles.

### THE CHALLENGE

- Track high-asset vehicles
- Provide VIP customers with better service
- Save time and costs
- Reassure clients of customers' whereabouts and safety
- Keep track of vehicle availability

### THE SOLUTION

- A complete vehicle tracking solution from Trakm8
- One-click access for every function from vehicle reports to street level mapping
- Combined hardware, software and airtime
- Simple, productive one-click functionality

### THE BENEFITS

- Customers have a more concise idea of VIPs' arrival times
- Improved productivity
- Minimised administration
- Improved knowledge of time spent on the road
- Help with the Working Time Directive
- Reduced liability
- Instant reports and verification.

## Key benefits

Since Trakm8 SWIFT's installation, Ellison's clients are happier than ever with the customer service levels it delivers.

One of the biggest benefits is the ability to track vehicle location to reassure Ellison's client that their VIP passengers are safe.

"As our vehicles are high value assets and often transport VIPs like the Chelsea football team, I need to assure clients that I can trace the vehicle's exact location at any time," said Andy Magowan, Managing Director, Ellison's. "Trakm8 SWIFT enables us to provide accurate arrival times without multiple phone calls, consequently improving our level of service."

The solution also shows Ellison's which vehicles are available for private hire after a job is completed. Trakm8 SWIFT means it can now check whether its vehicles are being used appropriately.

Using Trakm8 SWIFT has reduced overtime costs and each vehicle's use can be verified. Productivity has increased as there are no longer problems with liability since reports and verification is carried out instantly. Drivers no longer have to fill in timesheets and the reports run help them and the company adhere to the Working Time Directive.

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### About Trakm8

Trakm8 is recognised as one of Europe's leading aftermarket telematics vendors, providing GPRS-based hardware and software to the vehicle tracking and security market. Since it started commercially trading in 2003, the company has shipped over 90,000 telematics units worldwide. Trakm8's products allow vehicles and drivers to be monitored, allowing organisations to manage deliveries and services, or track stolen vehicles down to as little as 5 metres.

Trakm8 Holdings plc is the holding company of the group of companies: Trakm8 Limited, Interactive Projects Limited and Purple Reality Limited. Both the holding and 'group companies' all have registered addresses at; Lydden House, Wincombe Business Park, Shaftesbury, Dorset, SP7 9QJ. For further information, please visit: [www.trakm8.com](http://www.trakm8.com)

### About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 3,000 employees located in 168 offices in 30 countries. Its European headquarters are in Veldhoven, Netherlands. For more information, visit [www.navteq.com](http://www.navteq.com).

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### Team player

Trakm8 SWIFT helps Ellison's Travel get the UK's Premiership teams to matches on time and in safety.

- It ensures teams and supporting officers are in the right place at the right time in accordance with The Football Association and UEFA rules

*"Trakm8 SWIFT is not just a management tool; it can considerably ease the workload of the drivers writing their timesheets. Trakm8 SWIFT saves us time, increases productivity and improves the level of service to our clients."*

**Andy Magowan**  
Managing Director, Ellison's



### NAVTEQ CONTACTS

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