

# TransportWise

## Vehicle and Asset Location Monitoring

**TransportWise** - a flexible, configurable, Software as a Service (SaaS) application platform, designed to get mobile network operators to market quickly with a feature-rich vehicle tracking solution. Mobile network operators are uniquely positioned to provide a fleet management service to the full spectrum of businesses they serve and beyond.

TransportWise is a vehicle tracking solution that lets your corporate clients track their vehicles, manage their fleets and securely locate other high value assets. It gives supervisors precise, real-time information on the location of their vehicles, delivering real business benefits to the corporate user.



### Enhancing mobile network operators portfolio of enterprise services

Mobile network operators are constantly seeking way to differentiate and enhance their service portfolio. TransportWise was specifically designed with this need in mind. It enables operators to offer a Vehicle Tracking and Fleet Management SaaS (Software as a Service) solution that provides genuine value to their enterprise customers and a range of implementation options and revenue streams to the operator.

#### Benefits to the mobile network operator:

- » Increased revenue through increased data traffic
- » Point of entry into a billion dollar industry
- » Increased VAS offering
- » Rapid deployment with minimal cost
- » White label solution for total customisation and branding
- » Attractive to full spectrum of enterprise customers
- » Opportunity to target existing customer base
- » Location and tracking via network infrastructure and/or specialised GPS devices.

#### Benefits to enterprise clients:

- » Cost savings (CAPEX, fuel, operating costs)
- » Improved fleet efficiency
- » Geo-fences can be used to generate alerts
- » Web interface fleet supervision from any location
- » Hardware independent, wide variety of GPS device support
- » Security of staff and vehicles
- » Tracing of stolen equipment
- » Remote vehicle management.



## Why TransportWise?

TransportWise is designed to increase revenues, lower capital expenditure, and improve security and cost control - issues which are faced the world over.

It takes care of common concerns such as route deviation, remote immobilisation, tracing of stolen equipment, improved efficiency, staff security and fuel savings.

## How it works

Creativity Software's well established TransportWise platform allows the use of a wide variety of GPS devices and Cell ID and eliminates dependency on a single hardware supplier.

TransportWise provides a sophisticated communications interface, which enables location data to be sent by GPRS or SMS over the operators network, and is then stored in the operators servers. Location data is then displayed on a web interface - making it available to the fleet supervisor or manager from any location.

## Geo-fences and alerts

Geo-fences can be defined and used to generate alerts if a vehicle deviates from pre-defined rules such as leaving a specific zone, entering a no-go area or exceeding the speed limit, for example.

## Features:

- » Multiple location positioning techniques supported e.g. Cell-ID and GPS
- » View location of one or multiple vehicles simultaneously
- » Multiple GPS device support
- » Data communication via GPRS, SMS and / or satellite network
- » Satellite view (where available on the map interface)
- » Remote Vehicle Management (RVM) i.e. disable engine, cut fuel supply etc.\*
- » Display and monitor vehicle status (engine, door locks)\*
- » Alarm rules (e.g. triggered by speed limit violations, vehicle not moving for a period of time)\*
- » Display historical trail
- » Integration with any local or international map provider

- » Creation of geo-fences (circle, polygon, route and co-proximity)
- » Can be delivered as a control room (LAN) software client web interface
- » Mobile client (for touch screen devices)
- » Display speed of vehicle
- » Enable audio communication between control room s/w and vehicle\*

\*These and other features are dependent on the GPS device used.

**“Fleet management brings about a 21% reduction in vehicle operating costs”**  
– Aberdeen Group

## Deployment

We offer TransportWise as a white label (unbranded) solution, allowing mobile network operators to customise the web-user interface with their own corporate branding. Depending on the needs of the operators' customers, we can configure TransportWise to be used via a web-based interface or as a control room (LAN) software.

## Contact us

For more information about how TransportWise can help increase your revenues please visit:

[www.creativitysoftware.net](http://www.creativitysoftware.net)

or contact us at

[sales@creativitysoftware.net](mailto:sales@creativitysoftware.net)



## About Creativity Software

Creativity Software is a UK company that specialises in Location Based Services. The company provides Mobile Network Operators globally (GSM & CDMA, 2G & 3G) with Location Positioning Infrastructure, Middleware and Applications, enabling them to:

- (1) comply with lawful intercept government legislation
- (2) deploy zone billing, and
- (3) deploy new revenue-generation services for both consumers and enterprises.

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