

Successful Dublin Towing Company Relies on Mobil-i Vehicle Tracking At The Heart Of Its Business Operation



“Some of the other tracking solutions in the market place just give you the option of a web based interface.

I wouldn't feel happy relying solely on this and like the flexibility of being able to use the web and desktop application”

Irish Towing Services Ltd has been established for 20 years and provides vehicle breakdown and recovery services. The company is based on the Naas Road, Dublin 22.

Husband and wife team Cora and Alan Sherwood have built up Irish Towing Services into a successful vehicle breakdown, recovery and storage business.

The company holds a number of prestigious contracts with Gardai, Government departments and the RAC and AA, covering South West Dublin.

Irish Towing Services has a fleet of 11 vehicles with various capabilities which allow them to recover or transport just about any type of vehicle. Due to the nature of their work they operate a 24 hour 7 day a week business. This means they have drivers on the road and on call and a dispatcher on duty in the office all the time on a shift basis.

Irish Towing services have been customers of Mobil-i since July 2002 and it is testament to the level of ser-

vice that they have received that they have never been tempted to look for an alternative vehicle tracking solution. Even though with Mobil-i there is no contract lock in period and clients simply pay on a monthly subscription basis Cora maintains it is a system “they cannot live without”.

Cora says that Irish towing Services has always tried to be an early adopter of technology, so when they discovered the Mobil-i solution they knew immediately that it could help put their business at the forefront of their industry. Now today, seven years on, they are happy that the Mobil-i system is still very much up to date with regular enhancements.

Cora has also recently seen a demo of the new JMobile service which will allow her and Alan to get real time visibility on all of their fleet on their mobile

To get the same benefits for your business call Mobil-i on 01 8079806, email us on info@mobil-i.com or visit www.mobil-i.com

phones when out of the office, and is pleased that the Mobil-i system is evolving to take advantage of the latest changes in mobile technology.

Irish Towing Services are currently interfacing Mobil-i's MS-Track with InTow Manager from OnScene Solutions, LLC. Cora is very happy with the level of support that Mobil-i's in house development team have been able to give them. "It is nice to know that Mobil-i is there to support us as we evolve our systems and I'm particularly pleased there was no additional charge for them to make the data available to InTow Manager from MS-Track in the required format" says Cora.

Like a number of Mobil-i's clients Irish towing Services use MS-Track Pro on the desktops in their offices with MS-Track Web on their Laptops when they are working remotely.

"As our dispatchers are working on the system 24 hours a day 7 days a week we need the option of a robust desktop application" says Cora. "Some of the other tracking solutions in the market place just give you the option of a web based interface" continues Cora. "I wouldn't feel happy relying solely on this and like the flexibility of being able to use the web and desktop application" concludes Cora.

One of the key features of the MS-Track software that Irish towing Services utilises is the data messaging functionality. From within MS-Track the dispatcher can send a message direct to a data terminal in the cab of the recovery driver. This has the benefit of saving the driver from having to write down details or grappling with text messages on his mobile.

In addition the driver can then relay a message from the data terminal back to the dispatcher confirming his arrival on the job and departure from the job. This has two benefits, firstly keeping the dispatcher up to date, and secondly all of the data in the messages is stored in the MS-

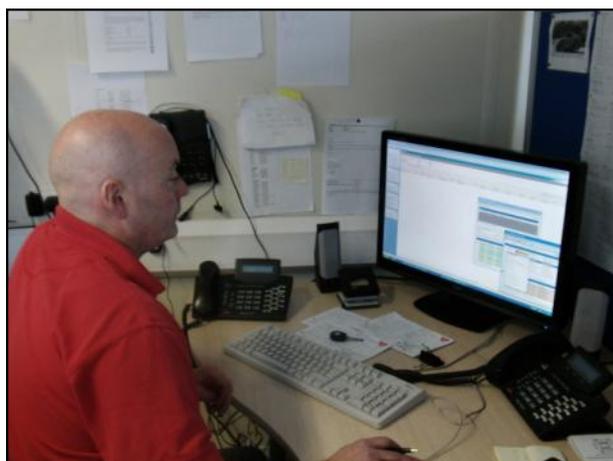
Track database alongside the GPS location data.

This means that reports and data feeds can be extracted from the system tying the start and stop times and messages with the location of the vehicles.

A key benefit of this is for tracking drivers mileages and time taken for jobs which feeds into Irish Towing Services billing systems. Also it enables the driver supervisors to monitor the time drivers are spending for each job they are assigned which feeds into their payroll system.

The Mobil-i tracking system can also be relied upon to throw up anomalies in day to day operations which might otherwise go undetected.

For example they were recently able to identify a surge in the amount of diesel which they were using whilst the Mobil-i tracking system confirmed that there had actually been a fall off in the mileage the company vehicles were doing. Without a tracking solution this information would be very hard to accurately collect in a timely manner.



To get the same benefits for your business call Mobil-i on 01 8079806, email us on info@mobil-i.com or visit www.mobil-i.com