

Reader recommended Software Provider

By introducing fleet-specific software, a fleet manager can centralise all or some of the fleet management operations.

There are a huge array of systems available, the majority of which can be designed to meet bespoke solutions. Essentially, software automates the management of the fleet, from licence checking to including an array of vehicle details – mileage, length of contract, fuel use, supplier invoices, tyre replacement and P11D information. Exception reports, where the system provide an alert to unusual events, such as increased fuel use, can also highlight potential problems which before would have involved time-consuming checks on receipts. All of which means that all the information on the fleet is available at the fleet manager's fingertips. However, before committing to specific software it is vital to ensure it will integrate with our company's own software systems. Many software suppliers will licence their software to a company. This is important because of the constantly evolving nature of the technology business. Under a licence agreement, a fleet should be able to receive software upgrades for free.

Software can make a huge difference to the efficient running of a fleet – not only is the management process speeded up, but it can also highlight potential problems before they become serious issues.

Reader quotes

“It's a comprehensive package from Jaama”

“Future-proof fleet management software”

“They provide flexibility and excellent reports”

Jaama

Jaama celebrates fifth anniversary with *Fleet News* reader recommendation

If the mission behind the launch of fleet software and road safety company Jaama was to shake up the industry, then they certainly achieved their aim.

Within a year of its 2004 launch, the firm was challenging established names in the fleet software business and five years on there's much evidence to support their claim of market leader.

Jason Francis, Jaama's managing director, says: “We set up Jaama five years ago with a clear strategy to use the latest technology to develop the first fully web-based, all-encompassing fleet and asset management system.

“We stay with our customers until the job is done”

“We wanted to bring to market advanced software which would scale up from a simple browse and click package, designed to managing a handful of drivers. We spoke to customers to understand their needs and currently our largest customer operates a mixed fleet of 22,000 vehicles and assets, 38,000 items of plant and 25 workshops.”

The company has grown significantly since its launch, having moved to new premises and now employing almost 40 industry experts to provide IT solutions in every area. Jaama claims to have the widest range of products – managing driver risk, mixed vehicle fleets, assets, plant, daily rental, contract hire, stores and repair centre workshops.

Francis believes Jaama's eagerness to meet client requests was instrumental in their success. “When Jaama was created there was a general lack of software investment in the industry”, he says. “Most systems were owned by large companies. So us saying ‘we can do that’ changed the business environment.”

Five years on from Jaama's launch and Francis claims a number of fleet firsts: “Our goal from the outset was to provide the most advanced software and best customer service and so far we've invested more than £6million to achieve this.

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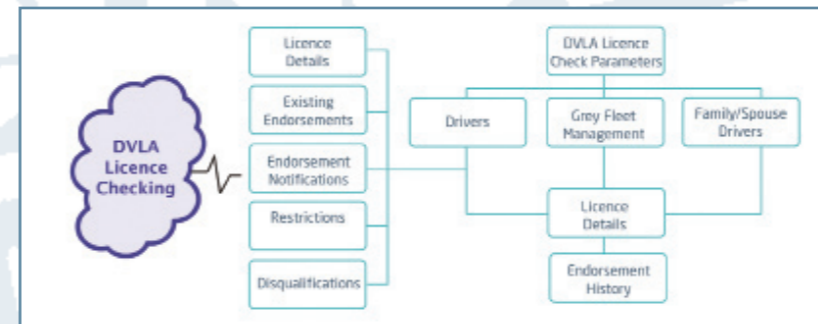
FLEET NEWS READER RECOMMENDED

Serco chooses Jaama's advanced licence-checking software

The introduction of a sophisticated internet-based fleet management system by international service company Serco Group has provided centralised control, flexibility and cross-departmental access to data relating to thousands of vehicles and drivers. The Hampshire-based company, which has hundreds of locations across the UK, turned to market-leading fleet software supplier Jaama

to provide a comprehensive fleet and driver management solution.

With the implementation complete, Serco is now using Jaama's secure online driver licence checking facility with the DVLA to check their drivers' eligibility to drive along with their risk profile based upon points, mileage, fault accidents, age and other associated risk data.



“We were keen to be the first software company to incorporate our own accounting software; it's been a huge investment but this decision has paid off. It gives customers a choice and even when they don't replace their existing account package, they still benefit from the double entry integrity and systems integration that our financials provide.”

Delivery giant DHL is a good example of this – every aspect of their fleet accounting is processed through Jaama's software, with the results passed to Oracle Financials.

Jaama's software – referred to as Key2 – uses the latest programming technology so it can link to other modern IT systems (for example, HR, payroll, mileage capture, telematics and fuel card providers). It also has an integrated on-line licence checking facility with the DVLA.

But the real difference is the support package. Jaama works with customers after the system is delivered, training staff and making sure the software is achieving the company's goals. “It's equally important to us that the Jaama brand stands for exceptional customer service, so we give our customers choices about how they want to use the system and then we stay with them until the job is done.” Francis says.

“We are delighted to be part of *Fleet News* Reader Recommended as we have always measured our success by the number of customers who strongly recommend us to others. This is where the bulk of our business wins come from and it is where our hard work pays off.”



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