jaama
fleet and leasing software specialis

Jaama Celebrates Fifth Anniversary

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 5 years on there's much evidence to support their claim of market leader.

Jason Francis, Jaama's managing director: "We set Jaama up 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 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 their 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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"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. They use Jaama's accounting module to take care of issuing supplier order numbers and calculating automatic accruals for lease costs, excess mileage, replacement tyres and damage charges. In fact, 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.

For more information please contact Jaama Ltd

t 0844 8484 333 e enquiries@jaama.co.uk w www.jaama.co.uk