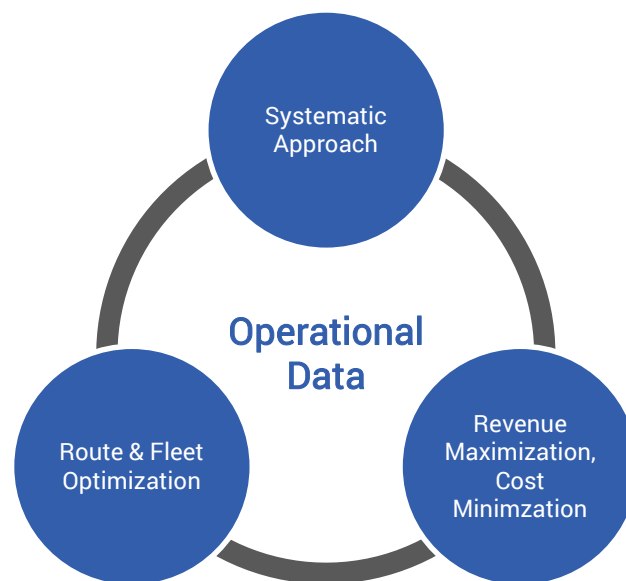# OPERATIONAL DATA:
A GUIDE TO OBTAINING AN INTELLIGENT BUSINESS USING OPTIMIZED DISPATCH SOFTWARE

Pantonium

Drawing your blueprint for success

Operational Data is data that supports the processes and systems that operate a business. In people transportation, the driving force behind Operational Data is technology. Technology works as the foundation for creating a blueprint for people transportation businesses by aggregating data collected through operations.

Many businesses in people transportation continue to operation without investing in Operational Data. However, a recent survey by Informatica© confirms that, in an effort to remain competitive, over 70% of companies plan to implement a means of collecting Operational Data from their organizations.

This statistic demonstrates the importance of collecting Operational Data to provide a competitive edge for people transportation organizations. Today, as organizations continue to adopt technology into their day-to-day operations; they gain access to Operational Data which can be used to improve performance. The result is continuous monitoring and improvement of business processes which subsequently leads to increased revenue and a reduction in cost on a platform designed to scale the business rapidly and efficiently.

Growing from a smart business to an intelligent business

A business has life stages and with life stages come growing pains that make businesses smarter at how they conduct their day-to-day operations. However, the change from operating with smarts to operating with intelligence can be one that businesses overlook due to the negative perception that surrounds the implementation of technology. The decision to invest in technology to assist with obtaining Operational Data and creating a blueprint and strategy for people transportation companies needs to be made after understanding and addressing the following:

- Are you able to visibly monitor all aspects of your operation?

- How much of your business is controlled by subjective decisions?

- Are rules of thumbs used for important activities such as route planning?

- Are paper and manual processes part of your operations?

- Do you have the capability to handle rapid business growth?

A study by analyst and advisory firm Bloor Group© on large successful organizations confirms that 75% already have Operational Data reporting tools and a further 51% are in the process of deploying some means of capturing additional Operational Data. In the world of people transportation, evolving from a smart business into an intelligent business can be the difference between staying competitive and closing shop.

75% of organizations already have reporting tools

70% of businesses plan to implement Operational Data

Operational Data helps balance service and cost

Obtaining data helps businesses stay competetive

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The Money Waiting to be made

A study by Nucleus Research indicates that organizations earn an average of $10.66 for every dollar spent on applications that capture operational data such as visibility and routing software. The reduction in operating cost created through this technology and the intelligence it provides to people transportation companies can save up to an additional 20% in mileage costs and reduce driver labor costs by up to 15%.

Time Saver

Operational Data provided by integrating technology into the day-to-day operations of a business is proven to be a time saver. The improved operational efficiency of people transportation companies has been made possible by the ability to obtain live data at all times. A report by Aberdeen group found that 93% of required information is available in real-time and on demand in best in class organizations. Today, people transportation companies are able to find the data needed to help with strategy and decision-making on the fly with cloud based visibility and routing software.

Turning Business Intelligence into an Intelligent Business

The data provided from Operational Data using technology such as routing and visibility software has proven to help companies' transitions from a smart business to an intelligent one. In business, technology must be able to evolve and adapt to the business needs. The data obtained through the life stages of the business can then be used to help the business make better decisions which results in increased visibility, more control, and increase in efficiency, reducing costs and easy scaling.

How an Intelligent business operates with the right data

Improved Routing

People transportation businesses have been able to improve their services and effectiveness by incorporating Operational Data into their route planning. Instead of planning routes from point A to point B, technology has enabled planning to become a science taking into account Operational Data such as ride times, time windows, cancellations, returns, delays and more into consideration during route planning.

This allows for vehicles to be more flexible while on the road while continuing to meet rider constraints in the most cost effective manner. While many server-client based solutions on the market provide value, web-based solutions are better geared to incorporate operational feedback into the route planning process. This is because web-based systems are able to interact and adjust to the end user through the web and mobile capability as opposed to traditional server-client based solutions that require installation making the interaction more tedious. The dynamic nature of a web based system plays an important role in route planning as the plan can easily be adjusted using operational feedback such as arrival times, new orders, cancellations, amongst others.

Real-time visibility

A challenge many people transportation operators and managers face is understanding what is happening in their operations while their vehicles are on the road. This is because without capturing Operational Data in real time, the only operational information is relayed back after an event occurs and as this does not occur in real time, it maybe subjective. Having the capability to capture operational information in real time eliminates any subjective data as information is captured at the time an event occurs. This information can be used to analyze performance and predict outcomes, enabling the operator to be proactive rather than reactive. In people transportation businesses, this allows the business to not only have full visibility into operations at the office, but also be in the driver seat of every vehicle ensuring customers' needs are met at all times.

Reduced Fuel Consumption

Rising fuel prices have resulted in people transportation companies searching for ways to cut their costs. . Routes planned using estimates and rules of thumb as opposed to technology and Operational Data can account for up to 15% of a vehicle's fuel consumption. Any reduction in unnecessary detours creates an immediate impact on fuel costs. In the past, the high cost of traditional route optimization systems had prevented many people transportation businesses from benefitting from their value.

Today, web-based subscription model software has removed the high cost barrier and provided additional value from incorporating real time data in the route planning process. Using Operational Data can help people transportation businesses take into account traffic flow, route alternatives, distances, work hours, available vehicles and capacities, cancellations, return trips, rider constraints, amongst others in finding the least cost routing solution.

Reduced Labor Costs

As labor costs increase; there is an increased demand for a more efficient way to operate without compromising service. Operational Data can play a key role in helping companies reduce their labor costs through technology. Operational Data captured can be used to benchmark performance and increase labor productivity. In addition, Operational Data captured can help reduce labor administrative costs by allowing for more efficient operational processes. This is done by reducing the time spent on administrative activities such as paper reporting, communication between drivers, dispatchers as well as billing and invoicing personnel using technology and Operational Data.

THE RESULTS:

By obtaining operation data in real-time, people transportation companies can begin to build a strategic business plan for success. Operational Data helps businesses increase their bottom line and save time through efficiency: both being key components that are needed when turning a smart business into an intelligent one.

About Pantonium

Pantonium provides web-based visibility and routing technology for organizations that operate in the people transportation business. Pantonium's technology enables for better utilization of assets and resources. Their technology is designed for organizations of all sizes and customized to meet specific needs. Their solutions and services help Pantonium's customers reduce administrative, fuel, and labor costs, while improving customer service and providing a platform for growth. Pantonium's customers include Para-transit companies, non-emergency transport companies, and shared ride organizations and fleets. The company is based in Toronto, Canada, servicing customers in over 30 states.

For more information, visit:
www.pantonium.com