

# Mobile internet world needs agile fleet solutions, says Sofico



**The fleet market is moving forward rapidly and, in a mobile internet-based world, on-demand leasing and fleet management facilities, functionality and information access are being increasingly demanded by fleet decision makers and their drivers.**

How leasing and fleet management companies respond to these demands will set them apart from their competitors and give them a competitive edge in a mature and congested marketplace.

However, to be able to meet these new on-line generational requirements, in which information will need to be available through smart phones, mobile internet channels and Apps to keep drivers and fleet managers in touch and informed, leasing companies will require the very latest in sophisticated, flexible software solutions.

And it is here where many existing legacy systems, often inherited through acquisition, merger or takeover, lack the architecture, modern technologies and inherent flexibility necessary to support the need for on-demand information and to deliver true multi-channel, high-value customer service.

That's the view of global fleet software solutions experts, Sofico, whose systems manage around 700,000 vehicles worldwide - more than any other leasing and fleet management solutions provider.

Roger Smith, Head of Sofico UK, believes that several UK contract hire and leasing market leaders are already moving ahead in the provision of information for fleet customers, to the extent that the rest of the leasing industry will need to respond quickly simply to keep up.

"However, many are held back by high cost systems and increasingly unwieldy application landscapes. They are in real danger of being left behind in this new mobile information race," he says.

"With the advent of mobile internet, telematics and mobile and smart phone Apps, the thirst for information is relentless and increasing, but to deliver that need, leasing companies require flexible, modern and fast fleet software solutions that don't require major investment when opening them up to multi-channel use."

Sofico's second generation Miles software system, which was launched in the UK last year and is currently being implemented at two UK leasing companies, provides a platform for delivering interactive services in a way that is complementary to back-office operations.

Miles is a state of the art and functionally rich leasing solution that supports the full end-to-end UK leasing and fleet management lifecycle. On top of this core capability, through a

suite of configuration tools, Miles also allows leasing companies to add their own differentiators and competitive advantage into the system.

Miles is built on internet technology and all Miles functionality can be delivered through the web. Consequently leasing companies can easily provide customers with new services that integrate totally with their back office and with best-in-breed external systems and suppliers. The system is also extremely agile and constantly evolving to ensure it remains relevant and up-to-date with the latest requirements, be they legal, fiscal or operational.

Miles is particularly flexible in supporting changing business processes through its integrated end to end Workflow Factory and also in facilitating the introduction of new products and services. It is an open solution which can readily receive and utilise fleet information such as mileage readings, driver behaviours and telematics data.

The system also delivers real business efficiencies, as existing users can verify. Take Deutsche Leasing Fleet, for example, which operates 130,000 vehicles in Germany on behalf of corporate customers. The company implemented Miles some two years ago and has since seen some impressive benefits.

For example, the improvement in productivity that the Miles system generated was at a level no-one had initially predicted, with a 5% increase in managed contracts per full-time employee after 12 months, which grew to an 11% increase after 18 months and a 14% increase after 24 months, far exceeding the original targets.

The company also saw improvements in invoicing efficiency, end of contract calculations and reporting capability, as well as being able to extract and present far more detailed information about its fleet customers than had previously been possible.

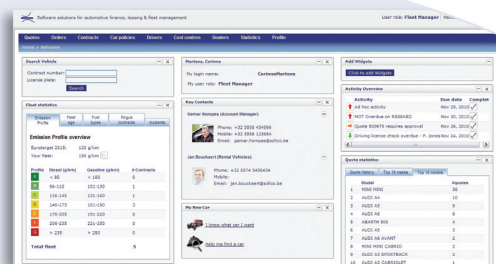
In concluding, Roger Smith said: "We are aware of some leasing companies who are spending heavily on developing web and mobile internet based systems, when a total back-office and fully web enabled modern solution like Miles is readily available for far less.

"Why sink costs into a technologically obsolete, rigid application environment with high on-going costs, low flexibility, inherent complexity and poor multi-channel support capabilities, when a modern, agile solution is already out there?"

It's a very good question.

To find out the answer, please contact:

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**Miles is built on internet technology**