



RouteAlert

**Saving Time**

# Overview

- nextGen GPS based solution for Schools
- Say Goodbye to daily calls from Parents
- Instantly communicate & inform Parents
- Vehicle Tracking and fleet management
- Customized maps for your routes
- Patented Alert Engine
- Single Platform for School Bus Fleet Management

# A Usual Day – At a Bus Stop



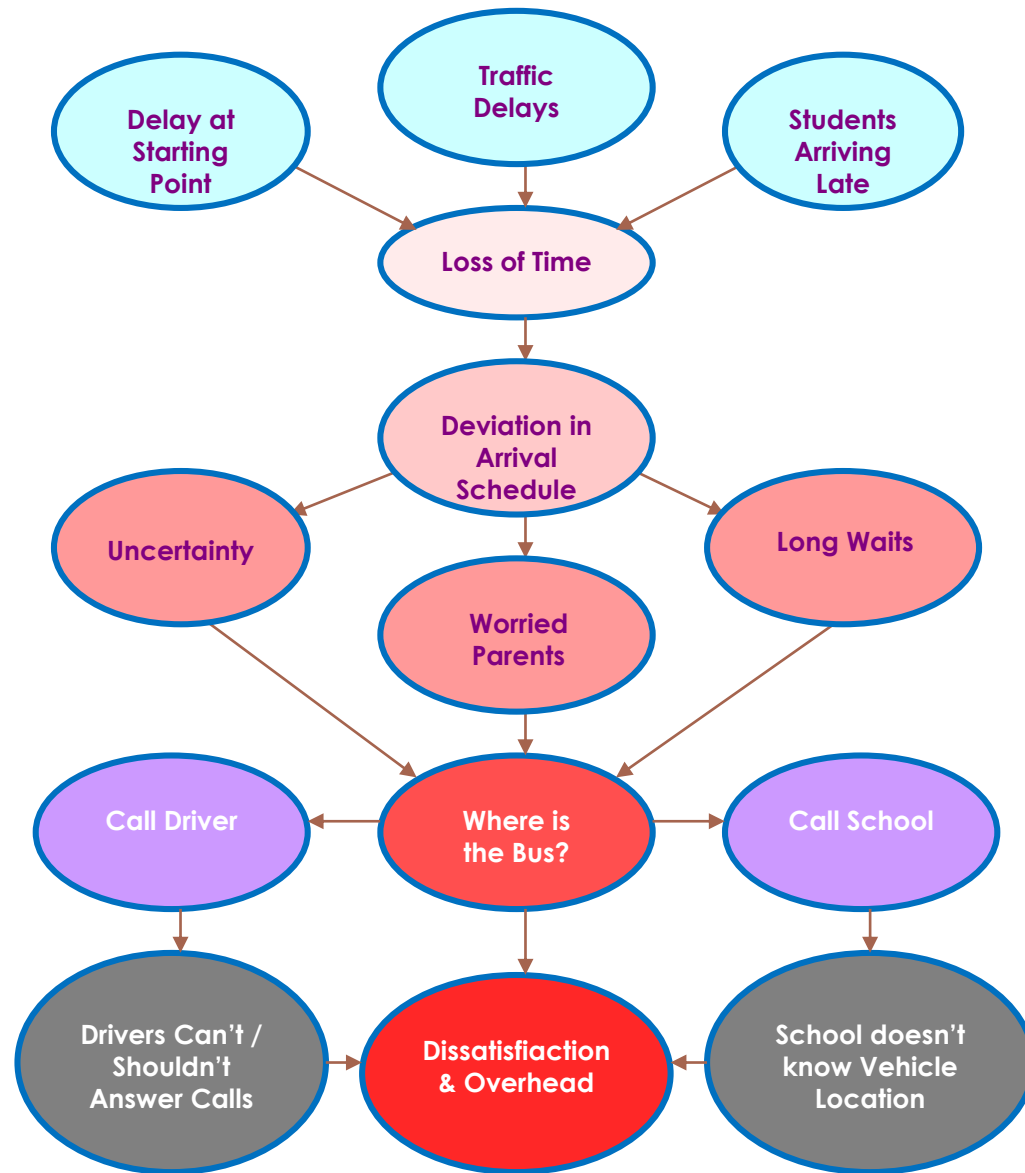
Typical traffic in  
the city, takes a  
toll

# Consequences



Calls from  
Parents

# The Problem



# Features & Benefits

- Mobile App for Schools & Vehicle Transporters
- Parents App to keep track of bus
- Tracking, Monitoring, Scheduling & Planning of routes
- Customized Real Time Alerts to parents and Zero enquiry call for schools
- Effective Time & Fuel Management
- Driving habit analysis of Drivers
- Prevents unwanted vehicle usage

# Features & Benefits

- Stops fuel pilferage
- Reduces Schools Bus wait time for parents
- Reduce School work force required to answer anxious calls from parents
- School can monitor deviations, over-speed & keep close vigil on drivers
- Entire vehicle / students' information in fingertips

# Additional Benefits

## For Transporter

- Better scheduling & Handling passengers
- Maximum Customer Satisfaction
- Fuel Efficiency: Lesser wait at bus stops
- Accountability Improvement
- Distance Calculator(Bus Stops)
- Bus Timing Report
- Easy Navigation(New drivers)
- Easier communication with Parents

## For Passengers

- No More frustration
- Parents are connected with Kids
- Parents are well informed in emergency situation
- Can save up to 3 full days / year
- Missing the bus is a rarity



# Additional Benefits for School Students



- No More frustration due to late arrivals
- Parents feel they are in touch with their children, since they know where their kids are at any point of time
- Parents can be informed regarding emergency situations
- No more wastage of time. Can save up to 3 full days / year
- Missing the bus is a rarity

# Few Key Usage

- School can manage route, student/parent information
- Issues personalized alerts to parents
- School can find out position of the bus, parents too
- Facilitates communication with parents
- Easier monitoring of fleet using mobile
- Prevents unwanted vehicle usage & reduces anxiety
- Peace of mind for parents(No long waiting in extreme weather or during exam) & vehicle breakdown / alternate arrangement)

# Applications

- Parents receive alerts just on time

School Bus for  
Route No.1<DROP>  
has started from the  
school at 3:15pm  
SCHOOLNAME  
RouteAlert @ 3:15pm



# Applications

- Report Generation.

Passenger Report

Vehicle Stop Report

- Exception Report.

Slow movement

Rash driving

- Full Fledged Transport ERP System.

# Applications

- Customized App for Schools
- Multiple Mobile Operator Support
- Holiday, Notice Board, Birthday Wishes
- Seamless, Easy & Quick Setup
- Personalized Alerts
- Individual Parents App
- Integration with 3rd Party Software Supported
- Promotion of Schools via App(e.g. Demographic of Student Concentration)

# Why We!

Feature Type	Differentiator	RouteAlert	Competitor
<b>Must Have</b>	Basis of Alerts	Expected Time of Arrival	On reaching previous Stop
	Business Focus Area	Specially Designed for Schools	Designed for Office/College/ Schools etc.
<b>Performance</b>	Accuracy	High	☹ ☹ ☹
	Time to Start Service	Low	High
	Implementation	Can handle easily	Difficult to handle
<b>Delighter</b>	Intellectual Property	4 Patents in LBS, 1 USA Approved	☹ ☹ ☹
	Map Ownership	Self-Owned	Third Party (e.g. Google)

# About TechnoMedia

- ✓ Product Development Company, started operation in 2004
- ✓ Multiple US Patented Products
- ✓ Customer Base: 4 Regions USA-APAC-IND-MEA
- ✓ Clients: Toshiba, General Motors, Sonus Networks, BlueSage Solutions, Hibiki Solutions And Many including Fortune-500
- ✓ B2C Customers: Around 4000

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