



## Fleet Control, Optimization and Operational Visibility

### Urban Tampico

The operation of an urban, industrial, school and tourist transport system implies a high degree of logistical complexity, since the requirement of route compliance and punctuality are non-negotiable aspects. In addition, guaranteeing and maintaining the units in perfect condition are fundamental aspects.

For Urban Tampico® was necessary to have a state-of-the-art telematics solution, which offered the possibility of evolving the management of its fleet and having information on its operation in real time to plan, prevent and correct in a timely manner, and thus have a highly valuable competitive advantage that would strengthen the satisfaction of its end customer and the reputation of the business, to position itself as an attractive competitor in the sector.

Real-time monitoring of each aspect of the fleet was required to detect deficiencies, irregularities and opportunities for improvement in the operation, to considerably reduce the time of analysis and response to unforeseen situations, and avoid putting profitability at risk. operational and business.



### About the client

Urban Tampico® belongs to Transpais®, and is one of the largest urban bus lines in the northeast region of Mexico, it has managed to position itself as a leader in the urban, tourist, school and industrial passenger transport sector in the State of Tamaulipas .

*For more than 40 years, it has been in constant growth and consolidation, always having the commitment to offer the best travel experience in its units, dedicated to understanding and serving the needs of its customers.*

*With a fleet of more than 420 units, it offers the service to 7 dedicated passenger transport routes in the Tampico-Altamira metropolitan area, likewise, it offers the school / industrial transport service to leading companies in the region and the transportation service tourist under contract.*

*On average, it travels 1 million kilometers per month and operates around 36,500 hours, transporting more than 900,000 passengers.*

## The Solution

Didcom® implemented a state-of-the-art telematics solution to control, coordinate and manage the mobility and operation logistics of each of the services offered, with up-to-date information at all times and to help boost efficiency, productivity and profitability. business, considering the following points:

- + Operation View
- + Predictive Maintenance
- + Corrective Driving
- + Route Logistics

This solution is characterized by being flexible and adaptable to continue with growth under the same technological structure, and thus be able to continue integrating new functionalities as they are required.

*“A state-of-the-art telematics solution was needed, which would allow fleet management to evolve and have real-time operation information available to have a competitive advantage that would strengthen the satisfaction of its end customer.”*



1

### Operation View

A unit monitoring module was implemented in real time to have the location of the fleet and its driving direction, avoiding deviations, stops in prohibited places, route delays, among others.



**Route optimization**



**Creating routes and  
assigning vehicles**



**Custom zone  
configuration**



**Log history and travel  
times**



**Creation of business  
rules**



**Notification settings**

GPS tracking provides, in addition to the location of the vehicle, information that can be used to plan and optimize operations, logistics, route design and operational efficiency.

2

### Predictive Maintenance

Through the effective management of information coming from the engine, significant improvement opportunities were identified, which contribute to scheduling maintenance and correcting minor problems before they become a major fault with a detailed analysis of the indicators and fault codes. Likewise, downtime has been reduced to a minimum and interruptions in operation due to revision and repair have been avoided.



**Fault Codes**



**Tachography**



**Fuel**



**Performance**



**Idle**



**Temperatures**



**Voltage**

Continuous monitoring of vehicle components and operational behavior can lead to advanced forecasting services that reduce downtime and maintenance costs. For this reason, information and its interpretation are very important, since its true value is when timely decisions are made, which represent savings for the business.



3

### Corrective Driving

The business rules were generated according to the operation, to be able to be evaluated and compared in a uniform way between the different groups of units.

Through the results obtained, the drivers who required more attention were identified, determining the areas of opportunity to provide them with feedback and training according to the exceptions made.



**Excesos  
Speeding / RPM / Idle**



**Acceleration / Braking / Sharp  
Turns**



**Possible accidents detection**

Ensuring the responsible driving of the operators has been possible through real-time monitoring of driving habits and monitoring of the operating area, which has identified risk habits at the wheel that compromise the integrity of the unit, as well as the safety of passengers and operators, avoiding damage and costly repairs due to improper use.

4

### Route Logistics

With the route planning and optimization module, the capacity and efficiency of the fleet has been increased with concentrated information for decision-making in real time, thus improving operation and customer service.

This solution has helped to avoid delays and excessive expenses, as well as to make proactive decisions according to the information that is generated and displayed on the logistics control dashboards.

Providing quality customer service is a great differentiator for transportation companies, it strengthens customer satisfaction and permanence, promoting the opportunity for expansion.



**Punctuality**



**Compliance**



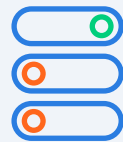
**Unauthorized stays**



**Passenger capacity**



**Tracking incidents**



**Control boards**

Having detailed control of the operation has helped turn data into opportunities for improvement, make smart decisions, prevent service failures, reduce expenses, and increase measurable revenue.



## Results that transcend

Urban Tampico® is characterized by being an innovative company that always seeks to be at the forefront by incorporating applied technology that offers security for its operation and benefits for its customers, this has allowed them to position themselves in the preference of transport users as a large company vision of service.

Didcom® Telematics provides timely, clear and reliable information for efficient fleet management, minimizing processes and streamlining data analysis to make immediate and informed decisions. This has allowed Urban Tampico® to detect deficiencies and opportunities for continuous improvement in fleet operation and business profitability.

Didcom® makes public its gratitude to Urban Tampico® for the opportunity to support its operation, and above all for the trust that they continue to show us throughout this time.

# didcom®

### **About didcom**

Didcom is a hub of engineering and technological development, offering to the international market complete solutions of Hardware, Software and Firmware, for the transportation industry, backed with personalized support and more than 10 years of experience.

**Learn more at**

[www.didcom.com.mx](http://www.didcom.com.mx)