

CoPILOT® LIVE™

Mobile Navigation



Northern Ireland's Wildlife Ambulance Service improves service and cuts costs using Mobile phone based CoPilot® Live™ sat nav and FleetCenter™ online vehicle tracking.

“The combination of quality sat nav mapping for Northern Ireland and the ability to update driver itineraries remotely has enabled us to achieve a notable rise in company efficiency and response times to the people who depend on our services.”

Norman Elder, Chief Executive Officer, Wildlife Northern Ireland Ambulance and Rescue Services

With a growing population of exotic animals in public and private collections including tigers, wolves and dangerous snakes, its good to know that there are experts on hand should an animal escape, fall ill or simply become too hard to handle.

Run from the extensive grounds of an old Safari Park, Wildlife Northern Ireland's Ambulance and Rescue Service is a Not for Profit organisation that has been looking after animal welfare in Northern Ireland for over 15 years.

Wildlife NI recently won a contract from the Environment and Heritage Service to cover all wildlife emergencies. As a result, they now operate a 24 hour service equipped with four ambulances and seven full time employees. A pool of 75 on call volunteers provides more backup when required.

Customer profile

Wildlife N.I is responsible for Northern Ireland's first dedicated Wildlife and Education centre. Established for over 15 years, it runs a fleet of four ambulances for animal emergencies throughout Northern Ireland.

Wildlife N.I is a Not for Profit organisation that relies totally on fund raising to maintain its presence.

Situation

Ambulance drivers would pick up a list of appointments at the beginning of the day. They then had to work out their own routes to often remote destinations.

Contact between the office and driver would be maintained through expensive mobile calls.

Solution

Mobile phone based CoPilot Live enables drivers to plan their day and get to their pickups more quickly and efficiently.

FleetCenter online tracking enables the controller to oversee the position of all ambulances and send new pickups directly to the driver's device.

Benefits

- More efficient use of mobile resources using less fuel
- IM communication proving more cost effective than mobile calls
- Better customer service
- Totally portable solution – can be used in an ambulance or volunteers vehicle



Due to the nature of the job, Wildlife NI need a reliable way to direct drivers to the correct address and keep track of movements back at base.

Norman Elder, Chief Executive of Wildlife NI, initially bought CoPilot Live on an O2 Xda Orbit mobile phone to evaluate its routing potential.

After a couple of days use, and satisfied that it covered the whole of Northern Ireland's road network, Elder then purchased three additional units equipped with CoPilot Live mobile navigation for use in the other ambulances and by volunteers using their own vehicles.

As well as CoPilot Live, Elder subscribed to FleetCenter, the optional online fleet management service that integrates with CoPilot Live. With this investment, Wildlife NI now has complete sat nav and vehicle tracking capabilities.

CoPilot Live - Eliminating the guess work

Covering a territory of approximately 5,000 square miles, the introduction of CoPilot Live satellite navigation has taken a lot of guess work out of the daily drive faced by the ambulance drivers.

Elder explains. "In Northern Ireland we have a lot of what are categorised as 'A' and 'B' roads. Much of our ambulance driver's time is spent negotiating the 'B' road networks to get to a pickup. With the sat nav systems I have used in the past, B roads, even major ones that linked towns, were simply not listed.

Imagine then, that you are a driver on a 'B' road trying to find a small country road that leads off it. In these situations, most sat nav systems are next to useless."

Elder continues:

"The quality of mapping in Northern Ireland makes CoPilot Live very different from other sat nav solutions. Even minor back roads are covered, for example, our base is actually on a 'B' road that leads off

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Norman Elder

from another ‘B’ road. CoPilot Live shows where we are and even indicates the lay-by on the road just up from us. We’ve tested CoPilot Live extensively and it’s so current it even lists roads on newly built housing developments.’

With its turn-by-turn voice guidance, CoPilot Live is now able to get the driver direct to the correct address saving on time and fuel. Back at base, all ambulance movements are monitored in real-time through the FleetCenter web-site.

FleetCenter – introducing business efficiencies

Prior to its introduction, an ambulance driver would have had to come into the office in the morning and pick up their schedule of calls for the day. It would then be the driver’s responsibility to work out the best route to take to complete the day’s appointments.

Now through FleetCenter and CoPilot Live, the calls for the day are sent straight to the drivers O2 Xda Orbit mobile phone and the stops optimised by order of importance, or routed for best fuel economy – an important factor for any Not for Profit organisation. The driver can then simply work through their list of appointments following the turn by turn instructions from CoPilot Live.

Once on the road, the controller can monitor the progress of each ambulance in the fleet and see instantly the next destination and their Estimated Time of Arrival; invaluable information that can then be relayed to the on site contact.

Elder commented,

“The real appeal of FleetCenter in the first instance was the ability to monitor the fleet’s progress, but where the system has come into its own is through the Instant Messaging facility. This allows us to remain in constant touch with our drivers and check on their safety and progress.”

Elder and his team have found the single button response facility for an instant in vehicle reaction invaluable. For example, if the controller needs to schedule an additional ambulance pickup, they can send an

Instant Message through FleetCenter direct to the driver with a simple single button 'Yes' or 'No' response.

If the driver responds with a 'Yes', the address can then be sent via FleetCenter straight into CoPilot Live. CoPilot will then guide the driver to the new address automatically.

"An added benefit of communication through IM is the cost savings on telephone calls." commented Elder.

"Previously when a new pickup came in we would have had to call the driver on their mobile phone. They would then have to pull in, write down the address details and then work out the best route to the new location. The cost of the call was expensive and taking the call also delayed the response. The Instant Messaging facility is both a cheaper and more effective way of communicating with our mobile staff."

FleetCenter has also proved invaluable in the allocation of vehicles to a particular job. Depending on the patient, the nearest vehicle may not be the best quipped to do the pick up. Recently Elder was able to locate, communicate with and redirect a driver to an emergency pick up for an injured swan in a matter of seconds.

Due to its total portability CoPilot Live is the ideal solution for the volunteers working for the Animal Wildlife Service. Usually using their own vehicle, a volunteer can be equipped with CoPilot Live on the O2 Xda Orbit and sent out to work. And because they have world class sat nav, they now have the ability to respond to cases in unfamiliar geographic areas. Five additional devices are soon to be purchased for volunteer use.

Elder concludes:

"The combination of quality sat nav mapping for Northern Ireland and the ability to update driver itineraries remotely has enabled us to achieve a notable rise in company efficiency and response times to the people who depend on our services"

Technology

Software:

- CoPilot Live 6 satellite navigation
- Microsoft Windows Mobile 5.0

Hardware:

- O2 Xda Orbit mobile phone

Services:

- FleetCenter web-based tracking

About ALK Technologies

ALK Technologies is at the forefront of mobile navigation technology with over 28 years expertise developing solutions for corporate and consumer customers globally ALK's CoPilot® mobile GPS navigation solutions are available in Europe, North America and Australia as retail-branded products and as the basis for leading OEM navigation systems, while the Company's PC*MILER® routing, mapping and fleet management solutions are used by over 23,000 transportation, logistics and manufacturing companies Worldwide.

CoPilot® Live transforms mobile phones and other portable devices into powerful satellite navigation systems with the additional benefit of integrated real-time location-tracking, messaging, and information services. The software is rapidly becoming the satellite navigation software of choice for Mobile Operators, OEM's and handset manufacturers.

Commercial partners include Acer, T-Mobile, O2, Motorola, Sony Ericsson, Intermec, HP, Panasonic, HTC, Scania, Ford and BMW.

Technology partners include NAVTEQ, Microsoft, Symbian, Sirf, Marvel and NXP. Corporate customers include Tesco.com, Drive Assist, Severn Trent Water and McNicholas Plc.

ALK is a Microsoft Certified Gold Partner and received the 2005 Microsoft Partner of the Year award for Mobility Solutions Sales and Marketing. The Company's innovative FleetCenter™ integrated navigation, location-tracking and fleet management application won the 2006 Global LBS Challenge.