

Improved customer experience and safety made possible by Pelion Connectivity Management

arm

Case Study



Company Snapshot

Name: Lothian

Industry: Transportation

Founded: 2000

Award-winning bus company that operates over 70 services. Thanks to significant investment, Lothian now operates one of the youngest, greenest and technologically advanced fleets in the UK. The fleet consists of over 700 vehicles, with 77% being either Euro 5 or Euro 6 emission standard.

www.lothianbuses.com

Business Objective

As a company committed to customer satisfaction, Lothian identified wireless connectivity as an area which could deliver improved customer experience and safety. Acquiring fast 4G backhaul to the internet would allow Lothian to connect CCTV streaming, CCTV health check, passenger information systems and destination screen updates to backend servers.

- ✦ CCTV Streaming: achieve quicker response times and faster decision making on developing incidents involving the Lothian fleet.
- ✦ Passenger information systems: real-time updates to bus and social media feeds, to provide customers with up-to-date information on their service.
- ✦ Destination screen updates: achieve remote updating of route information, reducing need for manual site visits.
- ✦ CCTV Health Check: achieve remote checking of DVR (Digital Video Recorder) configuration, saving time and reducing the necessity for manual checks to be conducted.

Solution

To deliver these services, Lothian required a technically competent connectivity supplier with the ability to provide secure and reliable 4G communications at competitive rates. A solution was delivered consisting of three key elements: cost-effective cellular connectivity, reliable and resilient network infrastructure and connectivity management capabilities.

Benefits

“Lothian are pleased to have found a truly genuine, hard-working and honest partner. Arm* have a comprehensive understanding of the telecoms industry which has led to frictionless implementation in the dynamic and challenging environment of public transport”

Philip Lock, Project Manager, Lothian

- ✦ Lower connectivity costs and reduced data over-usage.
- ✦ Ease of device management and reduction in manual site visits.
- ✦ Improved customer experience and safety.

*Implementation was provided by Stream Technologies, acquired by Arm June 2018

Lower connectivity costs and reduced data over-usage: Through careful planning and data usage analysis, a tariff tailored to match Lothian's connectivity requirements was recommended. This has resulted in Lothian benefitting from cost-effective pricing, more predictable billing, a reduction in data overuse and bills being within budget on a consistent basis.

Through aggregated buying power, Arm can provide customers with a competitive pricing model and diverse network options. In addition, the provision of a single invoice for a custom data bundle has also made a saving in operational costs with Lothian no longer having to reconcile an invoice per SIM card each month.

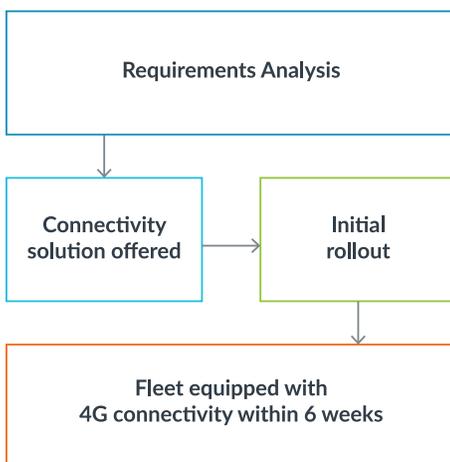
Ease of device management and reduction in site visits: Lothian have benefitted from the ability to manage SIM card connectivity using Pelion Connectivity Management. The platform provides real-time connection management and reporting on device connectivity. This has enabled Lothian to determine if devices are connected to the network, how much data has been used, set monitoring alerts and manage invoices.

Wireless connectivity enables destination screens to be updated with route information remotely. This greatly reduced costs by minimising the number of person-hours of work per year needed to manually conduct site visits and reconfigure screens. Time spent conducting manual checks on CCTV has also been greatly reduced.

Improved customer experience and safety: Reliable 4G connectivity enables both bus and social media feeds to be updated in real time, helping Lothian's customers to stay up to date regarding the status of their service.

CCTV streaming enables quicker response times and faster decision making on developing incidents involving the Lothian fleet. Not only does this help to protect the safety of Lothian's passengers and staff, it can also be used to provide assistance in dispute mediation, complaint resolution and accident investigation.

Path to value



One of the first measured taken by Arm was to conduct an analysis of Lothian's historical data usage. This allowed Arm to arrive at a considered evaluation of Lothian's data requirements and recommend a tariff that met their needs in terms of cost and limited their exposure to data over-usage.

The 4G/LTE connectivity service has been the perfect fit for Lothian, who require extremely fast wireless connectivity, to support applications such as CCTV surveillance and streaming services. Offering the fastest transmission speeds in cellular connectivity, reduced latency and extremely stable data transfer. Pelion Connectivity Management's network infrastructure is designed to meet the service continuity needs of Lothian, with exceptional levels of network reliability and resiliency.

Once the proposed solution had been tested exhaustively and Arm were satisfied that it functioned as expected, it was deployed live. During the initial rollout phase, Arm prioritised incoming support requests from Lothian. This helped to ensure that the deployment went smoothly and that any issues were resolved as quickly as possible. The collaborative approach ensured that Lothian's fleet was equipped with 4G connectivity within six weeks.