



COOPERATIVA DE TRANSPORTE URBANO CIUDAD DE MILAGRO, ECUADOR

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IMPROVES FLEET TIME MANAGEMENT WITH MOTOROLA'S DIGITAL TECHNOLOGY



This single entity comprises 70 partners operating 24/7 in Ciudad de Milagro, Province of Guayas, Ecuador. The cooperative already had an outdated –thus deficient– time management system in place to keep track of the fleet. However, it was being challenged by its partners, causing loss of confidence and economic resources.

With the deployment of Motorola's new GPS-enabled MOTOTRBO™ technology, the cooperative was able to pinpoint the exact location of vehicles in real time, keeping an accurate track of its operating vehicles. This, in turn, enhanced organization and planning to meet daily travel routes, itineraries and day-to-day schedules.

Motorola's new technology also helped the customer build a self-managed network to save money, restore confidence among partners and improve the quality of Ciudad de Milagro's public transport.

SOLUTION

As part of the solution, which involved an estimated investment of US\$ 110,000, 70 Motorola's MOTOTRBO digital devices were installed, building a voice communication network comprising the entire fleet and the monitoring central station. Also, using Control Sat GR/U Software, an application specifically developed to measure the units' arrival time (both early or late) at a given check-point, the solution offered vehicle localization and time management based on the GPS tracking feature included with every unit.

Deployment summary

Customer

- Cooperativa de Transporte Urbano Ciudad de Milagro

Location

- Ciudad de Milagro

Web Site

- N/A

Vertical market

- Transport and Logistics

Solution

- The following Motorola's MOTOTRBO GPS-enabled devices were used:
 - 40 DGM™ 4100/LP/GPS/ 438-470MHz.
 - 30 DGM™ 6100/LP/GPS/ 438-470MHz.
 - 1 DGM™ 4100/LP/ 438-470MHz.
 - 1 DGM™ 6100/LP/ 438-470MHz.
 - 3 DGM™ 4175/GPS/ 438-470MHz.
 - 1 DGR™ 6175/ 438-470MHz.

Applications

- Fleet GPS tracking, vehicle localization and voice communication network among vehicles.

CASE STUDY

CIUDAD DE MILAGRO, ECUADOR



BENEFITS

Almost 190,000 users from Ciudad de Milagro, Province of Guayas, Ecuador, benefited from this solution. The Cooperativa de Transporte Urbano located in Ciudad

de Milagro is the only entity operating in the city and currently holds a concession contract for urban transportation covering 10 routes across the city.

“With Motorola’s technology providing first-class GPS tracking, fleet localization and a voice communication network among vehicles, the Cooperativa de Transporte Público located in Ciudad de Milagro was able to put together a fleet with optimized operations to meet the demands of its partners”, said Mr. Carlos Hurtado, Chairman of the Cooperativa de Transporte Urbano Ciudad de Milagro.

“In this case, we developed a MOTORBO solution with digital technology and fleet satellite control, which enabled a precise tracking and enhanced monitoring of the fleet’s operating times within the public transport network in Ciudad de Milagro (Ecuador). We are very pleased with the confidence that the 70 member partners have placed in us”, said Rafael Fernández Feo, Business Development Manager for Ecuador, Colombia and Venezuela of Motorola Solutions.

PROJECT INTEGRATOR

Grupo Rasercom is a telecommunication solutions integrator using Motorola’s MOTOTRBO devices and Motorola’s Wireless Network Solutions. With 18 years of experience in the market, they run their own domestic infrastructure and have over 100 customers.

They have approximately 5 localization and time management GPS-based systems installed across intercantonal and urban transport cooperatives, and member partners are very satisfied with the benefits obtained. They also design and deploy all types of networks and engineering projects. Grupo Rasercom is a Motorola’s Premier dealer and also a Motorola Trained Lab (MTL).

Based on training programs, they are constantly seeking electronic solutions applicable to human tasks, to improve control, security and localization of their supporting staff while providing high-quality voice communication among the collaborators.

For more information, visit www.motorolasolutions.com/caribbean/mototrbo

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