

Advertisement feature

Jaama stays ahead of the game with continuous investment



Continuous investment is the key to business success and it is proving a winning recipe for innovative fleet, leasing and rental software specialist Jaama.

Company growth over the last 12 months has been fuelled by a combination of the capability of Jaama's software, the service offered and critically, recognition by many organisations that they cannot rely on outdated methods to manage their vehicles and run their business.

Managing director Jason Francis said: "Our customers are cutting fleet operating costs through the effective use of software to manage vehicles. They have realised the importance of investing in technology fit for the 21st century which will deliver significantly enhanced benefits across the business including lower operating costs and improvements in fleet administration.

"Most of our new business is the result of referrals from existing customers and as those customers look to increase the depth of functionality we further develop modules and launch new solutions to the point where Jaama is leading a technology revolution." Jaama's online solutions are built around the company's well-established Key2 Vehicle Management system resulting in the business achieving *Fleet News* Reader Recommended status for the fourth year in succession.

That success follows the recent winning by Jaama of the Institute of Transport Management's Fleet Software Company of the Year 2012 award.

New innovations brought to market by Jaama in the last 12 months, many of which were developed following specific requests from existing clients, include:

- A 'customer dashboard' that enables existing clients to gain direct access to a complete overview of operating and tax costs alongside a raft of new informative features.
- A third generation Electronic Driver Services module, which is a risk management tool and a driver information portal. It now incorporates a fuel benefit and mileage reimbursement calculator.
- Driving licence checking upgrades that enables the populating of driver information obtained from the DVLA into existing systems.
- New functionality for salary sacrifice calculations added to the Key2 Contract Hire and Leasing system.
- The electronic submission of expenses and benefit information to HM Revenue & Customs.
- An online road fund licence renewal service following the DVLA development of a new online Road Fund Renewal Licence platform.
- The introduction of a commercial vehicle check and defect reporting system.

Reader quotes...

"Flexibility and functionality"
"Good service for many years"

'Spend to Save' proves a success

Jaama's recession-busting 'Spend to Save' initiative has proved a winner with savvy fleet managers who have realised that sophisticated online fleet management solutions deliver a cost benefit return within weeks of implementation. Too often, organisations look to spend money attempting to modernise outdated systems when they would reap significantly enhanced benefits by installing a new solution.

More than 700 customers running fleets ranging in size from just a handful of vehicles to many thousands of cars, light commercials and HGVs as well as plant equipment have introduced Jaama's Key2 Vehicle Management system to meet their requirements.

They include most recently: Norse Group – which operates a fleet of about 1,000 vehicles – contract hire company Ogilvie Fleet, Colas – which operates a fleet of some 1,110 units – Cape Plc, Benchmark Distribution, Synergy Health, Lothian NHS Trust, United Cargo Handling, ADT Fire & Security and Roger Bullivant (piling and foundation engineers).



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