Using a clever solution based on Google Maps for Enterprise, transit companies save gas and time – driving sustainable results toward smoother customer service and increased efficiencies

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Josh Bigelow
President

ABOUT GOOGLE MAPS FOR ENTERPRISE

Businesses can create and display their listings for free using Google Maps, attracting qualified prospects. By adding their own data feeds, businesses have full control over the freshness and quality of their content and can manage listings for businesses of any size. Visitors see richer information in geographical context when they are searching for local information.

For more information, visit https://maps.google.com

Business

Nobody likes wasting time, especially when relying on public transportation. An innovative California company called Syncromatics is now making riding the bus easier on passengers and operators alike with a real-time vehicle tracking system that brings new efficiencies for mapping bus routes, cutting fleet costs, and providing riders with up-to-the-second arrival and departure information. The Syncromatics solution employs empirical data and statistics to gauge schedule adherence, rider demand, and traffic patterns. With ground-breaking Google Maps for Enterprise key to its underlying technology, the firm uses GPS and cellular networks to transmit location, speed, and passenger information from buses to web browsers in under five seconds.

Syncromatics has been recognized for its far-reaching, earth-friendly benefits. The firm recently received a $100,000 Lexus Transportation Award in the 2007 California Clean Tech Open – a consortium of entrepreneurs, engineers, and environmental experts.

Challenge

As a young company, Syncromatics set out to distinguish itself in the asset-tracking arena. To differentiate its services for bus operators and the passengers who rely on them, Syncromatics required a powerful mapping solution. The ideal application would deliver bus route, traffic, and fleet data directly to clients' web browsers and hand-held devices in lightening-fast speeds. Ultimately, users would be able to view statistics and related information with a visually appealing interface.

According to President Josh Bigelow, the sought-after mapping technology would also have to be robust, reliable, and capable of supporting great numbers of users. Implementation would need to be quick and painless. "We experimented with other solutions, but Google Maps for Enterprise provided a long list of product advantages," he says. That list included better licensing, a more mature product, cleaner maps, a simpler user interface, great documentation, world-class support, and a huge grassroots community.

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Solution

There's no question the Syncromatics team opted to partner with Google for its core technology that has permeated today's startups and Fortune 500 firms alike. The team was particularly enthused about the ease of integration, extensibility, and design of Google Maps for Enterprise. "Integrating with the API was a snap," says Bigelow.

Syncromatics now offers a groundbreaking tracking system for transit agencies and the riders who depend on them. Bus operators can monitor vehicles and passenger data in real-time, viewing routes on a simple map with plenty of reporting functions. No matter how many hundreds of routes are involved, transit operators can gauge traffic patterns, rider-demand, and schedule adherence. Passengers benefit from the Syncromatics arrival-predictions system, which uses Google Maps to display up-to-the-minute alerts on LED and LCD signs at bus stops.

Results

Syncromatics systems have helped companies realize measurable sustainability results by cutting fuel and vehicle turnover costs, reducing the need for parking, and promoting the use of public transit as a viable alternative to private vehicles. The University of California at San Diego, for example, has implemented the service to drive its shuttle-bus web portal: http://ucsdbus.com/. "If it weren't for the great range of documentation and number of third-party extensions, many of our features wouldn't have been possible," notes Bigelow.

Bigelow adds that the great data that Google provides makes sales attractive. In addition, good client-side resource management keeps data moving fast. "My maps can be open for hours on end, and even with hundreds of dots moving at the same time – maps stay fresh." By 'riding' with Google Maps, clients are able to operate more efficiently–while simultaneously supporting the growth of clean technology."