

# The dynamic scheduling and route optimization platform for Field Service Management

## Skilled engineers at the right place, right time and at the lowest cost

Maxoptra is a dynamic scheduling and route optimisation software platform designed to enable fast and efficient decision-making, in real-time, within ever-changing operational environments to significantly improve the productivity of staff and lower operational costs.

Easy to use, Maxoptra delivers immediate benefits to companies of any size:

- **Unique dynamic scheduling technology that continually examines all criteria to provide the latest updates on job statuses, engineers locations, traffic etc to maintain the best schedule**
- **Offering visibility of the whole operation, with map-based planning and drag-and-drop capabilities, making it quick and simple to select the best person for each job**
- **Immediate return on investment - you will see savings in the first month.**
- **Accessible globally as a SaaS offering on a pay-as-you-go model**
- **Very easy to implement with sophisticated scheduling intelligence that works with your existing order entry process and IT infrastructure - driving enhanced performance**



## Achieve complete operational control

With Maxoptra you can see what is happening in real-time. All the information you need to track individual service personnel and vehicle resources is shown on screen, displaying current routes and unallocated work on a map and in a timeline. This allows you to compare planned vs actual activity, empowering you to make the best decisions faster to optimise operational efficiencies.

The Maxoptra planning screen was carefully designed in cooperation with real planners. It is intuitive, easy to use and provides visual information about your schedule, jobs and resources.

## Manage unpredictable events in real time

With Maxoptra the plan can be changed at any time once the vehicle or engineer has left the depot - as real-time events occur. The scheduling engine smoothly prioritises urgent jobs and adds new ones to the existing schedule, continuously monitoring for any variation and providing alerts if any part of the schedule needs attention.



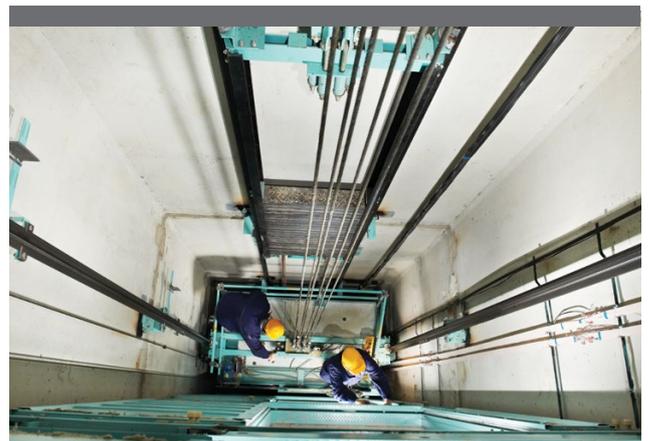
## Schedule and manage your mobile workforce with ease

At the click of a button, Maxoptra will build optimal routes for you, instantly considering all the constraints such as: multiple depots and teams; the job type, priority and urgency; booked customer appointments; matching required and available engineer skills; personnel home locations; any particular customer requirements; facility access and rest times. You only need to define your resources and jobs and hit the "plan" button to select the best engineer with the right skills, at the right time in the right place for the job.

Maxoptra automatically monitors progress so you don't have to, thereby allowing your dispatchers to spend more time talking to customers, building relationships, loyalty and repeat business.

## Reduce costs and increase profitability

Maxoptra calculates the best routes and continually evaluates traffic information to keep costs down and reduce CO2 emissions. Smarter scheduling reduces mileage and enables you to do more jobs more profitably with the same personnel.





## SaaS subscription model - Easy to Use and Affordable

A cloud based service, accessible 24/7 from any web browser worldwide, Maxoptra is quick to implement, highly customisable and with an open API is an ideal complement to any telematics, WMS and CRM solution, integrating seamlessly to provide one holistic operational interface.

With subscriptions charged per vehicle on a “pay as you go” basis, Maxoptra is far more affordable compared to legacy solutions that require outright licence purchase and moreover your data remains completely secure. There is no need for huge upfront investment; no contractual tie-in; no need to host the system, no need to maintain servers and databases. However savings will start immediately. You choose how you want to start - with only a few vehicles or perhaps roll out on a depot by depot basis. And, unlike other systems, you can pick up the essentials in minutes. Training takes hours, not days.

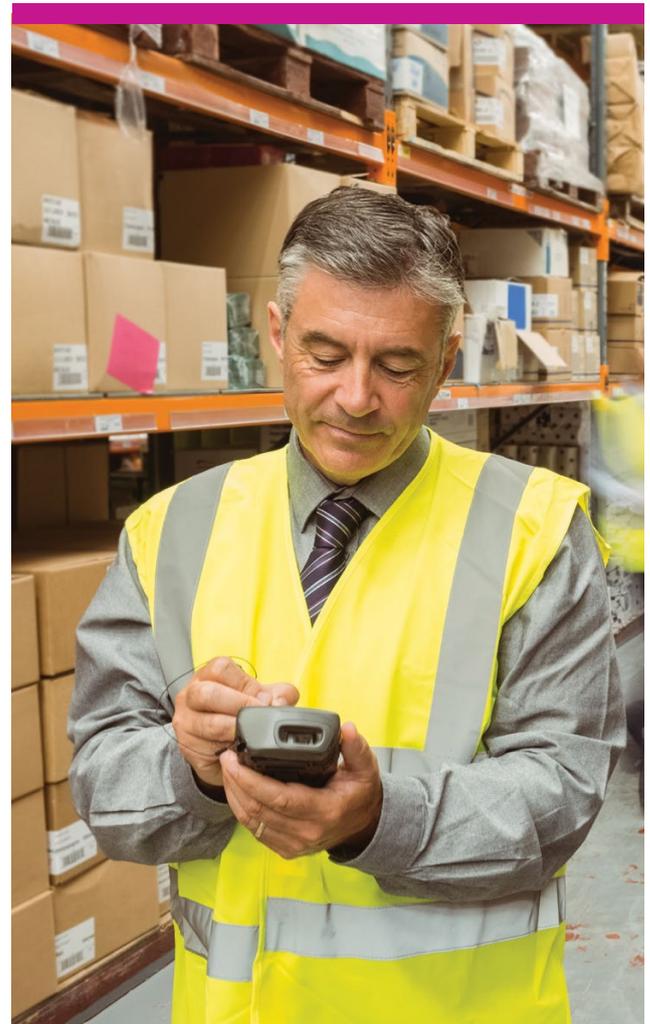
## Manage Customer Expectations

Once the day’s route is planned, each customer receives an ETA notification. Given the potential for job or traffic delays, progress is always monitored against the schedule. If a job sequence is disrupted, the system automatically recalculates the ETA for each subsequent job against estimated time windows, so the customer can be kept informed. If an SLA is at risk, the system will automatically select another appropriately skilled engineer and reschedule.

## Communicate more effectively with mobile workers

Allows dispatchers to send new jobs or changes in schedule directly to worker’s PDAs:

- prioritise jobs and manage personnel more effectively
- revised schedules and detailed driving instructions sent in seconds
- receive job progress updates back and collect customer signatures
- Integrate easily with leading telematics providers such as Garmin and TomTom, etc.
- maintain control and avoid lost paperwork



## Customer Quotes

'For us, customer service is key. We always had a belief that if we could automate the planning and scheduling process to quickly provide the information our people needed to make the best decisions then they would have more time to talk to customers. Maxoptra is the first and only dynamic scheduling and planning system that we have found that does that, where there is the programming functionality to take away 90% of what our staff have had to do manually.'

**Steve Elliott, Managing Director, Serviceline**

'Our legacy system provided a schedule every day for 9.00am. By 9.30am it's meaningless. We spend the rest of the day flying by the seat of our pants. Using Magenta's scheduling solution we are bringing our customers even better levels of service and efficiency. The dynamics of our business environment result in very complex scheduling requirements and Magenta was the only company we found in the market place that could solve the unsolvable.'

**Mike Flynn, Business Services Director, GIST**

'Maxoptra allows us to plan rapidly and, when we need to, we can update plans very quickly. Manually that would be impossible to do within our time scales.'

**Chris Warden, Operations Manager, Natures Menu**

'Magenta offered the right blend of affordability, ease of implementation and use. The user interface allows our controllers to easily input jobs, calculate routes and timelines and change them, if needed, on a visual map display. I believe that Maxoptra is the only solution in today's market that is ideal for SME, but growing, companies.'

**John Burgess, Transportation Consultant**

Key customers include Gist, Avis Car Rental, Snap On, Serviceline, Transdev, Walkers Transport, Champion Timber, Natures Menu and Pearce Seeds

## About Maxoptra

Maxoptra is a division of Magenta Technology created to deliver benefits of unique technology developed originally for blue-chip organisations such as GIST, Addison Lee and Avis to the whole market through the easily accessible SaaS subscription model. Our innovative scheduling solutions manage over 10,000 fleet vehicles worldwide each day.

## Contact Us

If you would like more information about what is possible with the latest scheduling technology, contact us!

Call **Stuart Brunger** on **07857 509306**  
or email [info@magenta-technology.com](mailto:info@magenta-technology.com)

**Magenta Corporation Ltd,**  
**4th Floor 10 Golden Square,**  
**London, W1F 9JA**

Maxoptra is a division of Magenta Technology  
[www.maxoptra.com](http://www.maxoptra.com)

