

CASE STUDY

Tracker, South Africa

“THE DEVELOPERS USING SAGENT DATA FLOW ARE IN AGREEMENT THAT WITHOUT ITS WIDE RANGE OF ADVANCED FUNCTIONS TO ADDRESS BOTH SIMPLE AND COMPLEX CHALLENGES AND SIMULTANEOUS EASE OF USE, THEY WOULD BE AT A MAJOR DISADVANTAGE.”

B.P. van Coller, CIO, Tracker Network

TRACKER RECOVERS HIGH PERFORMANCE

SAGENT PROVIDES FAST DATA MANAGEMENT FOR VEHICLE RECOVERY SPECIALISTS



Challenge

The manual capture of data received from business partners created several problems that made information management at Tracker difficult, time consuming, and prone to error, resulting in lower efficiencies than desired.

Solution

Sagent Data Flow from Pitney Bowes Business Insight provided Tracker with not only the ability to solve current problems, but also the tools that would allow them to improve their business processes and data management strategy into the future.



SUMMARY

Since 1996, Tracker has provided South Africans with an effective deterrent against motor vehicle theft, and a fast and reliable way of recovering stolen automobiles. Their technology and services have resulted in over 9000 arrests to date. Today, Tracker is fast becoming the source of useable motoring data, while offering sophisticated technology for fleet monitoring and telematics solutions. To manage this growing body of information and activity, Tracker uses Sagent Data Flow from Pitney Bowes Business Insight to automate time consuming processes it once undertook manually, integrate its various information sources, and provide insight it can use to stay lean and maintain a high level of performance.

Before 2007, Tracker faced several difficulties in managing its data and business processes, caused largely by manual processing of information. Data captured by human operators was prone to error, often required recapture, and was at times duplicated across one or more data stores. Staff spent a large portion of their time preparing, processing, and verifying data before it could be used for business. In addition, the reconciliation of accounts could only be performed annually, and little in the way of exception reporting existed.

An event hosted by Alicornio Africa, PBBI's distributor in Southern Africa, caught the eye of Tracker CIO, Benn van Coller. The features of the Sagent technology being promoted, offered an intriguing solution to his problems. After assessing the product, the company acquired Sagent Data Flow in December 2007.

CHALLENGE

Although it was initially used solely to reconcile payment allocations, Tracker quickly learned that Sagent was capable of addressing a wide range of data management scenarios. With this knowledge,

they put the software to work in other areas such as an electronic transaction processing interface and the creation of exception reports.

Currently, Sagent delivers value to several business functions, including:

Finance: In the past, reconciliation of the debtors' book between Tracker and its business partners was a laborious, time-consuming, and inherently problematic task. As such, it could only be completed annually and results were not always reliable. With Sagent, automated reconciliations are run monthly and, as a result, the number of costly unhandled collections has dropped by 90%, mitigating a major risk, improving profits, and earning Tracker the trust of its business partners. Sagent is also used for the identification of exceptions for exception reporting purposes. Once compiled, exception reports are sent through to the relevant call centre agents for follow-up with the customers involved.

Sales: Business-to-business communication between Tracker and its underwriters is facilitated through Sagent. Daily MIS files are generated and used by underwriters to track the business and swiftly identify any anomalies.

Operations: Tracker uses Sagent for both trend analysis and exception reporting in its operations. By analysing trends in the loss and recovery of vehicles, the company can identify target areas, high-risk vehicles, and other risks motorists face, and pass this information on to customers, authorities, and business partners. Such data allows resources to be deployed where they will be most effective, making the company more responsive overall.

Call Centre: Leads are no longer captured manually. Instead, Sagent receives lead data from insurance companies and the vehicle industry in various electronic formats. It imports and converts the data to a standard format, and compares these leads

“SINCE THE INITIAL IMPLEMENTATION OF SAGENT DATA FLOW WITHIN TRACKER NETWORK, IT HAS CONSISTENTLY ADDED VALUE TO OUR ORGANIZATION IN AN EVER BROADENING SCOPE.”

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with existing customer records to avoid duplication. Once converted, results are returned to the data supplier, and the leads are automatically loaded into Tracker's CRM system, making them immediately available to call centre agents for follow-up.

Data Conversions: During the merger between Tracker and Mobile Data, Sagent was employed to merge the customer databases of each company. Sagent is central in the migration of data to Tracker's new CRM and Financial systems. The company is also preparing to revamp their data warehouse, with Sagent as a core component.

RESULTS

Sagent adds value to many areas of the business:

- Sagent provides the company with insight into its processes, giving rise to Business Intelligence that is used for constant improvement.
- Tracker employees can focus on the company's core activities rather than capturing and reconciling data.
- The automation of manual processes resulted in improved efficiencies and a substantial time and cost saving.
- The significant risk associated with slow reconciliation of accounts has been greatly reduced.
- Electronic transaction processing between business partners is fully automated, resulting in the seamless flow of remote information and faster turnaround times.
- The company can handle greater business volumes with a lower proportion of administrative staff.
- Improved productivity has increased profitability.
- Data management processes are rapidly developed and easily maintained.

- Solutions can be delivered to the market faster than ever.
- The take-on of new partners is faster than before.
- New services can be launched effectively and successfully within budget.

The acquisition of Sagent not only allowed Tracker to solve its data management problems, but also gave it the tools it needs to maintain performance during growth, while building a system that will carry it into the future. Alicornio Africa collaborated with Tracker to solve their problems through efficient data management.

ABOUT TRACKER

Tracker has been South Africa's leading vehicle tracking company since the 1990s. And while vehicle tracking and Stolen Vehicle Recovery (SVR) remains the company's core business, the Tracker of today has evolved into a highly sophisticated technological company offering leading edge fleet monitoring and telematics solutions to both individuals and organisations throughout Southern Africa. www.tracker.co.za

ABOUT ALICORNIO AFRICA

Founded in 1999, Alicornio Africa is Pitney Bowes Business Insight's Southern African distributor and provides a sophisticated offering in the arena of enterprise information management. The company offers technology, consulting and training services covering the entire spectrum of information integration, data profiling, data duplication, data quality management, data warehousing, business intelligence, automation, and customer communications management. Alicornio Africa is able to provide the platform for any data integration challenge. Their clients include, amongst others, banks, insurance houses, and credit bureaus. www.alicornio.co.za

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