

Case study

IMA Italia Assistance



Perfecting roadside assistance

IMA Italia Assistance provides real-time monitoring of roadside assistance across Italy with Vodafone IoT

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Optimising roadside assistance operations with Vodafone IoT

If you've broken down on the motorway you need help quickly, and you need the right help. IMA Italia Assistance Group is using real-time data to track its fleet of recovery vehicles, ensuring assistance gets quickly to those who called for help.

The challenge

Monitoring recovery vehicles in real-time

IMA Italia Assistance Group provides roadside assistance and recovery on the Italian motorway network. IMA cooperates with motorway operators, to ensure customers in trouble receive a fast, reliable recovery experience. Its operations call centre works 24/7, dispatching recovery vehicles exactly where they're needed in the shortest time.

It is a complex and unpredictable job. The Italian motorway network covers 6,758 kilometres¹ and registers huge seasonal peaks in traffic. The network is used by regular commuters and international holidaymakers alike, as well as heavy trucks for goods deliveries. To be effective, the focus for IMA Italia Assistance Group is on optimising operations – and one way of doing so is knowing the exact location of its entire fleet of recovery vehicles.

"We wanted to be able to monitor our vehicles in real-time," says Mr. Claudio Grazioli, Supplier Network Manager at IMA Italia Assistance Group.

“ We chose Vodafone because it offers the smartest and most flexible option, as well as being the most affordable solution for us, our customers and partners. ”

Claudio Grazioli,
Supplier Network Manager,
IMA Italia Assistance Group

"We need to track when and where they access the motorway, when and where they arrive with the customer waiting for assistance, when they leave, and when and where they exit the motorway. There are several tracking solutions, but we needed the connectivity and the management platform to monitor the whole assistance operation." This is also compulsory information that IMA shares with motorway operators.

The solution

Smart boxes installed on vehicles

The focus for IMA Italia Assistance Group was on finding a solution that required the least possible human intervention by the driver, with the aim of minimising errors and delivering the right data, without compromising speed and efficiency of providing assistance to drivers. "We opened an invitation to tender to allow us to compare both the cost and the technical feasibility of the service," Mr. Grazioli explains. After a rapid analysis of the requirements, IMA Italia Assistance Group decided to install Vodafone Automotive telematics boxes on all assistance vehicles. On-board boxes automatically collect data relating to vehicle movements and, thanks to software specifically developed by Vodafone Automotive, track the key points and time lapses of assistance operations.

"Alternative solutions," adds Mr. Grazioli, "did not prove to be as efficient and cost effective as Vodafone. We chose Vodafone because it offers the smartest and most flexible option, as well as being the most affordable solution for us, our customers and partners."

“ IMA targets to complete coverage of the entire motorway network by the end of 2018. Thanks to Vodafone Automotive, today we're able to guarantee the highest standard of motorway assistance. ”

**Claudio Grazioli, Supplier Network Manager,
IMA Italia Assistance Group**

Based on Global System for Mobile Communications (GSM), General Packet Radio Service (GPRS) and Global Positioning System (GPS) technologies, the monitoring system designed for IMA Italia Assistance Group allows data to be collected from IMA's fleet and transmitted to the company's servers where it can then be monitored and analysed.

The software developed by Vodafone records vehicles accessing the motorway network via established points such as toll booths, and is also able to capture data on vehicles entering the network via specific recovery vehicle entrances, providing IMA Italia Assistance Group with a complete picture of its fleet's operations.

Together, the monitoring system and software enable both IMA Italia Assistance Group and the motorway operating companies to accurately track and record vehicle movements, overview operations in real-time and, ultimately, improve the efficiency of assistance operations. "IMA aims to connect the entire motorway network by the end of 2018, where requested by relevant operators," says Mr. Grazioli. "Thanks to Vodafone IoT, we're able to guarantee the highest standard of motorway assistance."

The future

Improved monitoring services

For those roadside assistance operators, partners to IMA, who might need to monitor activity of their trucks even outside the motorway, IMA could provide this option.

"It is technically possible now," says Mr. Grazioli. "Monitoring the performance of assistance vehicles is an added value that we can provide to our existing partners. Most of these companies operate outside of the motorway network itself and the system can easily be adapted to other road tracks."

The features of the service designed by Vodafone guarantees maximum attention to the privacy and security of managed data.

The bottom line

- With the service provided by Vodafone IoT, IMA is able to monitor roadside assistance operations in real-time
- Tracking the movements of recovery vehicles takes place with little human intervention
- Better control means assistance service can be increasingly improved to motorway drivers

About IMA Italia Assistance

- IMA Italia Assistance operates in the automotive, travel, health and property sectors
- Subsidiary of the French Inter Mutuelles Assistance Group, which handles over 2.2 million assistance claims per year
- IMA Group global turnover is in excess of €600 million a year
- www.imaitalia.it

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