

MOBILITY SOLUTIONS AG

“Columbus”: When 20,000 vehicles are treated like customers

BSI developed a new fleet management system for the Swiss Post subsidiary, Mobility Solutions AG, on the basis of BSI CRM. In just one year, the CRM software was upgraded to handle the processes required for professional fleet and mobility management. The new solution now combines the best from both worlds.

BSI received the assignment to construct a new mobility management system from Mobility Solutions AG, the Berne-based fleet management provider. The product BSI CRM was to serve as the basis for this development. At first glance, the choice of a CRM solution might seem astonishing; however, on closer inspection it is quite logical. Mobility Solutions offers its services, full-service leasing and mobility consulting, particularly to outside companies, in addition to its parent company. Therefore, the close meshing of the fleet management system with the customer management processes made sense. Correspondingly, the goal was to implement all the requirements within a single solution.

BSI CRM now had to also depict all the business cases involved in fleet management in addition to the customer management functions. The adaptations required involved all contract matters, including definition of the prices and services, as well as supply management, such as the servicing of vehicles by an external provider. “Columbus” shall also generate more detailed reports that analyze the services provided. The interfaces to Mobility Services’ existing SAP system had to ensure the process of creditor and customer settlement, the issuing of invoices all the way through the printing process, as well as fuel data management. To secure the investments, the new solution was required to be client-capable, multilingual and equipped for future technological further developments in fleet management. And to top it all off, the entire system was to be developed and introduced in just one year.

In the role of business consultants

The management of a fleet of around 20,000 vehicles includes various processes, some of which are very complex. To be able to depict these with a software solution, BSI had to thoroughly immerse itself in the business processes. The internally developed and outmoded system previously used by Mobility Systems could hardly serve as a template. Therefore, the BSI team gathered the necessary know-how through intensive on-site teamwork with the customer. Together, BSI and the Mobility Services team compiled the requirements, analyzed existing processes and developed new ones. This



is not an unaccustomed role for BSI. For customized solutions of this complexity, BSI does not merely function as software supplier, but also additionally takes on the role of business consultant.

The deadline to transfer the entire functionality of the 15-year old legacy software and the complexity of the predominantly paper-based processes into a new solution was just one year. This represented an additional challenge to all those involved. All the more so because the paper files of around 20,000 vehicles had to be transferred from the old filing cabinets into the electronic system. “We may have somewhat underestimated the effort this required”, observes Beat Moser, Project Manager at Mobility Solutions, when looking back. “Towards the end of the project, nearly everyone involved was close to their load limit.”

One million positions in four months

BSI CRM’s flexible architecture and the great work provided by the entire project team, made it possible to productively introduce the new solution on the appointed date. The result is a customized, comprehensive solution for professional fleet and mobility management. “Columbus” contains customary processes and tools, such as contact, activity and campaign management for sales and marketing, while at the same time depicts all business cases pertaining to fleet management (see box): The entire vehicle fleet is managed on a per customer basis, invoices are delivered electronically or are scanned in, allocated to the right customer in the system and approved by the company; the fuel application automatically obtains its data directly from the fuel pumps connected to it. The execution of all the requirements on a single system makes multiple data entries superfluous and eliminates duplication. The data is used for overlapping business processes. As a result, the process becomes more efficient, more sophisticated and easier to comprehend.

Quickly productive

Just four months after the new system was placed in operation, the Post subsidiary, Mobility Solutions, had already entered 11,500 assignments and had processed over 26,000 invoices and sent out over 28,000 customer invoices, either on paper or electronically, to customers through the SAP interface. All totaled this means that over one million individual billing positions were created.



Benedikt Reichlin,
Senior Project Manager BSI

“Columbus” functionality

- Sales support
- Marketing campaigns
- Reports
- Ticket management
- Dual-level contract management
- Fleet management
- Case handling
- Invoice data entry
- Creditor payments
- Customer claims