

## ANONYMOUS RESELLER

### GLOBAL LUXURY CAR MANUFACTURER

We work with some of the world's biggest companies and organisations.

Here is a practical example of how one of WLS' own branded resellers secured a contract to support a luxury car brand's global engineering team's test cars.



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WLS is a **full-service, independent telematics and data processing consultancy and software house** with offices in the UK and Ukraine.

With a full-stack in-house software development team, WLS is whatever you want it to be. If you want to use WLS to perform basic vehicle tracking, it can do it reliably and cost effectively; if you want to use WLS to implement business critical management reporting on fleet performance and utilisation, it can deliver customised and business specific management reporting; if you want WLS to provide in-field tools to inform or protect a mobile workforce, it can provide, customise, and build native iOS and Android Apps. to deliver a streamlined cloud based efficient workflow.



## CHALLENGE

An existing WLS reseller received an enquiry to supply vehicle tracking for more than **300 vehicles** operated by a variety of engineering departments of a **luxury car brand**. The vehicles are located around the world, **from Russia to California**, and operated during the testing phase pre-production. The car manufacturer, which must remain confidential, required some data via the OBD port, and more importantly to them, needed to **monitor utilisation to ensure that vehicles were being tested to the maximum number of working hours in the day**.

# SOLUTION AND RESULTS

The challenge in the implementation of their solution is born from the manufacturer's **definition of 'utilisation'**, for most transport operations utilisation is defined as 'the wheels are turning', but for the manufacturer in some instances, **a vehicle in pieces is considered utilised as the engineering team can't drive it**, or the **vehicle is on a train being transported** across Europe, there were further considerations such as the time zone of the engineering team. Ultimately the company monitors utilisation **from 9 am local time to 5 pm**, and in fifteen minute windows. WLS supported the white label reseller to build the reporting requirements to support the contract. The reporting is divided by engineering teams across the world, and **utilisation is a serious metric for the company looking to maximise testing time.**

Since implementing the solution, the white label partner has worked closely with the manufacturer, and successfully **renewed for a further three years** despite stiff competition.

## Visual representation of utilisation

