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### IN OTHER NEWS

Autobuses Jimenez awarded with Logroño's mass transit tender thanks to GOAL SYSTEMS



GRUPO SENDA's Transportes del Norte now in Operation



EKIALDEBUS to launch new services planned with GOAL SYSTEMS software



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## REDBUS—Transantiago (Veolia) now operating with GOAL SYSTEMS and achieving Major Cost Savings

JANUARY 2011 — Santiago, CHILE. In January, 2011 the first C06 line first used for the testing runs went into operation, with improvements seen in terms of both lower costs and higher quality index values, as well as in terms of Redbus' operations as a whole.

As of the beginning of February, there are already 12 lines operating under scheduling generated by **GoalBus®** and **GoalDriver®**, and managers, dispatchers and drivers are all eager to see the system implemented for the rest of the company's lines as soon as possible. It is anticipated that the system will be completely put into effect during the month of March, so that gradually, and with a minimum amount of disruption, the company's entire system will soon be operated using these tools.

The objectives of this project, which started up in September, have been clearly defined by the Redbus management and are focused on three main goals:

- **Increasing quality index levels** for all operations: Frequencies, reliability, passenger capacities by time period, etc. Overall improvements for the Transantiago services.
- Allowing **efficient use of resources**.
- **Causing as little disruption as possible to existing operations**.

In the words of **Oscar Gray, Redbus' Operations Manager**, "**The results are turning out just as we had hoped...and it is going to be a successful implementation.**"

As a part of VeoliaTransport, **Redbus Urbano S.A.** has taken up the challenge of being a **Transantiago** operator that can bring significant, permanent improvements to the city's passenger transit, as well as improvements in quality, reliability and safety for passenger bus services.

The Redbus fleet currently contains 301 buses.

**VeoliaTransport** is the transit services branch of Veolia Environnement, and was founded more than 160 years ago. It has operations on six continents and is **one of the world's most respected names in the passenger transit sector**.

Once again GOAL SYSTEMS has demonstrated that its solutions are adaptable to any type of company or service, allowing business professionals to achieve their companies' goals related to efficiency improvement.





## Autobuses Jimenez awarded with Logroño's mass transit tender thanks to GOAL SYSTEMS

JANUARY 2011 — Logroño, SPAIN. The **commitment to service quality, safety and reliability** that this group of businesses has offered its customers from the very beginning along with the **demands** of any **transit cost management system, require a robust support system.**

At **GOAL SYSTEMS**, we are proud to have been **chosen by Grupo Autobuses Jimenez as their preferred supplier of scheduling and optimization software.** This represents the next step in the **initial collaborative relationship** between this business group and GOAL SYSTEMS. First, GOAL SYSTEMS provided support for developing the optimized service offerings, which led authorities in La Rioja province to award the **Logroño Metropolitan Service concession** to Grupo Autobuses Jimenez last **November.**

Our goal is to **grow along with the business group, providing the tools and support needed for fleet and staff management, optimization and scheduling,** while **maintaining** and, as much as possible, **improving the quality standards** that Grupo Autobuses Jimenez has always guaranteed. All of this is done in order to **lower costs** and **increase profits.**

Grupo Autobuses Jimenez creates its upcoming schedules using **GoalBus®** (software for optimal planning of timetables, vehicles and driver shifts) and **GoalDriver®** (software for optimal assignment and classification of driver shifts).

**Autobuses Jimenez is a family business** with a **company history of more than one hundred years.** **Autobuses Logroño** was recently named "**Company of the Year in the Urban Transit Category**".

At present, Grupo Autobuses Jimenez is made up of **9 companies** and a **growing fleet of 200 vehicles.** The company provides **urban, interurban, long-distance and special event transit services** on a nationwide basis (Logroño, Arnedo, Madrid, Jaén, Pamplona, etc.).



**GOAL SYSTEMS** continues to be the **leader in Resource Planning and Optimization Software for Transit businesses,** and has once again demonstrated how its **solutions are perfectly adaptable to particular companies and locations** around the world.

We **appreciate the trust** that Grupo Autobuses Jimenez has placed **in us,** and **congratulate them** for their **great achievements:** the **Logroño Metropolitan Service concession** and the **Company of the Year in the Urban Transit Category** award.



### GRUPO SENDA's Transportes del Norte now in Operation

JANUARY 2011—Monterrey, MEXICO. Using the version of GoalBus® designed for companies offering medium- and long-distance transit services, TRANSPORTES DEL NORTE (TDN) has put its EXECUTIVE, PREMIER and FIRST PLUS services into operation with great success.

An initial phase was first carried out using **three scheduling models** for a fleet of 150 busses, **achieving a 7% cost savings**. All schedules comply with the company's own business, operational and labor-related regulations, and are tailored according to a variety of specific factors involved. Following upon this initial success, the company has begun to apply the system to its entire **fleet of more than 1,200 buses**.

In the words of Edmundo Reyes, Logistics Manager and project leader for Grupo SENDA, "GOALBUS applies a working methodology that lets companies be certain about the amounts of resources needed during operations to efficiently satisfy their own needs and those of the customers".

Based in Monterrey, Grupo SENDA's nationwide passenger transit services cover an area that includes 15 of Mexico's states, as well as making connections with major U.S. cities in Texas, North Carolina, South Carolina, Alabama, Arkansas, Georgia and Tennessee.

Grupo SENDA is the company that other Mexican interurban transit companies recognize as a leader in technology, innovation and service, and Grupo SENDA continues to modernize its operations using our tools. It is now applying this process for its other nationwide transit companies, TAMAULIPAS, COAHUILIENSES and TURIMES. We are working in close collaboration with Grupo SENDA to help achieve their objectives in the shortest amount of time possible, and with maximum cost savings.

**Another important branch of Grupo SENDA's business is the chartered transit services provided for businesses, schools and universities, with 1,000 buses dedicated to these.** GOAL SYSTEMS is also collaborating with Grupo SENDA to obtain maximum optimization for services of this type, where excellent results are already being seen in the tests now being conducted.



Once again, GOAL SYSTEMS tools can be seen as our customers' strongest ally in their quest to achieve their companies' goals, whether economic or operational.

**The optimization results and implementation times are the most efficient in the market.** In Mexico, companies including Grupo ADO, Grupo Senda, Macrobus S.A de C.V, Transpaís and Conejibus already rely upon GOAL SYSTEMS software to achieve efficient resource planning.



### EKIALDEBUS to launch new services planned with GOAL SYSTEMS software

JANUARY 2011–Oyarzun, SPAIN. EKIALDEBUS will use a complete GOAL SYSTEMS urban and interurban planning solution for sizing and scheduling of its new operations. This solution consists of the integrated software tools **GoalBus®** and **GoalDriver®**, and the new services will begin operation in March, 2011.

EKIALDEBUS is a business consortium made up of three Spanish transit companies from the province of Guipúzcoa: HERRIBUS, INTERBUS and AUIF, which have a combined fleet size of over 80 vehicles. In the fall of 2010, EKIALDEBUS was awarded the interurban public transit services for eastern Guipúzcoa, which run between Donosti-San Sebastián and the region's main cities (Hondarribia-Fuenterrabía, Irún, Oyarzun, Lezo and Pasaia-Pasajes).

With the goals of improving the management of services, reorganizing and standardizing the services offered, and increasing capacity, Guipúzcoa's government solicited bids for a revitalized interurban public transit system for the province's eastern regions. The three companies integrated in the EKIALDEBUS consortium, which were already providing some of these services, decided to develop and present an ambitious joint proposal to handle all of the services up for bid. **EKIALDEBUS collaborated with GOAL SYSTEMS in preparing this proposal.** Finally, in October 2010, **EKIALDEBUS was awarded all of the lines included in the competition.**

The companies that make up EKIALDEBUS all have long histories in the sector. Their experience stretches back to the mid-20th century, and they have been able to combine their family business traditions passed down through the generations with the spirit of innovation necessary for continuing management and expansion. Being well aware of the importance of efficiency in the use of resources, the management of EKIALDEBUS has decided to implement a complete planning solution that allows operational costs to be minimized, while at the same time guaranteeing service quality levels and ensuring the well-being of employees.

Thanks to the wide range of experience that GOAL SYSTEMS brings to projects such as these, it will also be possible to fully implement the use of **GoalBus®** and **GoalDriver®** in a brief period of time. We are proud to be working with a company with such deep roots in the sector and such a dynamic and innovative perspective on the future.

