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GOAL SYSTEMS



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Qatar's Public Transit Company Chooses GOAL SYSTEMS

MARCH 2011 — Doha, QATAR. Qatar's public transit company, MOWASALAT, will be implementing a full GOAL SYSTEMS planning system for its urban transit systems. This will consist of the integrated GoalBus® and GoalDriver® tools, with the goal of planning its operations in an optimized manner.

MOWASALAT now has a fleet of around 300 vehicles dedicated to public transit services, as well as 200 other vehicles used for the private-sector transport needs of Qatar's hotels and gas companies.

MOWASALAT will also play a fundamental role in the expansion of the public transit system in Qatar that is expected to take place over the next ten years. This predicted growth is a result of the country's economic and demographic expansion, as well as the international attention the country will receive from upcoming events such as international soccer's 2022 World Cup.

Qatar's infrastructure master plan includes a significant amount of investment in transportation systems: a new airport terminal, high-speed railway connections, and a new urban metro system. Operations of a BRT (Bus Rapid Transit) system are also under consideration.

Qatar has one of the region's most advanced levels of economic development and standards of living. In fact, it has one of the world's top three per-capita GDPs. Also, the country is dedicated to a strategy of sustainability and diversification, reflected in the development and investment goals of organizations such as the Qatar Foundation (research and development), Qatari Diar (urban planning), and the Qatar Investment Authority (QIA).

In the fall of 2010, MOWASALAT, recognizing the great importance of optimizing the use of its resources, awarded the tender for the deployment of a complete resource scheduling system to GOAL SYSTEMS. As a result, the two companies have recently signed the contract to deploy this system, which will start during the next few weeks.

Thanks to GOAL SYSTEMS' extensive experience with similar projects, GoalBus® and GoalDriver® will be put into operation in a rapid manner. With this new project in Qatar, GOAL SYSTEMS is taking another important step in consolidating its position as a transit planning leader in the Middle East and North Africa region.





GOAL SYSTEMS, Exhibitor at UITP Dubai 2011, Increases its Presence in the Region

FEBRUARY 2011 — Madrid, SPAIN. **GOAL SYSTEMS will be presenting its products and services at a booth at the 2011 UITP global transit exhibition in Dubai, which will take place from April 10-13.** A team made up of GOAL SYSTEMS managers and professionals will participate in the conference in order to allow the company's representatives to meet face-to-face with other attendees involved with passenger transit.

At booth 5A470, which will be located in a block shared with other leading Spanish companies, visitors will have a chance to learn first-hand about the products and services our company offers, which have already put GOAL SYSTEMS at the forefront of the global market for those seeking complete solutions for optimized resource planning in the transit sector.

GOAL SYSTEMS' project management office has already participated in UITP's Middle East and North Africa convention in Doha, Qatar.

The Qatar meeting was led by UITP president Hans Rat and attended by many of the region's most important public transit stakeholders. GOAL SYSTEMS contributed a presentation about the optimization technology now available for public transit systems. **This presentation emphasized the advantages of the concurrent computation approach to the whole family of scheduling problems** (timetabling, vehicle scheduling, and driver/crew scheduling).



As far as GOAL SYSTEMS' presence in the region, highlights include **the recent awarding of the resource planning contract for Algiers' metro line 1, after an international competition held by the EMA (Entreprise du Métro d'Alger).** GOAL SYSTEMS will be deploying a complete solution for this metro system using the integrated **GoalRail®** and **GoalDriver®** tools.

This solution, already being used in daily operations by other major operators such as Bombela in South Africa and FGV in Spain, will allow for optimal scheduling of resources for these Algerian operations. Operation of these services will be managed by RATP Dev, with which GOAL SYSTEMS maintains a continuous collaboration that provides optimal results for both companies.



GOAL AMÉRICA Opens New Offices in Santiago, Chile

FEBRUARY 2011 — Santiago, CHILE. In November, 2010, management operations began for the implementation of GOAL SYSTEMS' AMÉRICA affiliate in Santiago, Chile, which will begin providing its services in April, 2011.

At present, the needs of businesses and organizations involved in the transit sector are increasingly urgent. **Companies are becoming more professional** by leaps and bounds, with regulatory authorities relying more and more upon **mass transit systems**. Given Chile's proximity to countries like Peru, Argentina, and Brazil, these new offices will allow us to **centralize our services in a location closer to some of our most important clients**.

Several large transit companies in Chile are already among GOAL SYSTEMS' clients, including Transantiago Inversiones Alsacia, Express de Santiago, SubusFanalca, RedBusVeolia, AFT, and Turbus, a provider of medium- and long-distance services.

GOAL AMERICA relies upon personnel in Mexico, Chile, and nearby Colombia. Our medium-term objectives involve **incorporation of personnel and establishment of offices in Mexico City, Bogota, and Sao Paulo**.

The new Santiago offices are located in the Millennium de Vitacura building. From this main office, we hope to promote the expansion of GOAL SYSTEMS into other countries in South American "Southern Cone" countries, while at the same time providing our existing clients with a more localized source of customer service.



The Millennium is one of the prestigious office buildings located in the heart of one of Santiago's most well-known business districts, Las Condes. This is also the city's most important area in terms of international business operations, and within a single city block the American embassy, several 5-star hotels, a metro station, several multinational banks, and restaurants serving food from around the world can be found. With 35 floors, the Millennium maintains an impressive physical presence in the zone, while also offering easy access to local amenities such as gyms, golf courses, malls, and the fastest avenue leading to the city's international airport.

GOAL SYSTEMS' 10th-floor offices provide an impressive view of the city, with two rooms to accommodate private meetings for up to six people, a 12-seat conference room, a lounge, a business services room, and a comfortable cyber-cafe.



Mexico's Servicio Industrial Regiomontano (SIR) Incorporates GoalBus® in its Operations

FEBRUARY 2011 — Monterrey, MEXICO. Grupo Senda, a business consortium that has already obtained excellent results using the **GoalBus®** tool for **Optimized Scheduling** of its entire passenger transit operation, has decided to extend its use of this technology to its industrial services (SIR).

By integrating the new **cartographic module** now offered by GOAL SYSTEMS, SIR is seeking to **make its operations more efficient and thereby reduce costs** (by reducing number of vehicles and deadhead trips), standardizing processes (maintenance and fuel costs), and improving working conditions for drivers (equitable distribution of hours worked, shifts, time off, and vacations).

SERVICIO INDUSTRIAL REGIOMONTANO (SIR) is a company integrated within GRUPO SENDA. It is based in Monterrey and dedicated to industrial transport, school bus services, and chartered trips in the region surrounding this major Mexican city. Following in the footsteps of other GRUPO SENDA companies including TDN, TURIMEX, TAMAULIPAS, and COAHULIENSES, SIR has decided to implement GoalBus® LONG DISTANCE, with the objective of improving and optimizing its industrial services operations.



In addition to its operations in Monterrey, GRUPO SENDA also provides industrial services in the cities of Reynosa, Saltillo, Torreón, and San Luis de Potosí. In Monterrey alone, SIR schedules more than 4,000 bus trips each day, and must also meet strict operational standards in order to comply with its clients own business and regulatory requirements.