



Our tools are multi-company and multi-country, thus allowing SIR to easily expand its business to other regions and countries, thus improving its positioning in the market.

Servicio Industrial Regiomontano (SIR) implements GoalBus® TIV for its Industrial Passenger Transport Service

OCTOBER 2011 — Monterrey, MEXICO. Following in the footsteps of Grupo Senda's NATIONWIDE TRANSIT business, SIR, in its continued efforts toward innovation and development, recently implemented GoalBus® TIV in its 8 INDUSTRIAL TRANSPORT divisions with satisfactory results and will soon be implementing it in its four foreign subsidiary companies in Reynosa, Saltillo, Torreón and San Luís de Potosí as well.

SIR is a transport company serving personnel in the industrial sector of the city of Monterrey. A leader in the industry, SIR carries out more than 2,800 services daily distributed into three shifts, for which 800 buses pertaining to 8 independent divisions are used.

This is one of the most complex technological projects in which GOAL SYSTEMS has participated. **Scheduling of 20,225 commercial services, 3.3 million possible routes and 800 buses and their drivers all are calculated together** on a weekly basis. In addition to taking all SIR's business and operations regulations into account, this calculation also determines which commercial and non-revenue trips each driver will perform, optimizing the non-revenue distance travelled and the number of buses and drivers, a significant problem in this line of business.

With **GoalBus®**, **all client preferences are combined** (logotypes, weather, age), as well as business preferences, driver preferences, and all kinds of regulations necessary to meet SIR's quality of operations, **as well as optimizing results.**

The **mapping module** allows SIR to calculate all the possible routes among the various nodes that make up the transportation network and sites of operations and rest breaks.

SIR's mapping problem is made up of 5,906 points determined geographically by latitude and longitude which make up 51,057 nodes on the network with which 6.2 million possible routes have been constructed in record time using a **Premium Google Maps** license.

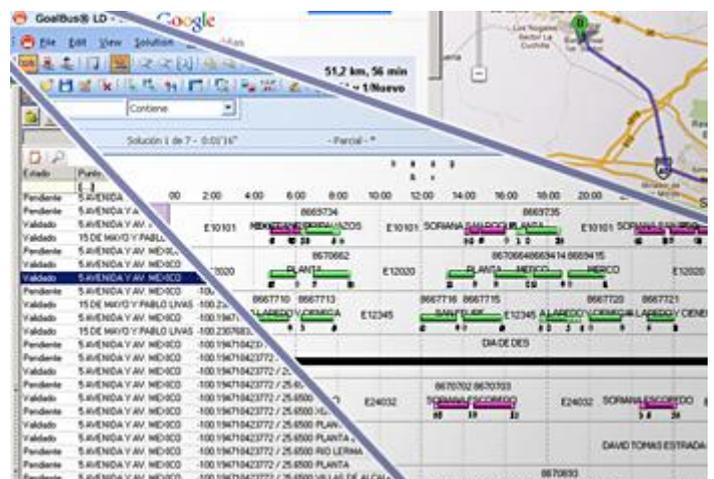
With this project, GOAL SYSTEMS puts a new product on the market that is designed for planning the business of company personnel and school transportation, and as well as other types of chartered passenger transport services: **GoalBus® TIV (Industrial Passenger Transport).**

In a fully automatic process, up to 800,000 possible routes are calculated daily, which will then be used to calculate the best possible route between the various components of the network. In addition, problematic points in the transportation network can be marked, indicating the average speed per time period and the direction of traffic so that the duration of calculated trips is close to their actual duration.

The project included:

- Integration with GOAL SYSTEMS tools
- Integration with SIR's corporate systems
- Generation of operations reports
- Sharing knowledge

Our congratulations to the entire SIR team.



IN OTHER NEWS

TURBUS, Optimized Operations Planning, in time for Independence Day Holidays



The Algiers Metro goes Into Operation Planned with GOAL SYSTEMS



TURIMEX International runs its bus service with GoalBus® Long Distance



New GOAL SYSTEMS Modules for the Planning of Transport Companies



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TURBUS, Optimized Operations Planning, in time for Independence Day Holidays

SEPTEMBER 2011—Santiago, CHILE. Since the start of the project in May, the first established objective has already been reached. In just four months, Turbus has been able to use the plans provided by GoalBus® Long Distance for planning its services during Chile's Independence Day holidays.

The Turbus and GOALSYSTEMS teams have worked together as one during this time in order to achieve the desired results which have allowed them to begin to operate the system in test runs with **a 15% increase in services offered for the first area of operation modeled**. Today, after being trained on how to use the tool, they are now able to model other areas of operation independently.

"The implementation methodology that we have determined with GOAL has allowed us to begin to enjoy **benefits just four months after the start of the project**, due to achieving better results than those obtained using alternative optimization methods. I am convinced that the results will continue to improve in the future, which is already starting to be studied as we look further into modeling and use of the tool. This is backed by the provider's tremendous commitment and closeness, having formed one great team with us." Sebastián Lekanda, Turbus Corporate Fuel and Planning Manager.

The seasonal nature of the passenger transport service offered by Turbus means that during peak periods such as the Independence Day holidays and the summer, passengers demand a greater number of services for their summer travel, during highly concentrated periods of time within one day. The best possible organization of resources provided by GoalBus® will help Turbus to, in addition to other secondary benefits, **increase the number of services offered upon passenger demand, while ensuring compliance with legal and internal regulations** related to crew rest breaks, daily maximums and preparation times for buses, among others.



GOAL SYSTEMS' strong and determined commitment to provide interurban transport companies a specific and personalized solution for their business continues to provide results with this new launch. The tool has been **offering our clients savings in operations of 5% to 20%** as compared to manual planning or automatic planning prior to implementation of the system.

We would now like to thank Turbus for choosing us and for their commitment to the project which makes us keep working each day to improve and to bring our systems to the companies and authorities that need them.

GOAL SYSTEMS, already having a strong presence in Chile, is planning operations for 5 transport companies that currently have approximately 5,000 vehicles and 15,000 drivers in total in this country alone.



The Algiers Metro goes Into Operation Planned with GOAL SYSTEMS

NOVEMBER 2011 — Algiers, ALGERIA. The **Algiers Metro**, a project with a long history starting three decades ago, was inaugurated last October 31 by the president of the Republic of Algeria AbdelazizBouteflika and opened to the public on November 1. Service is provided with **optimized schedule, train, and driver planning**, as well as planning for other personnel, generated using the complete GOAL SYSTEMS solution made up of the integrated tools **GoalRail@metro** (scheduling of timetables, rolling stock and driver shifts) and **GoalStaff@** (rostering for personnel). **This GOAL SYSTEMS solution** has been successfully integrated into other intelligent transport systems implemented in operations.

During the first nine days of operation alone the metro, which currently consists of one line that joins the Hai, Badr and Tafourah-Grande Poste stations, **transported 340,000** passengers, which is proof of the enthusiasm with which Algerians have received this long-awaited infrastructure.



RATP El Djazaïr, an Algerian subsidiary of RATP Dev, is the company in charge of system operations after being awarded said operations by the **Entreprise Metro d'Alger (EMA)**. GOAL SYSTEMS has worked side by side with RAP El Djazaïr's and EMA's teams for five months in order to bring the project to fruition in time for the inauguration. This goal has been reached thanks to GOAL SYSTEMS' experience in implementing solutions similar in nature.

GOAL SYSTEMS is pleased by RATP Dev and EMA's success when faced with this great challenge and will continue to work with them both in the future.



TURIMEX International runs its bus service with GoalBus® Long Distance

SEPTEMBER, 2011 — Monterrey, MEXICO. TURIMEX INTERNATIONAL, part of GRUPO SENDA company, starts its bus service operation planned with GoalBus® LD, with services in Mexico and the United States.

TURIMEX INTERNATIONAL is a company that provides passenger transport services between Mexico and the United States with great operational complexity where **the different work conditions for drivers working in Mexico and those working in the United States are solved together.**

Routes of up to 3521 km and 45 hours in travel time are planned for the case of the trip from the Mexican city of Guadalajara to the American city of Chicago. Another particularly relevant route is crossing the international bridge in Nuevo Laredo, the most important border region in Mexico and Latin America, with a high flow of commercial and economic traffic given that nearly 3,000 trailers of merchandise cross this area daily.



In addition, at the time of planning, **both Mexican as well as American transport regulations must be met.**

Some of the main destinations in the United States are the cities of Dallas, TX, Houston, Garland, San Antonio and Chicago as mentioned above.

Using the tool GoalBus® LD, GOALSYSTEMS and its clients face and resolve increasingly great and complex challenges every day.



New GOAL SYSTEMS Modules for the Planning of Transport Companies

OCTOBER 2011 —Madrid, SPAIN. As part of their continuous efforts toward innovation and development, GOAL SYSTEMS makes new modules available to its clients, designed to amplify the functionality of their products.

The new modules available are the following: **Mapping Module**, **New Editor**, and **Dispatch Module**, which are complemented by the already well-known modules for **Optimized Scheduling of Timetables**, **Bus Services and Drivers**.

Mapping Module:

This module allows **GoalBus®** users to quickly design new movement scenarios. It is particularly made for companies, groups or regulatory agencies interested in analyzing alternatives to current transport networks. Integrated with the leading mapping providers and Google Maps®, the mapping module allows for quickly recovering the topographical elements necessary for sizing up new lines of transport. In addition, this module also offers:

- Integration with GOAL SYSTEMS tools.
- Calculation of travel times per period of time.
- Calculation of non-revenue trips between network stops.
- Creation of itineraries, respecting the direction of traffic for Buses or Tourism.

New Editor for **GoalBus®**, **GoalRail@metro** and **GoalRail®**:

The new editor allows for post-editing the optimized solutions found by **GoalBus®**,

GoalRail@metro or **GoalRail®**. It is designed for discretionary scenarios where, due to eventualities in service, planners find themselves obligated to modify their regular transport service schedule, without the need to restart the entire process.



The new editor includes the following features, among others:

- Insertion, modification and deletion of any element of the solution, using the most advanced drag& drop and multi-selection techniques.
- Verification of rules in the edited solution. In this way, the user receives validation of his editing at all times.
- Synchronized representation of Gantt charts and line graphs. This feature increases the editor's usability considerably, given that it generates information on the representation of vehicles and drivers at all times.
- Editing of types of driver service. Upon making a change, the editor automatically informs the user whether the change in driver service complies with the parameters of the new service type.
- Management of trips, boarding and de-boarding, rest breaks, travel times and all relevant purposes of Gantt charts for vehicles and drivers.

Dispatch Module:

Designed for daily operations, the Dispatch Module is the best option for responding to possible eventualities during daily operations.

This module is supplied by daily planning, automatically integrating into all GOAL SYSTEMS tools and allowing for the following, among others:

- Shift reassignment due to unavailability of the assigned driver.
- Vehicle reassignment due to unavailability of the assigned vehicle.
- Driver reassignment due to operating incidents.
- Vehicle trip reassignment due to operating incidents.
- Deviation reports regarding the scheduled and actual route.