



## Google Maps helps drive success of fleet-management app



### About

- ISSCO is part of the ISS Group and delivers innovative technologies across Europe
- Based in Bacau, Romania
- 25 members of staff, consisting mainly of IT programmers, developers and an IT support team
- GPS-Protect is ISSCO's fleet-management and monitoring app and solution

### Objectives

- Offer the most comprehensive, up-to-date app possible
- 75% reduction in the cost to communicate with drivers
- 25% efficiency gain for sales agents and distribution vehicles
- 10% reduction in transport costs

### Approach

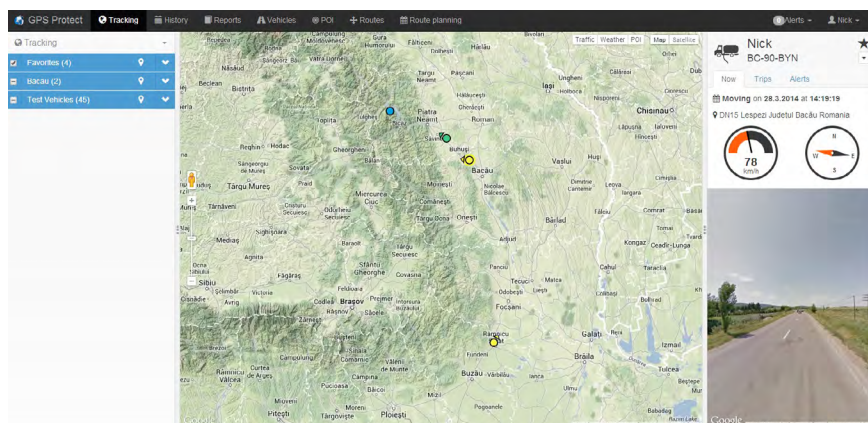
- Create, not just implement a software solution
- Leverage the advantage of being the only company in Romania with a Google Maps licence
- Explore future opportunities with Google Maps

### Results

- 35% higher customer satisfaction
- 25% more leads
- 45% more revenue

*"Everybody knows Google Maps is the most up-to-date and complete set of mapping functionalities, so it is a real benefit for us to integrate such a big brand in our solution."*

**— Nick Vercruyssen,  
CEO, ISSCO**



### Background

When Romania-based software development company ISSCO started developing a game-changing fleet-management and monitoring app, Google Maps had a vital role to play.

Founded in 2009 by Nick Vercruyssen, ISSCO is part of the ISS Group and has a reputation for delivering innovative technologies across Europe. ISSCO's portfolio includes apps for PCs, tablets, smartphones, industrial engineering and all-in-one PCs. The company is active in a wide range of sectors including communications, CRM, education, entertainment, tourism and logistics.

During 2011 and 2012, ISSCO began to think about creating its own fleet-management app and software with default tracking and trace functionalities, and a range of management features. The aim was to reduce risks and costs, and maximize profits for customers like transport companies, couriers and taxi firms by offering detailed and live information about their fleet.

By 2013, ISSCO was ready to launch their offering, now called GPS-Protect, and this is where Google Maps' came in.

### The only answer

As far as Nick Vercruyssen was concerned, Google Maps was the only real choice for a map solution. It provided a fast, integrated, up-to-date service that offered detailed views as well as other useful tools and information. No other map provider could match Google Maps' quality and update speed, and features like different overlays were hard to implement.

Another major advantage of Google Maps was that it is a well-known brand that impresses customers. As Nick explains, "Google Maps is becoming the standard nowadays in the Romanian market. Everybody knows it offers the most up-to-date and complete set of mapping functionalities, so it's a real benefit for us to integrate such a big brand into our solution."



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*"Based on the number of customers we are getting, the feedback we are receiving and the number of new contracts we are signing, it's clear that Google Maps is a huge advantage for us."*  
**— Nick Vercruyssen, CEO, ISSCO**

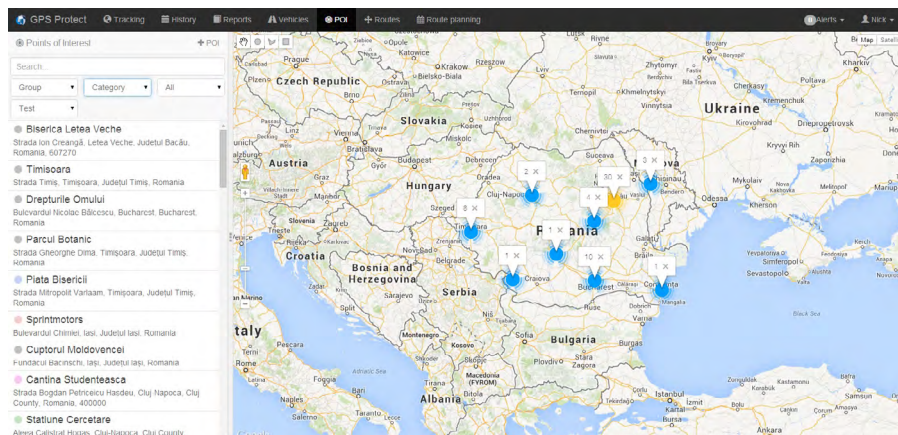
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## Google Maps for Work

allows you to bring data to life by showing it on a map. Contextual insights can be shared with people inside and outside of your organization, across a variety of devices such as tablets and smartphones. By embedding maps in your website and applications, you can also create a visually rich experience that engages your users, encouraging a higher level of interaction. Whenever you have data that has a geographic reference such as an address or lat/long coordinates, it's an opportunity to provide a more engaging experience through a map.

For more information visit:  
**[www.google.com/work/mapsearch/](http://www.google.com/work/mapsearch/)**

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Implementation was very easy and ISSCO found development tools simple to use. Supporting documentation was comprehensive. "Everything worked well and very quickly," Nick says.

During implementation, ISSCO was supported by Globema, an authorized Google partner in Central and Eastern Europe. After familiarizing themselves with the fleet management app's needs, Globema helped ISSCO choose the most suitable Google Maps API for Business licences, and also assisted the application developers with technical issues.

## Helping drive GPS-Protect

Today, Google Maps is integral to GPS-Protect – it is used for tracking and positioning vehicles, and referencing points of interest. Google Street View, which is new to the Romanian market, is part of the package. Google Maps has also enabled ISSCO to create an easy-to-use interface which helps set it apart from the competition.

Above all, Google Maps is up-to-date. As Nick says, "Google maintains and updates the service and new features are integrated automatically. For example, weather and traffic updates have recently been added, along with places of interest. So we have a lot of data that we can make available to our customers."

This is particularly useful for companies like taxi firms, which rely on current travel and weather information to be even more efficient.

Another major selling point for ISSCO is the fact that GPS-Protect is the only app in Romania to use Google Maps. The competition use their own version of maps, have a link to Google Maps via a search engine or employ OpenStreetMap solutions.

Looking ahead, Nick is confident that GPS-Protect will, on average, offer customers a 75-per-cent reduction in the cost to communicate with drivers, a 25-per-cent increase in efficiency for sales agents and distribution vehicles, and a 10-per-cent reduction in transport costs.

As far as ISSCO is concerned, there's no question that Google Maps has added significant value. Integrating Google Maps into GPS-Protect has generated 35-per-cent higher customer satisfaction, 25-per-cent more leads and 45-per-cent more revenue. So it's not surprising when Nick says, "Based on the number of customers we are getting, the feedback we are receiving and the number of new contracts we are signing, it's clear that Google Maps is a huge advantage for us."