strategic mapping inc.

Intelligent Transportation Systems

"Always ahead of the curve"

WHO WE ARE

Strategic Mapping Inc. was born in 2006, when a small team of transportation technologists came together to accelerate the adoption of innovative technology to modernize transit and fleet operations. From the time of our company's inception, our focus has been on creating leading edge solutions that address people's everyday transportation challenges.

Strategic Mapping is a complete end–to–end solution provider, offering hardware design, software application and system integration services to some of North America's leading transit agencies.

MISSION

Strategic Mapping is a team of technology dreamers, tinkerers and innovators. Our team is committed to the creation, development and deployment of innovative, user friendly and cost effective transportation solutions. It's why we exist and why we continue to evolve our solutions to meet our customers current and future needs.

Our foundational belief is that innovation is best served through collaboration. We see each customer as a long–term partner. *"Always ahead of the curve"* is more than a slogan for us. Our team is always on the lookout for new ideas and creative ways to solve customer challenges. That level of dedication and commitment has led us in the creation of industry leading products and has fueled our continued growth.

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We have what it takes to move you!

AUTOMATED STOP ANNOUNCEMENTS

Strategic Mapping's Automated Next Stop Announcement System provides onboard audible and visual announcements which include next stop, transfer points, points of interest and public service messages. Preboarding external audible announcements are also provided to waiting passengers at bus stop locations.

TOBI ™ TRANSIT-ON-BOARD INFOTAINMENT

Our Transit On–Board Infotainment System also known as TOBI™ utilizes crystal clear LCD displays housed within rugged enclosures to provide passengers with real–time predicted arrivals, local news, weather, location–based content and exclusive promotions. TOBI™ also includes a powerful and intuitive web–based Content Management System (CMS).

PASSENGER WI-FI

Strategic Mapping's Bus Connect Wi-Fi module utilizes the latest innovations in both hardware and wireless communication to deliver a fast and secure onboard Wi-Fi "Hot–Spot" for passengers.

MOBILE FARE PAYMENT

Strategic Mapping's SmartPay offers a secure and convenient way to purchase and manage transit fares all from your mobile device. SmartPay users can load their account using a wide variety of payment methods. The solution also includes an onboard mobile device fare validator.

PASSENGER INFORMATION SYSTEMS

SMI offers a wide selection of platforms to convey real–time information to the public. From web and mobile applications to wayside signage and rider subscribed alerts, our reliable Passenger Information System delivers highly accurate arrival and departure information.

THIRD PARTY INTEGRATION

Strategic Mapping's system architecture supports the seamless integration with third party applications to unlock added value for our customers. These include but are not limited to fare payment systems, destination signs, security cameras, scheduling software applications, maintenance management and payroll systems.

CHECK-IN TERMINALS

Our Check–in Terminal solution automates and simplifies both the sign–in and sign–out process for vehicle operators at the dispatch wicket. Utilizing our robust color touch screen monitors or complete kiosk style enclosures, combined with advanced software, operators are able to efficiently and securely sign–in or out using either their employee identification, password or swipe card.

COMPUTER AIDED DISPATCH / AUTOMATIC VEHICLE LOCATION

Our Computer Aided Dispatch (CAD), Automatic Vehicle Location (AVL) solution is an advanced transit management application that provides operations personnel with a dependable and user–friendly web–based interface. Our CAD/AVL includes real–time route displays, headway and schedule adherence monitoring, map and grid views, performance indicators, adhoc and canned reporting, incident management, historical playback, event based alerts and broadcast messaging.

BUSINESS INTELLIGENCE AND REPORTING

Strategic Mapping's Business Intelligence (BI) and reporting module collects, stores, and visualizes essential data created by system™ events, incidents and exceptions, standard business operations, and client defined business rules. All reports and report dashboards can be printed and exported in a wide variety of formats for analysis and presentation.

AUTOMATIC PASSENGER COUNTING

Strategic Mapping's integrated Automatic Passenger Counter (APC) module provides an accurate count of passengers as they board and disembark vehicles. Our solution automatically links these passenger counts to stops and scheduled routes for simplified agency and government reporting.
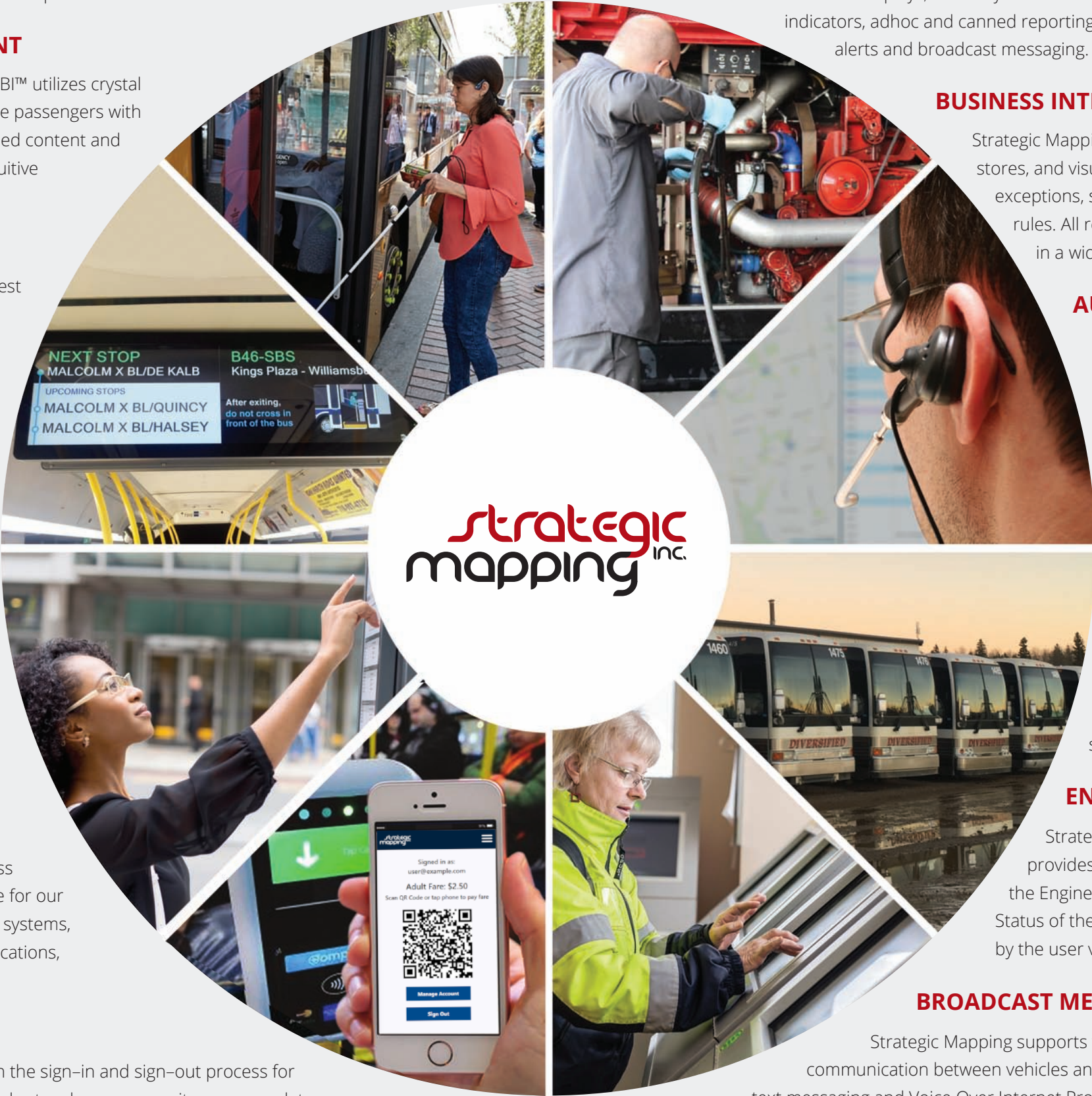
YARD MANAGEMENT

Strategic Mapping's Smart Park solution is an intuitive module that provides interactive reports and map-based visualizations to automate, simplify, and locate parked vehicles within the yard or garage. Our management system enables the pre–assignment of vehicles to their correct pull–in/out locations and displays their operational status.

ENGINE DIAGNOSTICS

Strategic Mapping's vehicle diagnostics and monitoring solution provides agencies with critical diagnostic information gathered from the Engine Control Module (ECM) utilizing standard industry protocols. Status of these crucial components is available in real–time or historically by the user via our intuitive web–based interface.

BROADCAST MESSAGING

Strategic Mapping supports various methods of general and emergency broadcast communication between vehicles and operations personnel. These include voice and data radio, text messaging and Voice Over Internet Protocol (VoIP).

CLIENT SNAPSHOT

DIVERSIFIED
Transportation Ltd.

"We were challenged by an ever-increasing workload to manage our fleet and our operators as our business grew exponentially. The Strategic Mapping solution provided us with the visibility to know what our buses and our operators were doing at any point in time, freeing up resources and enabling better management decisions. Strategic Mapping's product positioned us for scalable growth with a robust platform of functionality. They are a partner that is responsive and always looks to align with our operational requirements."

- Thomas Schmidt
*VP of Information Technology for Diversified's parent company,
Pacific Western Transportation*

Diversified Transportation Ltd. (DTL) is part of the Pacific Western Group of Companies which provides employee transportation services for world class energy companies providing over 5 million passenger trips annually. DTL offers motor coach town-to-site transit and shuttle buses within extensive work sites, each of which employs thousands of workers.

With a fleet of over 2,800 vehicles, the Pacific Western Group of Companies operates four strategic lines of business: Oil Sands Employee Transportation, PW Transit (Municipal Transit), Student Transportation and Intercity Motorcoach Services.

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