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A CLOUD COMPANY

Customer Case Study

The Customer

Virtual Rank

Virtual Rank is a cloud platform developed to manage a geographically dispersed rural private hire business. This platform enables to manage all the company back end operational systems - from enquiry to booking, delivery to fleet management, from billing and automatic invoicing to reconciliation and financial reporting.

About PeaSoup

PeaSoup is an award-winning cloud company providing cloud services, including backup and recovery, disaster recovery and infrastructure as a service, that are simple to implement and offer an unrivalled level of performance, from hyper-converged architecture and Tier 3 datacentres, reliability and stability and based on a leading-edge immersed IT infrastructure.

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PeaSoup provides "horsepower" to a taxi company

The Challenges

A private car hire company, that manages a fleet of private hire vehicles, providing private and business services to airports and seaports in the west part of England across three counties as well as nationwide, needed a software solution to automate and deliver the key business processes.

The taxi management software solutions that were available on the market weren't able to fulfil the back-office requirements or API integrations falling short of the initial business requirements.

The Solution and Customer Benefits

Virtual Rank understood the business challenges and developed an application, specific to the business needs to manage the front and back end of their operating processes and fleet management. Also, the decision by Virtual Rank to develop the application in an agile manner has had several business benefits and allowed functionality to be delivered in stages to control the development costs. Without a predicted growth pattern, the on-premise costs of delivery are difficult to forecast and the elasticity of the cloud was a logical choice to develop and host the service.

The PeaSoup cloud platform (IaaS) has provided the flexibility and simplicity of operation that allowed the ongoing development and user acceptance tested systems to role into live services without disruption to the operation of the business and without the continuous capital investment that would have been required to deliver the service on-premise.

One key feature of the PeaSoup IaaS is that it comes with the "hot add" capabilities allowing for instant increase of resources to a live server without incurring downtown (CPU, RAM and disk space) providing the "horsepower" for smooth computing. A fully featured portal interface places these capabilities firmly in the hands of the developers, along with the ability to deliver additional bandwidth and build new servers in minutes as the Virtual Rank solution continues to expand.

The IaaS comes with a firewall layer providing both the required remote connectivity and the security required to protect the customer and company data. To ensure business continuity, for the Virtual Rank software that has become a key business application, there are also backup and recovery (BRaaS) schedules to automate the protection and deliver true continuity.

The Outcome

Using the Virtual Rank systems, the Private Hire company has expanded from 4 cars and 8 drivers to 24 cars and 34 drivers with turnover more than 6 times greater in the past ten years without increasing IT overheads. Effectively the level of automation of business processes means the whole service could be controlled and delivered with just one person. The costs of the growth have been controlled by utilising cloud computing and the flexibility of the PeaSoup IaaS as a backbone of the management and operational systems.

The software architecture has been adopted since the initial release to meet the increasing scale of the usage and the functionality has expanded beyond basic fleet management and booking controls to also incorporate deeper customer information, automated billing processes, staff time management and management reporting.

- PeaSoup's Infrastructure as a Service (virtual datacentre) has provided the performance for development and smooth running of the application and therefore operational and management business systems

- Users have access to the data and services, securely online 24/7/365

- Growth has been enabled through the Virtual Rank highly efficient and automated IT system

- The new application minimises the staffing levels required to manage the fleet including automatic invoice consolidation and automatic invoice delivery

- PeaSoup's backup & recovery provides the peace of mind and smooth everyday business operation

For other case studies please visit: **www.peasoup.cloud/resources**
or speak to us on +44 (0)1932 450 400.