

## **Bynx Europe provides Helphire Group plc with a platform for growth**

**London, UK [DATE].** Bynx Europe has today announced the phase one completion of the deployment of its Fleet Management System with one of the UK's fastest growing vehicle accident management companies. Following a three tier tender process, Bynx was selected as the partner to deliver on critical elements of Helphire Group plc Fleet Service project; specifically to bring efficiency and control to the management of the company's vehicle assets.

Following a period of sustained growth and acquisition, Helphire needed to consolidate a plethora of vehicle management systems into a new platform that would provide a single view of its fleet and facilitate the continued growth of the business.

Helphire in conjunction with insurance industry partners provides consumers who have been involved in no-fault accidents with like-for-like replacement vehicles. In 2004 and 2005 Helphire Group plc acquired Albany Assistance Limited and Swift Prestige Hire respectively. This increased the company's fleet to around 15000 vehicle assets. Accompanying this growth were a number of commercial and business challenges that Helphire needed to address.

As part of the group's wider 'business change' programme, Bynx was required to help the company meet some stringent operational and commercial objectives:

### **TECHNOLOGY INNOVATION**

- Embrace the latest technology (electronic signatures, PDA's, GPS)
- Ensure close alignment between existing and new IT infrastructures and provide a future proof platform that can grow with the business

### **PROCESS EFFICIENCY**

- Eliminate input errors by utilising selection from allowable values, rather than free text entry for certain critical fields
- Force significant improvements in the process control of the fleet function gaining better efficiency and helping to reduce the cost of the fleet and its operation
- Create process controls by forcing workflow management disciplines into the system

### **DATA CONTROL AND MANAGEMENT**

- Improve the quality of fleet reporting
- Eliminate data entry and double entry of information into multiple systems

- Remove inconsistencies in data between existing fleet systems

Ian Pritchard, Helphire Group UK Fleet Finance Director, said: “We chose Bynx as our core systems partner as they stood out as a clear leader from those who were part of the tender process; we also felt that our business cultures were very much aligned. This delivery of the Bynx Fleet Management capability is a critical deployment during a period of significant fleet and rental volume growth. Bynx has quickly become an important and strategic part of our growth moving forward.”

Mark Binks, Group Managing Director, Bynx Europe, said: “Helphire Group plc is a really successful example of what we are seeing in the marketplace. Due to its own success Helphire needed to evolve the way it managed vehicles in its network. Having a ‘single view’ of an asset throughout its lifecycle is essential in this highly competitive sector. Our specialist knowledge and technology allow businesses to achieve total control by identifying and unlocking data that is often trapped within the enterprise.”

Bynx is now working on the next phase of the project to deliver vehicle rentals and handheld technology integration into the core system.

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#### **About Helphire Group plc**

Helphire was founded in 1992 to provide a service to people involved in accidents that were not their fault. The company floated on the main market of the London Stock Exchange in 1997 to become Helphire Group plc. Operating from a head office in Bath the company manages a UK wide fleet in excess of 15,000 vehicles from scooters and motorbikes to prestige marques and commercial vans. The nationwide network of branches ensures replacement vehicles can be delivered to customers within 2 hours if necessary.

#### **About Bynx**

As a leader in its class, Bynx provides the most functionally rich and flexible automotive software solutions for contract hire, fleet management and rental organisations across the globe. Utilising the latest technology, Bynx delivers innovative applications providing real business benefits to customers.

This proven capability has resulted in many of the worlds leading vehicle management companies relying on Bynx to deliver the business efficiency they demand to stay competitive.

#### ***For further information, please contact:***

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