



oakley integrated
business solutions

The search is over!

Pole position on the road

If you've ever spent more than ten minutes sitting in a motorway traffic jam - wishing you'd chosen a different route - you'll know how helpful it is to have advance warning of traffic problems.

There are many websites and SMS services that offer information on motorways and major traffic routes, but the roadworks in the high street don't normally figure!

The RAC breakdown patrols have first hand experience of how small traffic problems turn into major holdups. With this in mind they asked Oakley to take their service up a level and find a way to deliver high quality, up-to-date traffic information - for **all** roads in the UK.

The route to success

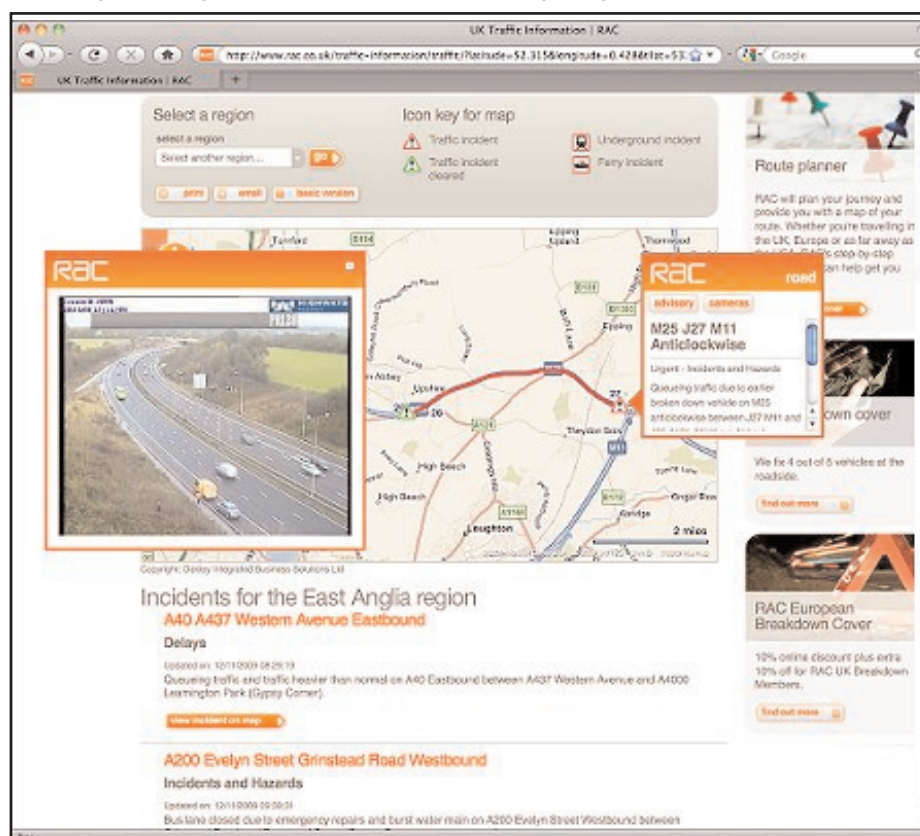
Oakley identified Trafficlink as the best and most accurate supplier of travel data in the UK. Their expertise in mapping set them ahead of the field and delivered the nationwide coverage the RAC wanted. Surprisingly, some of the other route planning services only cover England and Scotland - not Wales or Northern Ireland.

Oakley then set about creating a website that integrated this information with interactive maps, text based information and video/audio links whenever these were available. The result has put the RAC in pole position for information and resources for motorists.

What next?

The next step will be to combine mobile applications and the route planner to enable instant route changes whenever needed. This will be invaluable on longer journeys allowing you to respond to changing traffic conditions - all the things you wish you'd known before you left home!

The level of comprehensive date you'll get is unequalled; no wonder the RAC takes the chequered flag in customer satisfaction surveys as your first choice!



Oakley are specialists in software development and focus on web-based business solutions.

You'll get solutions that really target your needs and you won't have to learn complicated systems. You'll find we major on simple solutions that are effective and efficient!

With 10 years experience and having achieved Microsoft Gold development partner status and as a Bing Maps partner, we aim to give you the technology you want to deliver solutions both internally and for your clients.

If you tell us what you want the outcome to be, we'll find the means to achieve it for you!

"We needed a company that could work with our in-house development team as well as understand the technology we needed. Oakley fitted the bill perfectly - and have delivered a system that has given us market leadership."

Jason Bennett, Digital Marketing Manager, RAC

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