

# Vodafone network helps mobile communications provider take excellent care of UK ambulance services

## Fast facts

### Customer

Terrafix

### Web site

terrafix.co.uk

### Number of employees

60+

### Country or region

United Kingdom

### Industry

Mobile computing and communications

### Customer profile

Terrafix, based in Stoke-on-Trent, Staffordshire, provides mobile computing and communications systems to customers in areas such as healthcare, government services and the military.

### Challenge

The company wanted reliable network coverage across the UK – but particularly in Scotland – to support its solutions for ambulance services.

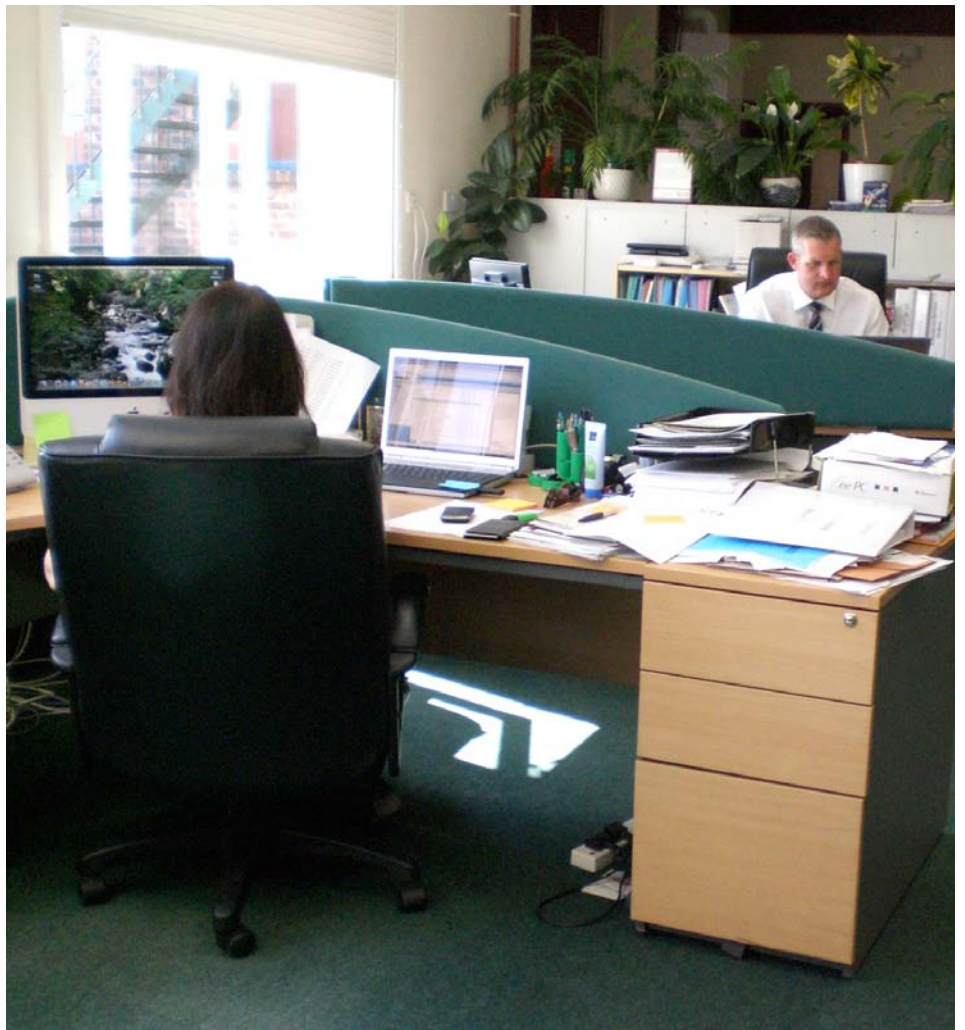
### Solution

Terrafix began partnering with Vodafone, whose network gives ambulance services a reliable communication link to patient vehicles at all times.

### Benefits

- Continued business growth
- Excellent customer services
- Stable costs
- Development of new markets

The ascent of Terrafix to the top of the mobile communications market for UK ambulance services has been a collaborative effort. It's involved the engineering expertise of Terrafix employees and the reliable performance of the Vodafone network. For any given deployment, both parties work closely so that the hardware and mobile links are in place for the go-live date. The relationship is helping Terrafix remain a leader in its field and take advantage of new business opportunities.



“Vodafone understands the importance of the network to our customers. It helps us avoid surprises.”

**Chris Green,**  
Managing Director,  
Terrafix

### Challenge

There aren't many ambulance services in the UK today that don't have a Terrafix device sitting in their vehicles. The company's automatic vehicle location (AVL) and communication systems for emergency and patient transport vehicles are the solutions of choice for ambulance trusts across the country, as they strive to deliver better services to patients.

When just a few minutes can make the difference between life and death, trusts want to manage the location and status of ambulances carefully so they can quickly attend to an emergency wherever it occurs. What's more, they also seek to control the movements of non-emergency vehicles so people who need transport get to their hospital appointments on time. Terrafix's solutions enable trusts to do all this by ensuring a secure and reliable link between control centres and vehicles. They support constant communication between the two, and a continuous stream of data detailing a vehicle's whereabouts.

There are a number of reasons why Terrafix solutions do so well. These include a high level of engineering and the reliability of the general packet radio service (GPRS) connections to the vehicles. The success of these solutions has been the direct result of the company's rigour in choosing the right communications provider. Terrafix wanted a company that could offer dependable network coverage across the UK. Chris Green, Managing Director at Terrafix, says: “Our customers depend on our reliability. We needed a network that we could trust.”

### Solution

Since 2002, Terrafix has been working with Vodafone to deliver its GPRS-based AVL and communication systems to customers. Compared with other networks, Vodafone offered the best connectivity across the UK. Green says: “Only the Vodafone network was able to give us the coverage we needed in the early years in Scotland.”

The relationship between the two organisations has gone from strength to strength over the years. Terrafix engineers have come to understand the technology behind the network in great detail and to value its reliability. They have also developed a close relationship with Vodafone, so if any maintenance work is likely to affect network performance, they receive a warning in time to alert customers, who can take the necessary action. Green says: “Vodafone understands the importance of the network to our customers. It helps us avoid surprises.”

A typical Terrafix solution includes Data Fixed Link from Vodafone, which gives Terrafix customers a private, point-to-point connection to devices mounted in vehicles. It also features machine-to-machine (M2M) technology for reliably transmitting data between the vehicles and control centres. In every case, both elements have to be in position when a customer solution goes live. Green comments: “We collaborate well with Vodafone. We get what we need, when we need it.”

“The reliability of the Vodafone network is an important part of our success.”

**Chris Green,**  
Managing Director,  
Terrafix

### Benefits

Ambulance services today rank Terrafix as the superior provider of AVL and communication systems thanks to the company's engineering expertise and the performance of the Vodafone network. Through this combination, the company expects to grow and develop into new markets. The close working relationship between Terrafix and Vodafone gives the company confidence that it will be able to offer customers cost-effective and compelling products to ambulance services into the future.

### Continued business growth

Terrafix continues to expand due to strong demand among the emergency services. This success is a result of the engineering quality of the company's solutions and the reliability of the mobile connections between vehicles and control centres. Green says: “The reliability of the Vodafone network is an important part of our success.”

### Excellent customer services

Terrafix ensures that customers receive excellent service throughout the life cycles of their solutions. Vodafone helps do this by meeting the capacity requirements of users regardless of increasing demand on the network. Comments Green: “We have developed a reliable system and have confidence in the infrastructure. The data throughput has been designed to be efficient, and Vodafone help make sure the network can support all Terrafix customers.”

### Stable costs

The company provides ambulance services with cost-effective AVL and communication systems thanks in part to the competitive services it gains from Vodafone. Terrafix can incorporate the cost of the Data Fixed Link and M2M technology into its total solutions and still deliver a compelling package to customers.

### Development of new markets

The partnership with Vodafone is helping Terrafix develop new markets for its products. These include offering customers its solutions on mobile devices such as BlackBerry® from Vodafone. There are also plans to incorporate video technology.

For more information, visit [vodafone.co.uk/business](http://vodafone.co.uk/business) or call 0800 046 3037

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