



Foundation Euro 2007

TomTom WORK scores during European Championship football under 21

Coordinating transports of 70 vehicles

The challenge

The organisation of a football tournament is no simple matter. This was certainly true of the European Championship football under 21 held in the Netherlands. For the first time ever, an advanced fleet management system was used to ensure that the transport and logistics were fully optimised. The big winner was TomTom WORK, the business solution that made it possible to achieve more efficient planning and allowed drivers to effortlessly transport officials and goods to their destinations.

The organiser of the event, Foundation Euro 2007, had 70 vehicles in service and they drove a total of 350,000 kilometres. Not only were officials picked up at Schiphol Airport and transported to hotels, stadiums and other locations, goods were also transported, including training materials and video recordings of recently played matches so teams could prepare for the following day of competition. In total, 120 drivers, all volunteers, worked in shifts to carry out the transport assignments, even in regions they were unfamiliar with.

Application must be easy to understand and use

The solution

Transport and Logistics Manager Erwin Somers faced the challenge of working with 120 volunteers with various training and backgrounds. It was therefore extremely important that the chosen application was easy to understand and use for the volunteers. "Everyone was able to use the system right away," according to Somers. "The operation is intuitive and the driver can choose the degree to which he makes use of the possibilities."

In addition, Somers wanted tracking of the vehicles, reports of the driven kilometres and the possibility to send messages to the drivers. "TomTom WORK was actually the only solution that offered what we needed without requiring any installation in the vehicle," explains Somers. "TomTom WORK is a fully fledged fleet management solution that provides the ability to communicate with the drivers via GPRS in an easy-to-use unit." Drivers were in continuous contact with the



Continuously in
contact with centre

coordination centre so they could receive assignments and send messages. If a vehicle was temporarily unavailable because it had to stop for fuel, the driver could send notification via a pre-programmed message. Medical emergencies could also be reported in this manner.

Continuous oversight
of the vehicles'
locations

The advantages

Various coordinators worked in shifts in the two tournament coordination centres to make the plans and issue the assignments to the drivers. Via the Internet application WEBFLEET they had continuous oversight of the location of the vehicles. That made the planning quite a bit easier. Scheduled trips were planned in advance, and for ad hoc trips WEBFLEET was consulted so one of the vehicles in the area could be dispatched.

No need to have
knowledge of the route
thanks to TomTom
GO 715

It wasn't necessary to consider a driver's knowledge of the route, because the TomTom GO 715 that is part of the TomTom WORK system also provides navigation assistance. Because TomTom WORK is so easy to use, the organisation could not only work with volunteers from the Netherlands but also those from Germany.

Thanks to TomTom
WORK less vehicles
needed

The complex organisation of the transport during a football tournament proved to benefit optimally from the possibilities offered by TomTom WORK. With pick-up/drop-off locations in four tournament cities, at ten hotels and at Schiphol Airport, a solution like TomTom WORK is essential in order to maintain oversight of the fleet of vehicles. With the ability to communicate directly with the drivers, Foundation Euro 2007 was able to keep the transport running smoothly and with fewer vehicles than expected. After just a brief explanation, the simplicity of TomTom WORK enabled the volunteers to work with the system that went on to prove its tournament value. "Ninety percent used the assignment system, that shows just how easy to use it is," adds Somers.

TomTom WORK
contributed to
tremendous success

The success

"The transport of people and goods during this event was to be of the highest standard," says Erwin Somers, transport and logistics manager of Foundation Euro 2007. "Via TomTom WORK's Connected Navigation solution, we had a complete overview of the location and status of all our vehicles that required little effort on our part. TomTom WORK contributed to the tremendous success of the transport and logistics necessary for the tournament."