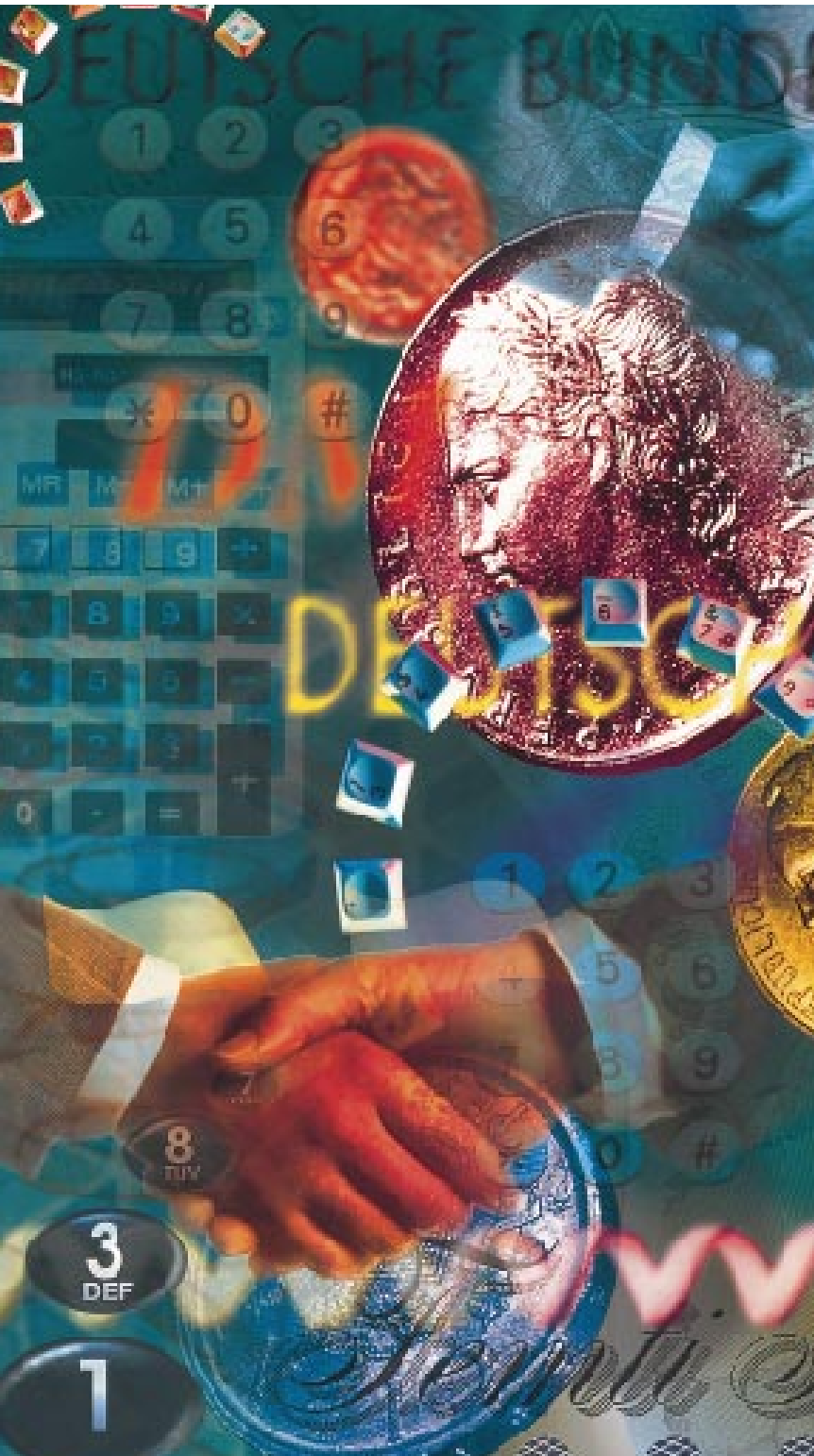


# AS/400e helps move things along in the taxi business.



Ottawa's Blue Line Taxi Co. Ltd. is well on the road to the next millennium with the IBM AS/400e; they're implementing leading edge projects in partnership with Bloom MicroTech Corp.

Blue Line Taxi, founded in 1952, had 200 cars in service as the 1970s drew to a close. A merger with ABC Taxi in 1981 ushered in a decade of rapid growth. As Ottawa's leading taxi company, Blue Line has always led through innovation; for example, they were the first taxi company in the world to install a computerized dispatching system allowing them to greatly improve their customer service. Today, Blue Line employs 60 people and 1,500 drivers to whom they offer dispatching services, insurance coverage as well as vehicle maintenance.

Two years ago, with further growth hindered by an outdated system, Blue Line began to search for a reliable server and a more efficient accounting software package to help them manage their business. "Our old system posed serious reliability problems" says Mr. Peter Morrison, Controller at Blue Line. "Breakdowns were frequent and we were wasting a lot of time." It was crucial that the company prepare for the new millennium with a more powerful system that could get them there in style.

**SAVVY SOLUTIONS FOR YOU.**



# The business solution created by the AS/400e server and SIA's Common Sense™ software is so powerful that after adopting it for their own operations, Bloom MicroTech saw an opportunity to grow their business by offering it to Blue Line.

## The search for a reliable, integrated solution

For their business, Blue Line needed a system to manage cash and integrated accounting; clients use cash as well as coupons to pay their fares and accounting for both was inefficient under the old system. In terms of technology, the chosen system would have to provide them with excellent reliability, high availability and a low cost of ownership. Blue Line required a complete solution and a rapid implementation plan. They also wanted to do business with an Ottawa-area firm who could provide them with outstanding after-sales service.

Despite extensive research, Blue Line's management had trouble finding software that was suited to their needs. "Because of the substantial modifications that would have been required" explained Mr. Morrison, "no solution really fit." It was Ottawa-area Bloom MicroTech, in partnership with SIA of Montreal, who proposed the much sought-after solution: an IBM AS/400e server Model 150 and Common Sense™ software from SIA with integration, installation and support provided by Bloom MicroTech.

## Bloom MicroTech provides capable, personalized service

Mr. Harley Bloom founded Bloom MicroTech in 1990, marketing personalized service through a team of highly-skilled technicians. Today, Bloom MicroTech has 25 employees and provides

a complete range of technology services including hardware, software and after-sales service. Having chosen Common Sense™ software and the IBM AS/400e server for themselves, Bloom MicroTech has since become an SIA Authorized ProPartner and an IBM Business Partner. Not only is the solution such an efficient management tool, but also an excellent opportunity for Bloom MicroTech to grow their business by offering it to existing and new customers.

### PROFILE:

Industry:	Taxi Service Provider
Application:	Cashiering & BackOffice Accounting Solution
Software:	SIA's Common Sense™/97
Hardware:	IBM AS/400e Server Model 150
Service/Support:	Bloom MicroTech

## The remarkable reliability of the IBM AS/400e

System installation went smoothly at Blue Line. Mr. Morrison was particularly impressed by the fact that the AS/400e was up and running the day of delivery. Since then, he has been further delighted by its reliability. "We only had one problem with the new system and it was resolved just 30 minutes later."

***A procedure that used to take four or five hours is now completed in 10 minutes!***

## The efficiency of SIA's Common Sense™ software

The software's efficiency has also made a big difference for Blue Line. Processing is faster, more efficient; a procedure that used to take four or five hours is now completed in 10 minutes! And thanks to the simplicity and ease of use of Common Sense™, Blue Line can offer their clients value-added services such as more detailed billing. And faster billing means faster payment.

## Long term partnership

The IBM AS/400e opens up a world of new possibilities for Blue Line, including a long list of future projects. In partnership with Bloom MicroTech, Blue Line is planning to further automate its billing process and extend automation right to the point of sale, directly into the cabs themselves. Bloom MicroTech is considering new technologies such as smart cards or bar coding to improve coupon management. Finally, thanks to the AS/400e's "web serving" capabilities, Blue Line is preparing to enter the world of electronic commerce by offering web-based limousine and coach reservation service, integrated through Common Sense™.

The Blue Line, Bloom MicroTech partnership is destined to run a long time, thanks to the remarkable potential of IBM's AS/400e, SIA's Common Sense™ software and the drive for innovation that characterizes the management at Blue Line Taxi Company.