

## **A COMPANY BORN TO PROMOTE BUSINESS EVOLUTION**

*Aimed to increase a more efficient management of resources and the performance and results of companies, Escrita Digital developed the applications XRP, “dedicated to the management of business’ processes of all organizations”, declares Tomé Gil, CEO of the company, who talked to the “Pontos de Vista” Magazine about fleet management and more.*

**Through experience and mission, Escrita Digital’s team is committed to develop strategies that help increasing the presence of companies on the internet, managing the clients and reinforcing productivity. How do you fulfil these goals?**

Escrita Digital was founded to bring more companies and organizations to the Internet. The first product we conceived, ed-Portal, is dedicated to the management of websites and with it, we assure the management of several sites of major companies. Focused on growth, we developed the XRP applications, dedicated to the management of business’ processes in organizations.

**In what specifically apply these XRP applications? To which areas are they aimed to?**

The **XRP** applications are divided in two groups: the ones that support the development of human resources (**XRP** | Performance Appraisal, Competencies Management, Training Management, Recruitment, among others) and the ones dedicated to fleet management.

**In that special case, what services are offered by the tool for fleet management?**

The application **XRP** | Fleet Management ensures the operational management of a fleet, the control of costs, contracts, insurance policies, accidents, fines, fuel cards, toll cards and all the associated accountancy processing.

**XRP** | Pool empowers car-sharing management.

**XRP** | Workshop Management eases the management of workshops within organizations.

**You claim that these tools are profitable for operative and economical processes of companies, even for the environment. Which are the specific benefits of these applications?**

The benefits are noticeable in costs reduction and gain of productivity, due to a direct removal of costs or to the removal of tasks with no added value. The drivers are informed of the costs associated to the vehicle and consumptions (by comparing to the average of colleagues), stimulating a mindfulness way of driving that decreases the cost per kilometre. Clients that have a larger fleet also are able to find out the real TCO of vehicles (provided by the application and resulting of daily use), and this one does not always match to the one announced. This information allows them to redirect their next acquisition to vehicles with real lower TCO.

The module for car-sharing is to be highlighted too, as it encourages a larger use of the vehicles, significantly decreasing costs, particularly in places where there is some concentration of vehicles.

**These tools are easy-to-use and there's no need for training. How is this important for companies?**

If the tools are difficult to use, it also generates more difficulty upon daily work, increasing costs in training and not reaching the goals that lead to its purchase. Nowadays, in companies, time is short for all of us. We also need our tools to be easy-to-use for ourselves, as it is the only way to increase our performance, our growth and our support to our clients.

**How will Escrita Digital continue to develop methods that improve companies' growth in general, and especially fleet management?**

It is our mission. We know that our clients keep their trust in us and in our products because we work constantly on their development, upgrading present functions or adding functions needed due to the permanent evolution of society and business' processes.

For instance, this year, listening to our clients, we understood that some of them have equipments that depend on maintenance and survey like vehicles, and it was necessary that the application for fleet management allowed this intuitive management as it does for vehicles. So, we developed a set of functions to incorporate this type of equipments in the application, which even expanded the potential market of the application.

Another area we focused in was in providing some functions of the applications on cellular. More and more, users need to act immediately, on any device. This is why we released this month the application for Android and will be releasing soon the iOS and Windows Phone versions.

Finally, we feel the uprising of car-sharing but for it to be successful, it is mandatory to have simple processes to control damages (a vehicle can't be delivered to a user if it is not working as it should), to register the delivery and return of vehicles with the available resources and the way it is supposed to be done. We improved our application in this area, introducing many ways for each user to inform when begins and ends the use of the vehicle, kilometres, damages and procedures for unexpected situations, appealing on possibilities deriving from smartphones.

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