Powered by Unistus

# Our Mission

is to empower businesses and communities by providing innovative solutions that enhance operational efficiency and drive growth.

Through our dedicated team and customer-first approach, we strive to create meaningful connections and impactful experiences that foster success for our clients and the communities we serve.

SSB
SMART SCHOOL BUS

# Our Vision

Is to be the **BEST Solution oriented Agency** touching African Family lives as we add value to our clients and Brands.

is to be a leading provider of innovative solutions across Africa, recognized for our commitment to quality, creativity, and customer satisfaction. By leveraging technology and fostering strong partnerships, we aim to create a lasting impact in the communities we serve and contribute to sustainable growth across the region.

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# Our Value

ACCOUNTABILITY,
EFFICIENCY & RELIABILITY

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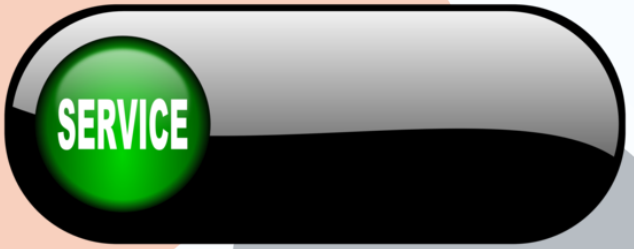


## Join the Future of School Transport

### OUR OFFERING

- ✓ Coordinated route management
- ✓ Real time tracking
- ✓ automated notifications
- ✓ Enhanced safety protocols
- ✓ Efficient route planning
- ✓ User friendly App

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# OUR UNIQUE SELLING POINT

SSB
SMART SCHOOL BUS

***Revolutionizing School Transport with our B-Track Mobile App and Web Interface***

At **SMART SCHOOL BUS (SSB)**, we believe that every child deserves a safe and efficient way to get to school.

Our Smart School Bus and Automation solutions transform traditional school transport systems into seamless, tech-driven experiences that prioritize safety, efficiency, and reliability.

**Why Choose Our Smart School Bus Automation?**

- ✓ **Improved Communication**: Our solutions foster better communication between schools, parents, and transport staff, ensuring everyone is on the same page.
- ✓ **Cost-Effective**: By streamlining routes and improving efficiency, our system helps schools save on fuel and operational costs.
- ✓ **Eco-Friendly**: With optimized routes, our smart buses contribute to reducing carbon emissions, supporting a greener future.

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**SSB is committed to transforming the way students commute to school.**

- ✓ Our Smart School Bus and Automation solutions integrate advanced technology with a focus on **safety, efficiency, and user satisfaction.**
- ✓ We aim to provide a modern transportation experience that addresses the needs of **students, parents, and school administrators alike.**
- ✓ Investing in Smart School Bus Automation goes beyond merely upgrading a transportation system; it represents a commitment to ensuring the safety and well-being of our children.
- ✓ By partnering SSB, schools can modernize their transport services, enhance safety measures, and create a more efficient commuting experience for students.

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So every kid gets to school on time
& returns home safely.

Here is what other school bus management & routing vendors aren't offering you

# Planning routes for school buses is easy—said no one ever!

A lot needs to be done even before your child can set foot aboard. School bus transportation is a complex process involving 3 separate entities: Manager, Drivers, & Parents—and we've got discrete applications for each!

The academic year starts soon. But school bus managers have been at work long ago.

They've been trying to figure out which student goes on what bus.
How to allocate the least number of stops without leaving out anyone?
How to decide bus capacities? Which route is the shortest?

If and when bus managers work out the logistical details, they need to acquaint & monitor their drivers with these routes.

This brings us to the parents—who will probably spend hours waiting for their child's bus to arrive

**School bus transportation is a complex process involving 3 separate entities: Manager, Drivers, & Parents—and we've got separate applications for each!**

## The Manager app

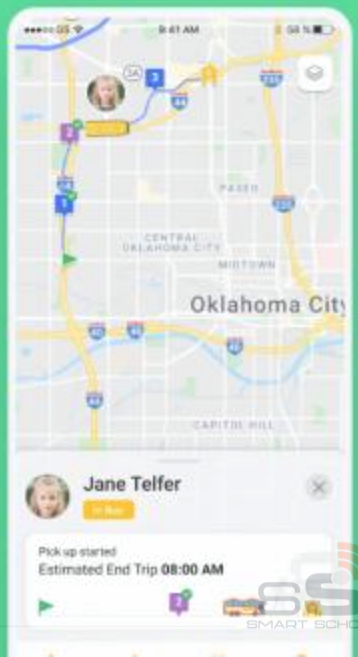
Helping managers optimize route planning, scheduling, and resource utilization. All this while still keeping an eye on important KPIs!

## The Driver App

Complaint driving can save you money. Who knew? We help drivers complete their daily trips in good time and stay on target.

## The Parent App

Being a parent isn't easy. While we certainly can't change that, we can at least try and make your child's journey to school easy.



# Manager App

SMART SCHOOL BUS

***Revolutionizing School Transport with our B-Track Mobile App and Web Interface***

Features

Manager App

Bus Manager App

## Because ignorance isn’t bliss!

Management of school bus routes, pickup & drop stops, drivers, & students—every day, is simply too stressful. That’s why we’re here to help school bus managers.

Easy Routing & Planning

Complete Visibility

Comparative Analysis

Driver Surveillance

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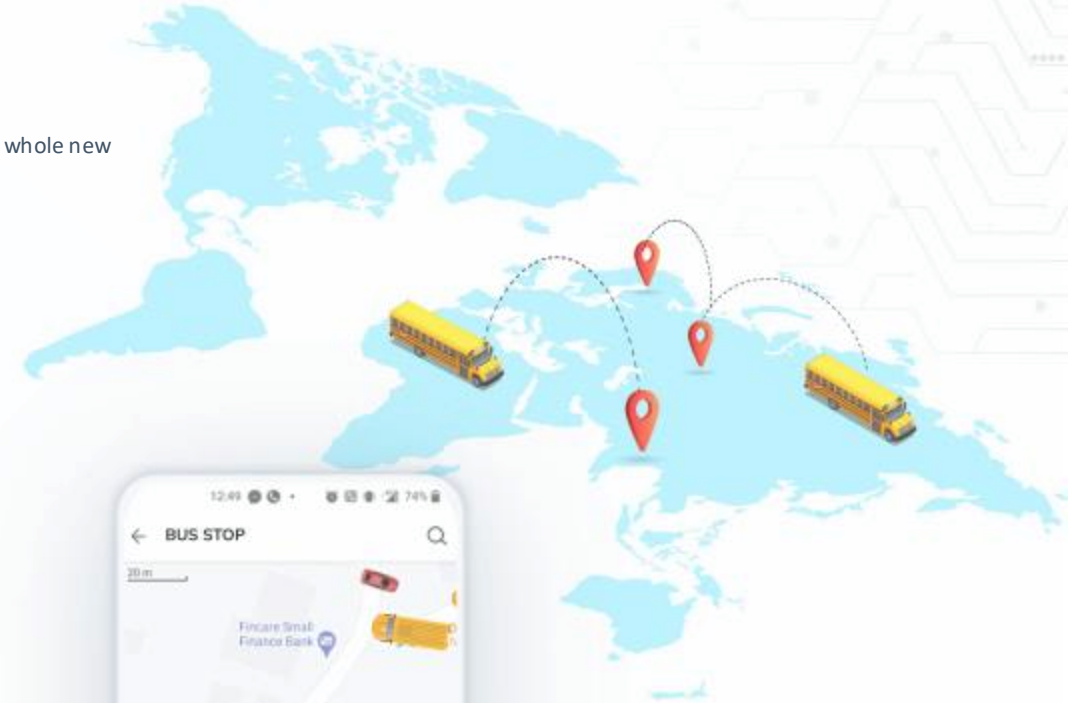
Features

Manager App

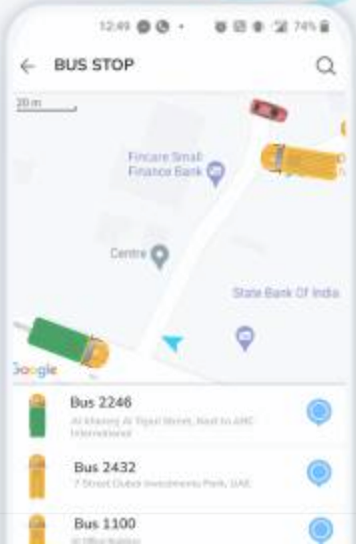
Real-time Tracking

## Underrated, yet extremely useful!

Know which bus is at what bus stop at any given time. Experience a whole new level of transparency!



1. On-trip buses vs off-trip buses
2. Create geofences with configurable tolerance
3. Traffic details for selected routes
4. Insights into bus details and driving violations
5. Route Playback and history

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Analytic tools

# Intelligence at your fingertips

Dashboard for the Manager app

Total buses on active trips

Driving violations & alerts

Maintenance reminders

Trip vs Time graphs

Summaries and Charts

Trip activity summary

Driver Performance reports

Violation occurrences

Geofence/ POI visit info

Features

Manager App

Student Point Allocation

## Strategic planning for higher profits

Allocating bus stops is an intricate planning process that leads to better resource planning, optimal trips, and greater savings!

Designate distinct routes to buses. Cluster bus stops along those routes.

Students in nearby areas get picked/ dropped o by the same bus

Effectively manage your eet and driver resources

Always know the number of occupied or available seats on a bus

Trip creation with route optimization

# Your route to savings awaits!

You have a list of 10,000 students.

Next to it, a list of available buses.

How will you decide which student boards what bus?

Here's what you need to do, upload an XLS sheet with student, bus & driver details. And that's all!

Our highly advanced route optimization module goes through millions of hypothetical routes. It considers traffic, detours, bus stops, driver & bus availability before mapping out the choicest route for your school bus.

With route optimization, you're bound to get routes that are:

- Shortest
- Fastest
- Cost-effective
- Productive

Fuel Management

## Improve your fuel efficiency

Your buses run on fuel, and fuel ain't cheap! Use our fuel management system to monitor fuel levels in real-time. Receive alerts for anomalies and take action against theft or fuel fraud.

- Better fuel economy and mileage
- Lower fuel costs
- Eliminate fuel thefts
- Insights into fuel levels & tank capacity

**Fuel Status**

| Vehicle | School | Location | Tank Capacity | Fuel Level (%) |
|---|---|---|---|---|
| KL01 TVM | Learning Tree | Mark Street | 40 | 66.3 |
| JJF - 098 | Highfield High | East Meck | 30 | 46.1 |
| DCY - 0047 | Wiley Elementary | West Meck | 35 | 20.9 |
| BN -0A26E | East Spring | West Coast | 50 | 50 |

Features

Manager App

Tire Management

## See how to take good care of your tires

Tire-related incidents can be fatal and you simply can't afford to take that chance with your school buses. So, you can take utmost care of your tires and avoid potential mishaps.

- Accurate insights into tire pressure and temperature
- Tire inventory and axle position info
- Tire maintenance reminders
- Insights into tire inventory and expenses

Tire Management

# See how to take good care of your tires

Tire-related incidents can be fatal and you simply can't afford to take that chance with your school buses. So, you can take utmost care of your tires and avoid potential mishaps.

## Video Telematics

- Ensure student safety
- Road & driver-facing cameras
- Identify distracted drivers

## Driver Performance

- Curb reckless driving
- Configure violation limits & conditions
- Set alerts for speeding, AC misuse, idling

## Driver Overview

- Driving credentials
- License & insurance details
- Driver contact information

Emergency Trip creation

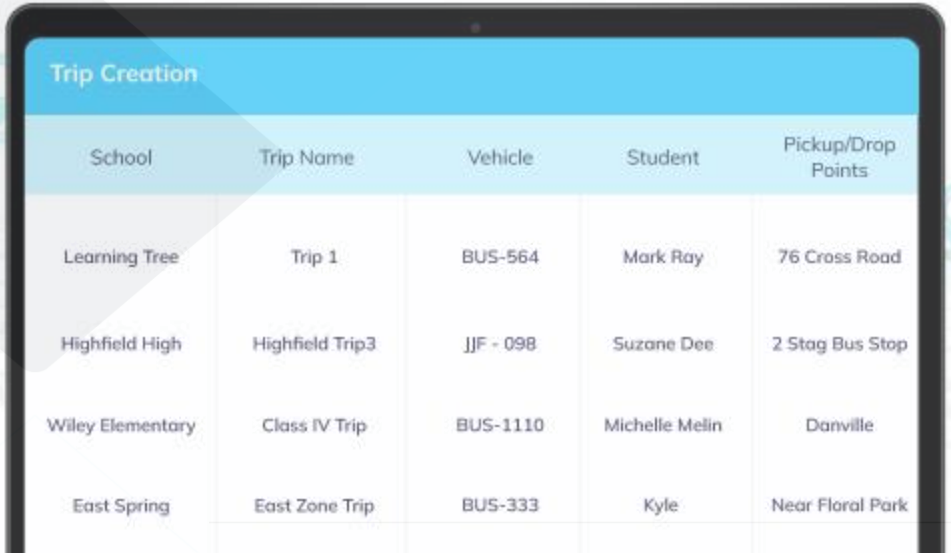
## So you never have to stop!

Are all your school buses busy getting serviced? Do you need an extra rental bus to complete rush-hour trips? Don't sweat it, we've got just the right tools for you!

1 Hassle-free integration
Of new objects

2 Automatic data
synchronization

3 Readily available
Optimized routes

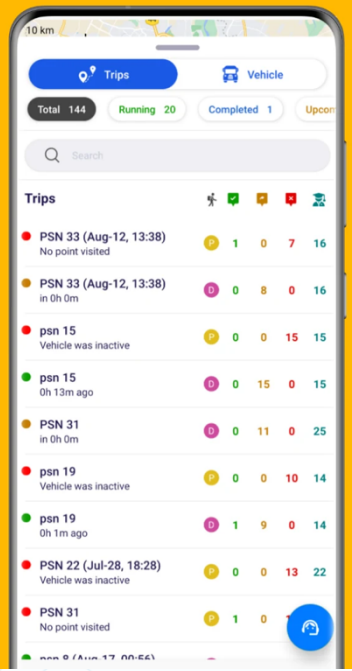


Mobile App

# Manager

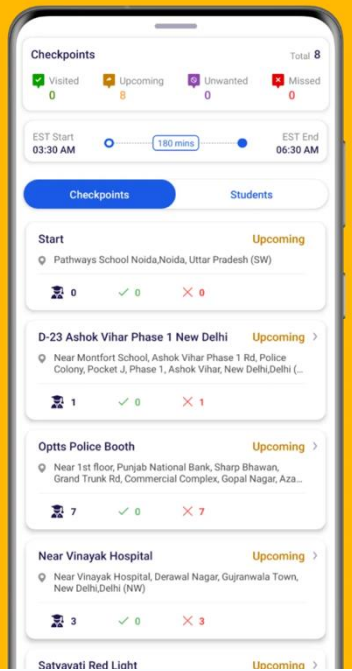
## Tracking

Live Trip Info



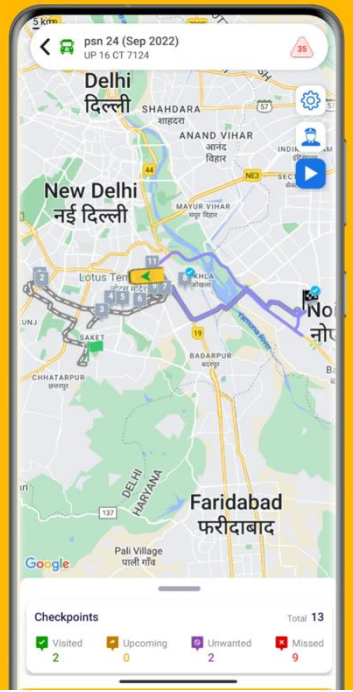

## Checkpoints

All Student point Info




## Running Trip

Vehicle Define and Actual Path

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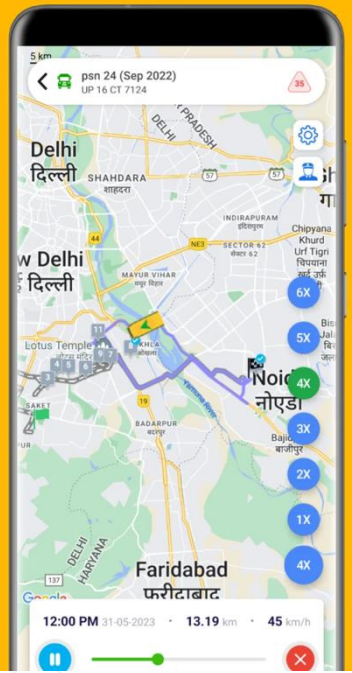
Mobile App

# Manager

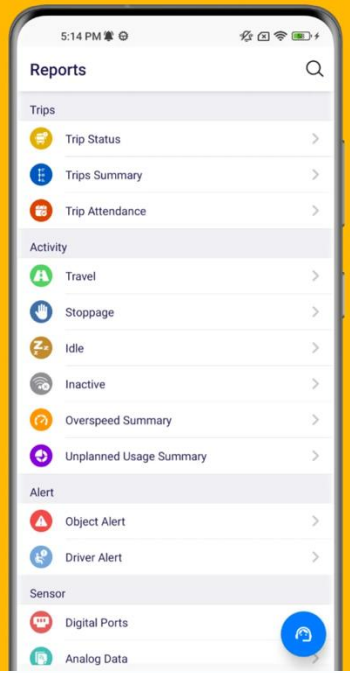
## Trip Playback

Playback of Vehicle



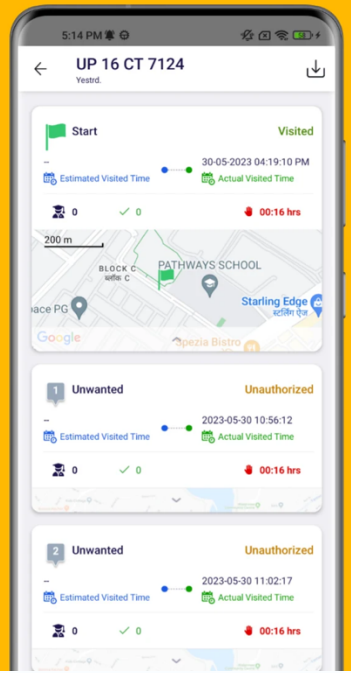

## Reports

Data Analis




## Trip Detail

All Trip Point info

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# Driver App

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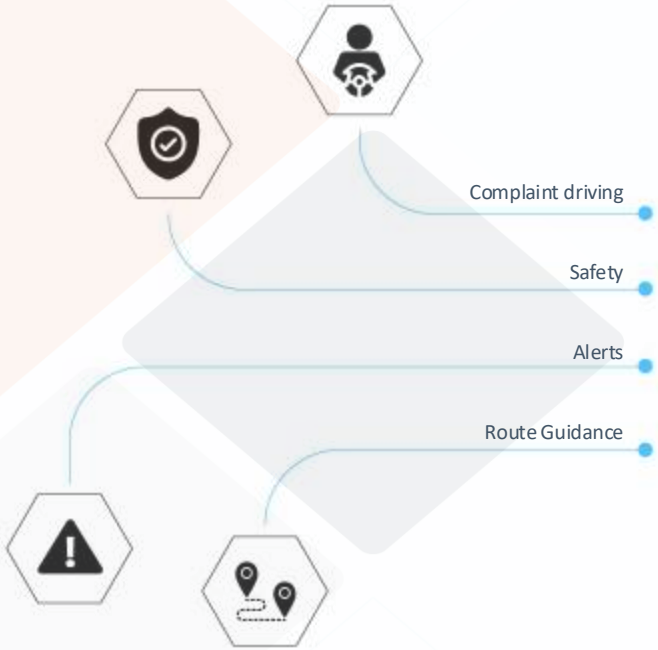
***Revolutionizing School Transport with our B-Track Mobile App and Web Interface***

Drivers' App

# Empowering drivers with technology

School buses simply can't function without their drivers. Familiarizing drivers with everyday routes, providing timely navigation, or student pickup/drop stop details is crucial.



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Attendance

# Transparency & time-efficiency

Precious school hours are spent taking student attendance. That's why we have found out a solution to streamline the process of taking attendance.

Drivers can take student attendance

Attendance reports can be reviewed by parents

Making sure that students board the right bus

Provisions for taking attendance via-
a. Biometric identification b. QR codes c. RFID

Driver assisting tools

# Safety. Security. Simplicity.

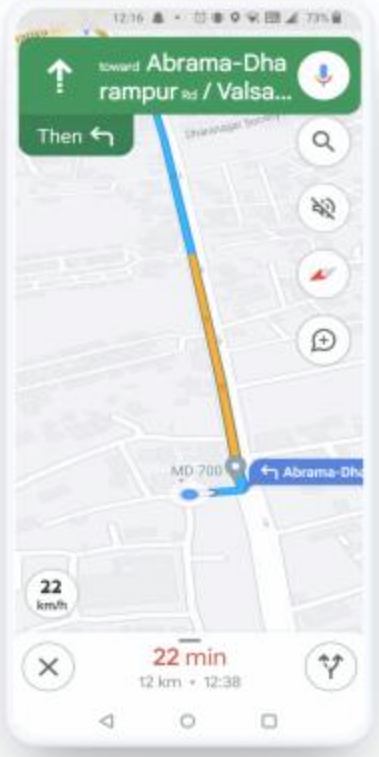
Precious school hours are spent taking student attendance. That's why we have found out a solution to streamline the process of taking attendance.

Navigation

# Guidance at every turn!

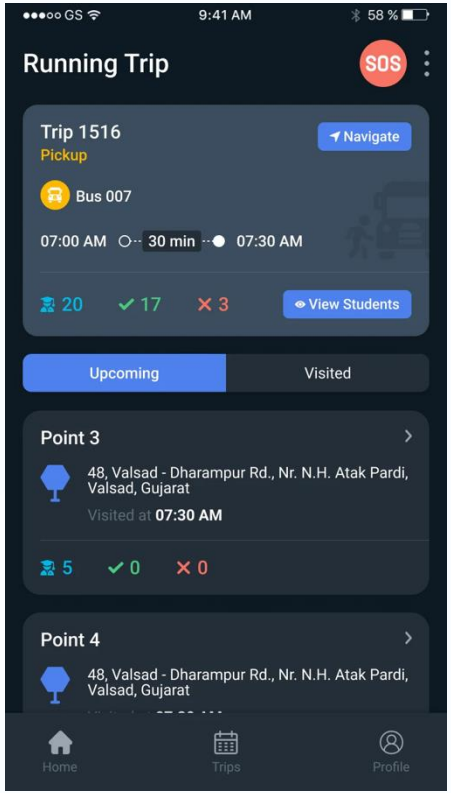
We don’t want your drivers to miss a bus stop or drive along the wrong route!

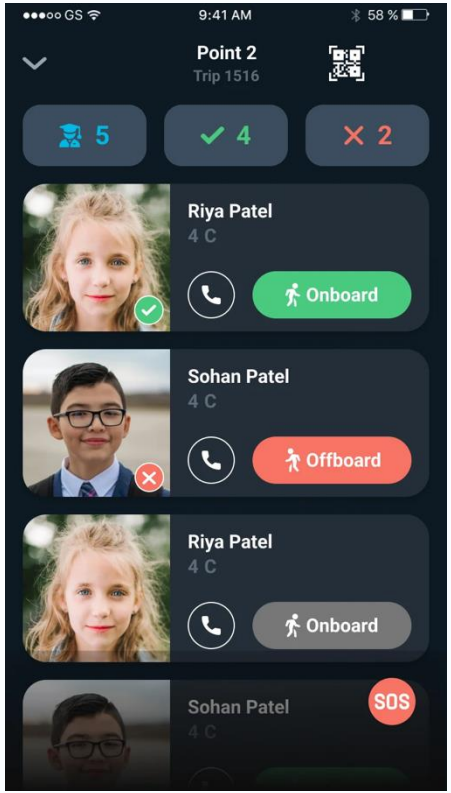
- Turn-by-turn navigation
- Upcoming & missed bus stop alerts
- Re-routing and detour updates
- Real-time trac information



# Driver

## Mobile App

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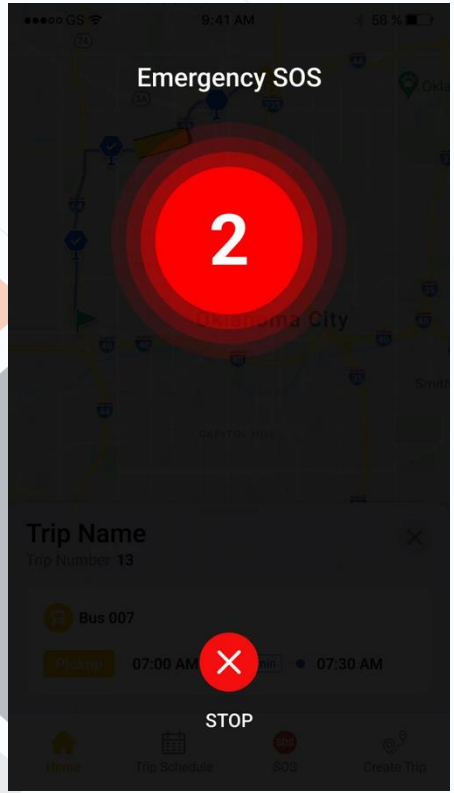
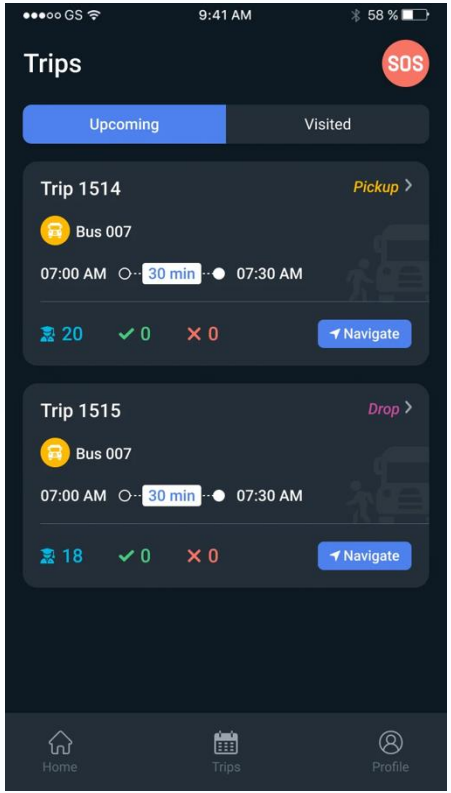
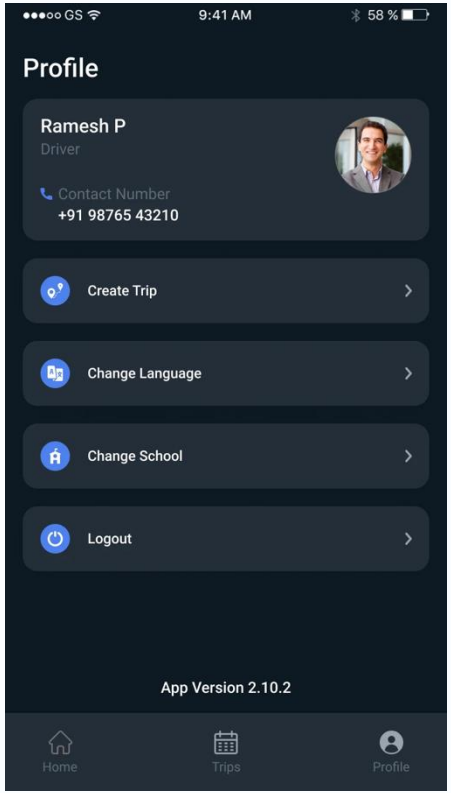
Mobile App

# Driver

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# Parent App

SMART SCHOOL BUS

*Revolutionizing School Transport with our B-Track Mobile App and Web Interface*

Features

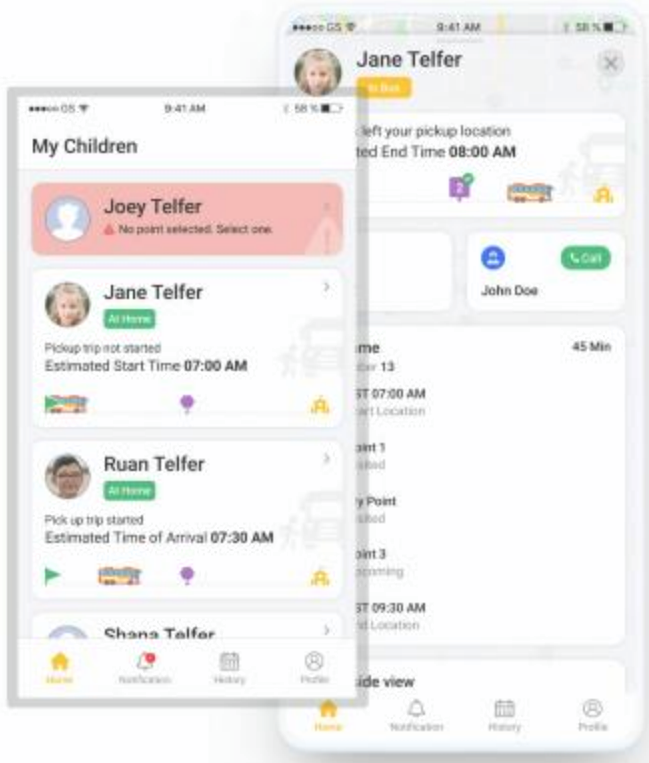
Parent App

Parents' App

## Tired of waiting? Try SmartBus!

Mornings can be a hectic time. But catching a school bus doesn't have to be. Parents get to know accurate bus ETAs, real-time updates, and live in-fleet video footage. You couldn't have asked for more.

1. Transparency
2. Customization
3. Alerts & Updates
4. Flexibility & usability

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Changes in pickup/drop stop

# Experience a whole new level of flexibility

Change of residence? Does your child need to get off the bus at a different location? Don’t worry, you’ll be able to manage this with a single click.

Configurable Alerts

# Say no to long hours of waiting

You don’t want to waste your precious morning hours waiting for your child’s school bus. With SmartBus, you’ll be able to step out of the house exactly when the school bus arrives. Isn’t it convenient?

Get notified when your bus is near

Get notified when your bus is near

Alerts can be set based on distance or time

Utility

# A platform that lets you do more

Get the most out of your school bus tracking application! You can do a lot more when you have the right tools!

1. Alerts for reckless driving
2. Stream in-fleet video footage
3. Emergency alerts
4. Get to know about bus delays
5. Notifications for bus boarding or disembarking

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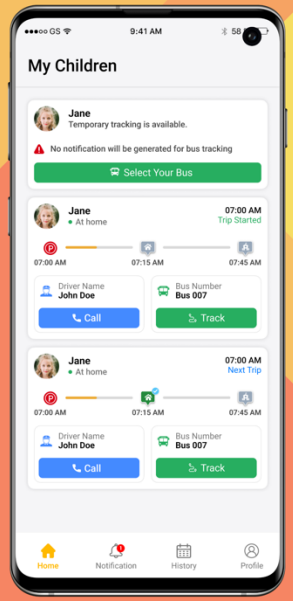
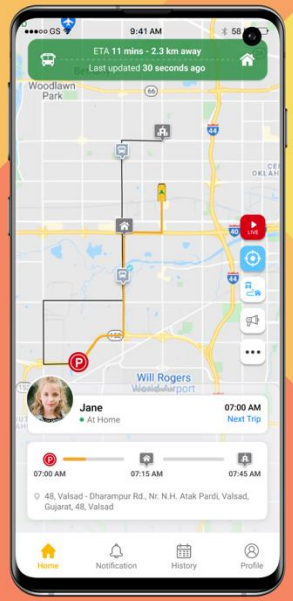
# Mobile App

## Parents

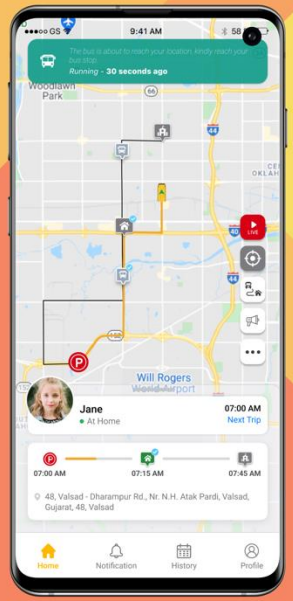
### Home




### Route




### At Point

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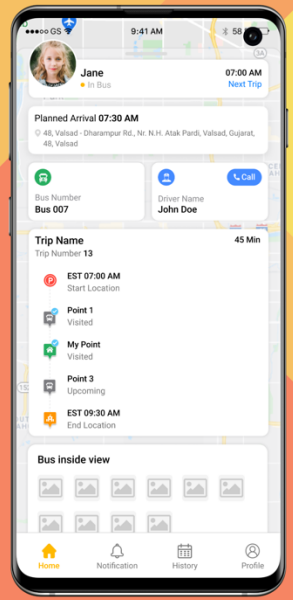
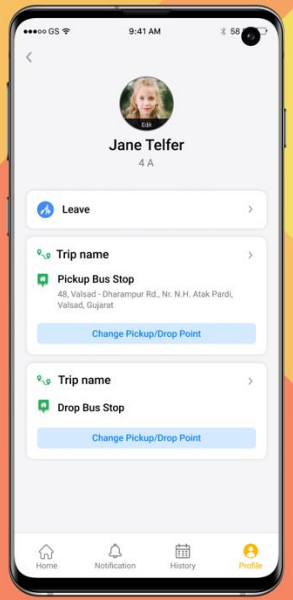
# Mobile App

## Parents

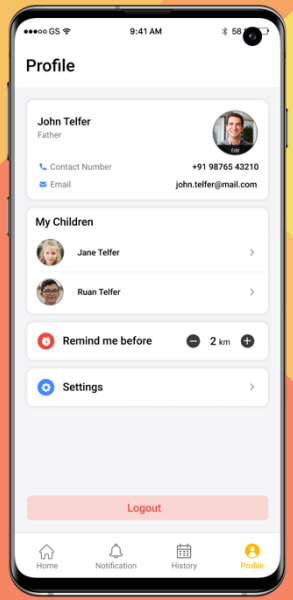
### Detail Map




### Student




### Profile

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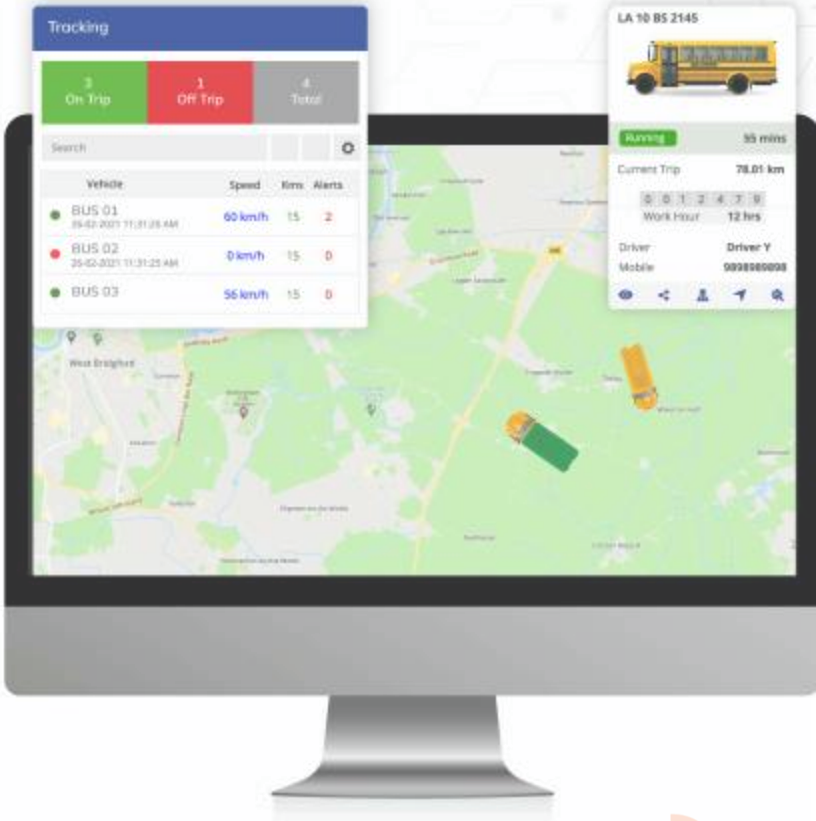
## Why SmartBus is the Smart Choice?

Accurate ETAs

All-mile Visibility

Safer Transfers

Reduced Costs

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RATES

| Rate Type | Description | Rate | Notes |
|---|---|---|---|
| Termly Recurring | Rate/student/term | Ksh. 350 | Payable in two installments, 7 days after start of the term & 7 days before end of the term |
| One-Off | System installation, Maintainance, Initial Training, upgrade | Ksh. 101,600 | Payable in continuous installments with a 70% Deposit |
| One-Off | If the Transport Vehicles do not have compatible tracking gadgets, we will install system compatible gadgets (gps & fuel trackers) | Ksh. 21,500 | Payable upfront upon contract signing. |

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www.unistus.co.ke/smart-school-bus

# Thank You