



Press release

For the specialist and business press

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Planning with IVU now also in Argentina

Following on after transport companies in Chile and Colombia, RosarioBus in Argentina has now also chosen in favour of the software of IVU Traffic Technologies AG. In future, bus services in Rosario and Buenos Aires will be planned and optimised using the IVU.suite. The RosarioBus Holding, which is responsible for public transport in this region, has placed an order with IVU for IVU.plan and the accompanying optimisation tools.

RosarioBus will be using IVU.plan in place of its self-developed planning software in order to be prepared for future expansion. In a first step, the operation in Buenos Aires with more than 200 buses is to be equipped with the new software. In all, the company operates a total of 1,100 buses, and this number is due to be increased in the near future after winning additional concessions. In order to be able to deploy so many buses efficiently in all the regions, it is important to have powerful planning software which above all has proven reliability.

Also in Argentina IVU's software engineers have faced special country-specific challenges. For example, the numerous legal restrictions allow local bus operators little scope for flexibility and often make the route planning very difficult. In order to make the best possible use of the cost-intensive resources, a planning system was needed which is capable of meeting all the legal requirements and which fulfils specific operational needs, but which nevertheless ensures efficient duty scheduling and timetable planning. The solution is called IVU.plan.

“With modern technology and worldwide experience we now have also convinced customers in Argentina,” commented a pleased Dr. Helmut Bergstein, Member of the Board of Management with responsibility for the South American business. “We are proud that with



our software and our knowledge we can contribute to the advancement of public transport in the major cities of the world.”

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IVU Traffic Technologies AG provides IT solutions for the planning and control of traffic and transport systems and the optimisation and supervision of logistics processes throughout Europe and worldwide. On the basis of more than 30 years experience, IVU delivers standardised software products and tailor-made IT solutions to companies and institutions primarily in the segments Logistics, Traffic & Transport, Geomarketing, and E-Government. The Berlin software company cooperates with its customers as system integrator and general contractor.