

# MVIS CASE STUDY

## SRL TRAFFIC SYSTEMS LTD



Mobile Visual Information Systems

### BACKGROUND AND CHALLENGE

SRL Traffic Systems Ltd ('SRL') is the only company in the UK that manufactures traffic light equipment for sale and hire. Its customers include local authorities, utility companies, traffic management companies and large-scale event managers throughout the UK.

In 2012 SRL identified an opportunity to expand its 'for hire' offering to include variable messaging signs (VMS) and temporary intelligent transport solutions (ITS) and was looking to partner with a company capable of deploying large volumes of high quality equipment nationwide - backed by first class customer service.

### BENEFITS

Fast, reliable access to equipment that complements SRL's own means it can meet all its customers' traffic and event management equipment needs in once place, setting the business apart from its competition.

Having such an adaptable level of stock on site at locations up and down the country means SRL can also respond more quickly and more decisively to its customers' ever-changing requirements.

The team at MVIS is streets ahead of the competition in terms of the products they supply and the service they deliver and because their equipment is relatively new and extremely well-maintained, we never have to waste time sorting out problems once it's been deployed. Over a short time frame we've built a strong relationship based on trust and respect that's helped take both businesses forward.' - Alison Spooner, Commercial Manager at SRL Traffic Solutions

By working so closely together the two businesses are able to offer end users an elevated customer service offering, competitive and sustainable pricing and the best equipment available in the UK.

### SOLUTION

SRL had noticed MVIS's VMS and ITS equipment at several high profile events and was impressed by the technology and versatility it offered. SRL contacted MVIS and it soon became clear that the partnership had real potential.

It was agreed that SRL would hold MVIS VMS-A and VMS-C and selected ITS across its nationwide network of 28 depots. This stock of equipment is available for forward hire either by SRL or, if needed, MVIS.

- VMS-A and VMS-C can be used as a stand-alone temporary VMS or in conjunction with radar to display a variety of messages, collect data and enforce speed limits.
- Temporary ITS includes CCTV, HD Data Collection Radar, ANPR and journey time solutions mounted on solar powered platforms. They can be deployed as multiple units on a single platform or individually.

“ MVIS takes a similar approach to our own: the customer is king and everything else follows from that. Their commercial awareness is a real advantage; they understand the pressures our customers face and move heaven and earth to support us. ”

Alison Spooner, Commercial Manager at SRL Traffic Solutions



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