

Jambusters Car Share



GENERAL INFORMATION

Jambusters Journey Share Matching Software

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Brief Overview

Jambusters software is specifically aimed at assisting employers wanting to make a positive contribution towards reducing their and their employee's carbon footprints, reducing traffic congestion and reducing their on-site parking needs and costs.

It facilitates car share matches for two or more people both for long term car share agreements, for example commute-to-work, and for ad hoc arrangements or off-site shared attendance at other locations, for example travel between business locations.

Reduction in carbon footprint for employees: The system encourages and helps employees reduce their personal carbon footprint on their commute-to-work and other journeys. Car share is only one way of helping to reduce a carbon footprint so members can also search to share a journey using other modes of transport, for example walking, cycling and public transport.

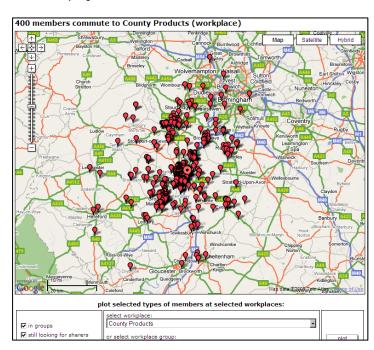
Reduction in carbon footprint for the business: The system can record business journeys separately to commute-to-work journeys to measure the reduction in the carbon footprint attributable to the business.

<u>Branding:</u> The site is individually customised in collaboration with you. As a minimum our sites comply with AA accessibility standards.

<u>Available to all staff:</u> Employees usually self-register via an easy web form. The system is available through any web browser and offers user-friendly input screens with on-screen instructions. Usability and user acceptance is a stage within testing. For special cases or where staff don't have access to a workstation, employees can register at a kiosk, through an administrator via the printed forms provided or by phone.

Administration of the system:

The system has been designed to run automatically (ie: needs no day-to-day administration) for all employees with a valid work email address.



Additional features for administrators offer. for example, parking recording, linking to other travel sites, plotting of staff postcodes to decide if additional bus routes might be viable, facility to add additional 'layers' to the mapping, eg: bus stops, car parks, using your own local expertise, adding and removing workplaces/employers appropriate, etc..

There can be a number of levels of administrative access, for example: local area admin, facilities, parking staff, etc..

Reporting system: All data is time/date stamped so there is a permanent and ongoing record of all activity on the system. A wide range of standard and bespoke monitoring and measuring reports are therefore available to create an ongoing picture of who is sharing with whom, who hasn't yet found a "partner", who is eligible for car sharing incentives, analysis of shared miles, business and commuting miles saved and the amount of CO2 saved as a result of car sharing, etc.. We would establish any further specific reporting requirements during initial discussions.



Pro-active searching by administrator: Administrator can proactively set in action a search facility, for example once a week/month/quarter, to send out an email, to employees who have previously registered and not found matches, of possible sharers that have since registered.

<u>Parking:</u> Optional modules for parking permit schemes (standard or individually customised) to help with parking management and car park access.

<u>Mapping:</u> The Jambusters system presents potential car share matches on high quality, detailed, user adjustable nationwide maps. This enables members to *visualise* their required journey and therefore make better informed decisions about their car share options

<u>Marketing and Incentives:</u> We have a range of marketing advice and expertise which we are quite happy to share and have a full marketing document to aid decisions in how best to promote the scheme, both initially and on an ongoing basis.

<u>Travel survey:</u> A standard travel survey can be included on the site with statistics totalled and provided through the administrator interface.

<u>Timescales:</u> We are able to progress development and deployment efficiently and, subject only to circumstances outside our control, can typically go live two to eight weeks from order date.

Roll-out: Typically we recommend going live initially with one or two main offices. If it is a single-employer scheme, we can bulk load all office locations onto the scheme and when ready for the next location to go live it is a very simple procedure to set it as 'live'.

<u>Hosting:</u> We recommend that the system be hosted on Jambusters secure servers but can be held internally on your own intra/extranet servers.

<u>Foreign sites:</u> For international organisations the system can later be extended to their offices in other countries.

<u>Security:</u> The system is offered as a username/password-protected site (either by users typing these in or by automatic, single sign-on from a corporate intranet). It can also be made available to kiosk PCs (if not all users have access to the intranet) and/or can be offered as a password-protected site to users away from work. We offer a range of schemes for authenticating registrants, eg: requiring acknowledgement via work email addresses.

Our dedicated servers are hosted in independent secure data centres behind actively maintained firewalls. Our applications have been designed and implemented in accordance with current best practices to be free of all common vulnerabilities and to resist all common modes of intrusion. Our comprehensive database keeps an historical record of attempted and successful registrations, password alterations and other interactions. Additionally we maintain an audit trail of all access attempts and transactions.

<u>Data Protection:</u> We are registered with the data controller and comply with Data Protection 1998. As such we recommend the system takes and gives out only as much personal information as is necessary.

<u>Business continuity and backups:</u> Jambusters has a business continuity plan in place and full backup on an additional server, mirroring the active server set-up. We employ dedicated servers in geographically distinct data centres, with independent administration and internet connectivity. In the event of catastrophic server failure or other service loss we can redeploy a web application and its database from our nightly off-site backups within 24 hours.

Automatic off-site backups are carried out nightly. Wherever feasible we comply with client's recovery and restart requirements. All planned maintenance takes place after 6 pm or at weekends.



- Technically advanced car share and travel plan software
- Local & en-route matches displayed on detailed maps
- Tried and tested, customisable, simple user interface
- Proven integration with intranets and enterprise software
- Simple deployment to corporate intranets and extranets
- Managed hosting available on our own dedicated servers
- Comprehensive and proven security strategy
- Affordable branding and customisation
- Multiple destination and multiple employer capability
- Flexible global & local administration options
- Standard and bespoke reports for monitoring and measuring
- Optional modules for parking permit schemes etc.
- Administrator mapping functionality, e.g. commute patterns
- Highly competitive pricing















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More Detail

Software and Hosting

- The system can be hosted either on Jambusters secure servers (Carshare Internet) or
 internally on your own intra/extranet servers (Carshare Intra/Extranet). If you host with
 Jambusters we service and secure the system and upgrade automatically with the latest
 data and upgrades. Hosted by us it is accessible both via the internet and through the
 individual organisation's intranet.
- Carshare Internet is a Java web application and is carefully designed for simple and stable
 browser compatibility. It only requires a recent, compatible Web browser (Internet Explorer
 4 or later, Netscape Navigator 4 or later, or equivalent). By careful design, no Javascript,
 plug-ins or Java applets are employed and all computation is done at the server. We test
 internally over a number of different browsers and our clients use a wide selection of major
 browser software.
- Carshare Internet can be made available only to PCs (either individual or kiosk) on a
 customers intranet or extranet (by suitably configuring the proxy server and firewall) or can
 be offered as a password-protected site also available to users away from work (eg: for
 general public access).
- In addition to communicating with members through their logged in home page on the site, the system uses standard email facilities where participants have access to email.

Some advantages of a Jambusters hosted system

- updates are quicker any new features which we have developed for other companies and from which your site would benefit can be added automatically so that this is a constantly improving site
- all necessary updates are carried out automatically and regularly (eg: postcodes)
- you can share with other organisations, if appropriate
- problems can be resolved very quickly by Jambusters as we have direct access
- on-going support from Jambusters
- none or very little internal IT cost attributable to the project
- the system can cover local employers, as well as the general public and specialist groups. It will have appropriate map coverage and can hold specific local information, as required.

Jambusters Application

Simple registration and user interface

- Employees self-register via an easy web form
- Employees can register different arrival and departure times for each day of the week
- One-click search for potential car sharers both close-to-home and en-route
- Matches are presented to users on high-quality maps using the latest digital data
- Intuitive web interface requires no formal training
- For special cases or where staff don't have access to a workstation, employees can register, through an administrator, via printed forms or phone call
- Helpful and informative on-line user guide and FAQs
- Users can narrow or widen their search area and criteria to achieve the best matches
- The system is available through any web browser
- The system requires no central intervention in managing the software and provides a system administrator interface for monitoring and dealing with specific user enquiries. The system is very reliable and offers seamless functionality
- · Optional modules for parking permit schemes etc

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Search Functions – Journey/Car share arrangements

- The system matches potential sharers by the proximity of departure and by the route a driver might take to work. Matches are immediately visible to a user on on-screen maps.
- The user will see their departure and arrival point on the map and the departure points of all the potential sharers. The quantity of potential sharers can be increased or decreased by varying the search parameters
- Car share matches for ad hoc arrangements or off-site shared attendance at other locations
- Car share matches for two or more people for long term car share agreements
- Users can register their sharing arrangements to qualify for incentives eg: parking privileges
- Vary the "time window" in which you are prepared to arrive at and leave from the workplace
- Look for car sharers on selected days or every day
- Look for a lift, opt to drive or choose to car share flexibly
- Determine the number of passengers you will carry

Flexible administration options

- Administration for each site is minimal but when and where necessary is simple and straightforward to use.
- Secure administration accounts allow monitoring, user support and tidying. In a multiorganisational system we provide super-administrator accounts and individual organisation administrator accounts, if required.
- Easily export member data to spreadsheets or databases for analysis and ad hoc reporting
- Many integral reports and further customised reports can be made available, after discussing your precise requirements.
- For extended marketing purposes the system provides a bulk email facility so that administrators can email a specific set of members (for example, all those members who have not yet registered a team)
- Customise the text of automated email messages via a simple web interface
- Administrators can securely login as any user in order, for example, to adjust their personal settings or review their arrangements
- Can add new employers and workplaces and set up subsidiary administrative accounts for any group of workplaces
- Plot users commute departure points on maps to support other travel plan initiatives
- Incomplete registration details can be held by the administrator for later completion
- Optional modules for parking permit schemes etc..
- Integration into your own systems and intranet including automatic user login from intranet via the Carshare API
- API supports server-to-server bulk registration and updates from personnel databases

We would recommend that, if at all possible, you have a local "champion" responsible for administration as this can make a huge difference to the take-up of the scheme

Performance and Maintenance

Annual system performance

All planned maintenance takes place after 6 pm or at weekends. Unforeseen service issues
are dealt with promptly or as appropriate. Availability has exceeded 99.5% in every month
to date, with no disruptive outages. We follow best practice but obviously some
infrastructure elements are outside our control.

Included in support costs

- All necessary updates, plus up to 2 person days (dependant on options selected) of customer originated updates and modifications; prompt response to service or related issues raised by or through a nominated customer contact.
- A telephone "Help Desk" will be available for the system administrator or his/her agreed nominees between 09.00-17.30 hours (Monday-Friday) but not at weekends and bank holidays. Every attempt will be made to deal with calls immediately or to return calls within 24 hours of them being received.
- If on-site support is necessary this will be provided between the hours of 09.00-17.00 on weekdays (Monday to Friday) but not at weekends or bank holidays

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Security of Jambusters Car/Journey Share Web Applications

Safety and security

- We offer a choice of schemes for authenticating registrants, eg: requiring acknowledgement via work email addresses
- Our comprehensive database keeps an historical record of attempted and successful registrations, password alterations and other interactions
- It is up to the client to define precisely what they wish staff to be able to see. All items of data are flexible.
- Our servers have dedicated internet connections and industry standard firewalls protecting your site 24 hours a day.

Our dedicated server is hosted in a secure data center behind an actively maintained firewall. Security of user data is of prime concern to Jambusters, and our applications have been designed and implemented in accordance with current best practices to be free of all common vulnerabilities and to resist all common modes of intrusion¹. This section summarises the main components of our security strategy.

Additionally we maintain an audit trail of all access attempts and transactions.

Summary of our security strategy

Strong password policies (to obstruct password leakage and guessing)

In our embedded systems, sessions are created on behalf of authenticated users by the host system. The only password involved is that which identifies the host system, and this can be protected by SSL and changed automatically.

In our non-embedded systems, where users login with a username and password, a range of password policies is available:

- The system can generate an initial pseudo-random password for each new registrant, or each registrant can choose their initial password
- Password complexity can be enforced (alphanumeric diversity, minimum length)
- Passwords can be expired after a set period (e.g. 90 days), requiring users to change them regularly.
- Password changing can optionally be authenticated by a subset of some previously agreed personal questions (mother's maiden name etc.)
- Reuse of recent passwords can be detected and controlled.

Secure communications (to protect confidential information in transit)

Our web applications offer a range of support for secure communications.

- Encrypted access (by SSL) is available alongside regular HTTP
- Non-secure initial requests can optionally be redirected to use SSL
- All other non-secure requests can optionally be refused
- SSL connections which use weak encryption can optionally be refused
- When using SSL, our applications identify themselves with a digitally-signed certificate issued by a trusted authority

Penetration Testing on Jambuster Hosted Applications

Recent Jambusters web applications have been tested (on behalf of our customers) by independent specialist Information Security consultancies. Their comprehensive testing addressed a full range of web security aspects and although the test reports are confidential, all applications have been found to fully meet our client's security requirements.

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¹ OWASP: The Open Web Application Security Project www.owasp.org



General

- The scheme can be securely spread across different locations and is easily extended to additional locations and other businesses as your requirements grow. It can also be opened to the general public. Approved members and general public are kept separately.
- Public transport and local cycling and walking information can be made available. The
 informational side of the website can be extended and developed over time, dependant on
 your requirements. Members could register as cyclists or walkers or, for example, you can
 ask at registration for a breakdown of how people are currently getting to work, eg: walk
 10% of the time bus 30%, car 40% etc.. This provides information to report on modal shift
 over a period of time and also to be able to target email specific sets of members.
- We follow best practices and standards in mapping, offering interoperability with compatible GIS services.
- The system and underlying database is fully scaleable. Jambusters already has extended systems which, for example, cover parking permit schemes and car park access for the whole employee population and travel to work data in order to provide information to report on modal shift over a period of time.
- Our Carshare API supports customer-scripted bulk registration from existing Carshare or personnel databases. We provide free support and documentation for this or can collaborate on a consultancy basis.
- The site is individually customised in collaboration with you and the user interface is intuitive
 and simple to use. There are full instructions where necessary and In addition there are
 FAQs and on-line user guides (again content and design in collaboration with our clients).
 No "away from the workplace" training is required.
- Pages 9 10 illustrate some examples of customisation for different clients.
- The visible mapping is a huge advantage to users in finding much more suitable matches, as they are the only ones who know how they actually get to their destination. To administrators the mapping is invaluable as a tool, for example: in analysing and identifying unmet transport needs and illustrating clusters of members to perhaps re-look at public transport additions or park & ride schemes.

Statistical data and reports

- The flexibility and scope of the Jambusters reporting suites available is, in many ways, the key to ensuring car/journey sharing success.
- All data is time/date stamped so there is a permanent and ongoing record of all activity on the system. This enables a huge range of reports to be available for users and administrators.
- For employees: standard letters or emails can be sent out verifying the search criteria they
 selected and/or the potential sharers available. They are provided with the widest possible
 range of suitable potential car sharers and kept fully in the picture at all times.
- For employers: standard and bespoke monitoring and measuring reports are available to
 measure and monitor success and plan future initiatives in the light of current progress, to
 create an ongoing picture of who is sharing with whom, who hasn't yet found a "partner",
 who is eligible for car sharing incentives, analysis of shared miles, business and commuting
 miles saved and the amount of CO2 saved as a result of car sharing, etc. We would expect
 to discuss with you during initial meetings your precise reporting requirements
- The reports are relevant to the level of administrator who is accessing them, eg: local administrators only see their own local member details whereas a global administrator can see all data.

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Marketing

Through our wide experience of our customers varied approaches to Car Share marketing and incentivisation schemes, we have come to appreciate fully the importance of marketing as a major part of the true success of Car Sharing. Changing people's habits and perceptions is, in reality, a slow steady process rather than an overnight change and in order to facilitate this we are able to advise on the costs, benefits and techniques of successful promotion.

Three major impacts on the success of a scheme are:

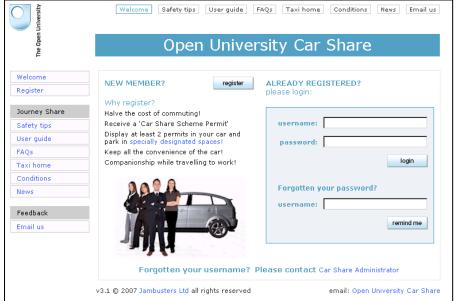
Marketing of the scheme Incentives (eg: priority parking, free parking, travel expenses)
The scheme having a "champion" (see Flexible administration options section)

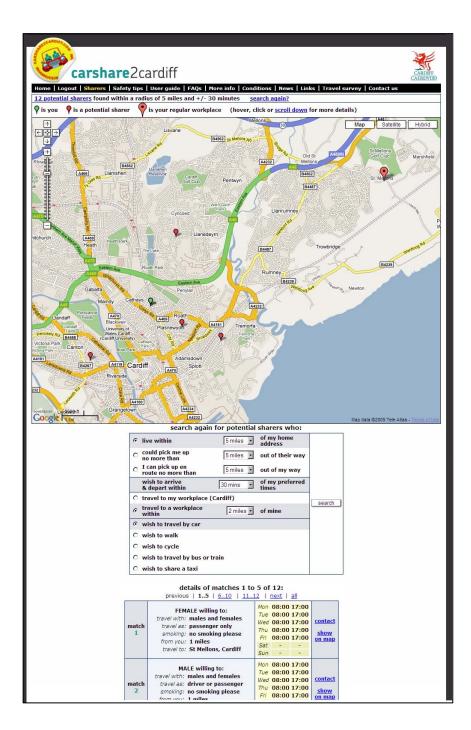
We have a wide range of marketing advice and expertise from previous systems which we are quite happy to share with you and have a full marketing document which you can go through in order to help decide how best to promote the scheme, both initially and on an ongoing basis. This covers such subjects as: launch days, promotional material, incentives, press releases, bulk email, promotion on your intranet, leaflets in payslips, etc......

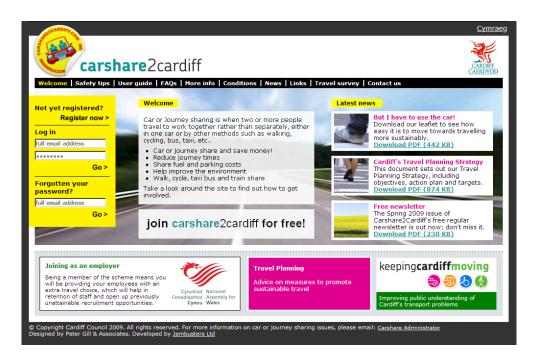
The incentives can be very important not only in the take-up of the scheme but also in measuring accurately its success, for example: employees must register each business journey (whether shared or not) on the car share system in order to qualify for expenses.

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Press Release

Car share launch attracts Zurich staff

Cheltenham

Zurich Financial Services (UKISA) Limited

Insurance giant Zurich has given the green light to a scheme designed to cut travel costs and congestion by encouraging employees to car share for their daily commute to work.

UK Life Centre
Station Road
Swindon
SN1 1EL
United Kingdom
Telephone 01793 503711

More than 550 Zurich employees registered within days of the launch, using interactive matching software on the company's intranet provided by Jambusters and already more than 50 car shares in Cheltenham are now in place.

Commenting on the success of this initiative, Zurich's Environmental Adviser, Arthur Champion, said; "We're delighted that so many people registered for the scheme. It's already exceeded our expectations and we'll be encouraging more people from our offices throughout the UK to join the scheme by offering preferential parking spaces for car sharers. People already car sharing say they enjoy having someone to travel with and of course it reduces traffic congestion, pollution and on-site parking problems."

So far this initiative covers Zurich's offices in Cheltenham, Swindon, Fareham, Cardiff and Portsmouth which represents over 40% of our people in the UK. It is currently being rolled-out to our other major locations in Birmingham and Sutton. We expect all our UK offices will be using Jambusters before the end of this year.

JamBusters Limited Director, Stuart Mitchell, said; "We received a lot of staff interest when we launched the system at the pilot office locations. The software is very user friendly and research in Germany has shown that people are three times more likely to be interested in trying to car share if they can look for matches live on line themselves – rather than having to rely on someone else doing it for them. A company intranet system therefore works very well. Some of the other company sites we have developed report up to 62% of their staff regularly car sharing."

Zurich Financial Services is an insurance-based financial services provider with an international network that focuses its activities on its key markets of North America, the United Kingdom and Continental Europe. Founded in 1872, Zurich is headquartered in Zurich, Switzerland. It has offices in more than 50 countries and employs about 64,000 people.



A Few Consumer Comments

Project Manager - GCHQ

"The scheme has only been running for a few days but, I'm delighted to say, some 650 users have already signed up. We're aiming to achieve a 15% reduction in car usage by 2005 and 27% by 2012. A successful car sharing scheme is vital to make this a reality".

Belinda Nahal - Project Manager, Computer Associates.

"The more we looked at your system the more we liked it. Our technical people were very impressed and its really, really easy and effective to use. We couldn't be more pleased".

Arthur Champion - Environmental Adviser, Zurich

"We're delighted that so many people registered for the scheme. It's already exceeded our expectations and we'll be encouraging more people from our offices throughout the UK to join the scheme by offering preferential parking spaces for car sharers. People already car sharing say they enjoy having someone to travel with and of course it reduces traffic congestion, pollution and on-site parking problems."

Mary James - Purchasing Manager, B&Q

"We needed an intranet system to cope with car sharing AND our new park and ride facility. After looking around we decided JamBusters was the answer".

Systems Integrator - Pharmaceutical Company.

"The design, functionality and effectiveness of the JamBusters software is well ahead of anything else we looked at".

John Bassett - Waitrose

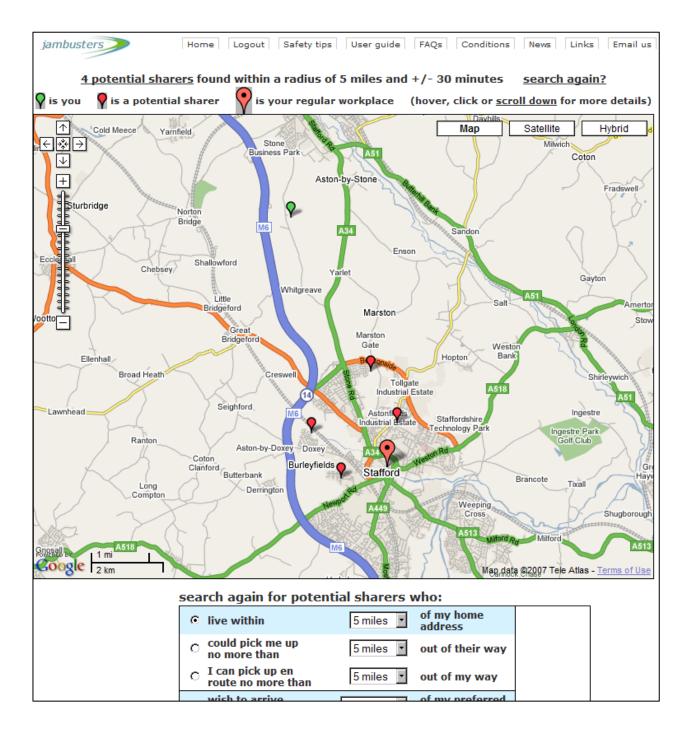
"The results we have achieved by using this software far exceeded our expectations. It is easy to use and saves enormous amounts of management time".

<u>Project Manager - Global Petrochemical Group</u>

"This is the one for us. We wanted an intranet system that would enable staff to find their own potential car share partners and maximise the numbers actually car sharing. JamBusters does all that and more and we intend to roll it out to our other offices".



Sample Mapping



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Jambusters Environmental Policy

Jambusters is committed to protecting and enhancing the environment for future generations by acting responsibly and considering environmental, social and economic factors in all decision making processes.

In all its activities Jambusters will aim to:

- Reduce the use of natural resources including energy in its own buildings, vehicles and in all activities.
- Avoid waste and encourage the conservation, reuse and recycling of resources.
- Prevent environmental pollution and influence others to do the same.
- Reduce the need for the movement of both people and goods. Where
 movement is necessary, encourage the use of public transport,
 cycling, walking and car sharing.
- Procure goods and services in a socially and environmentally responsible manner.
- Spread environmental information and raise awareness within the business community, working in partnership with other organisations where neccessary.
- Provide appropriate resources and the necessary information for staff to ensure that they are able to fulfil the commitment given in this policy.

This Environmental Policy will be made available to all staff and other interested parties



Company and Contact Details

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