


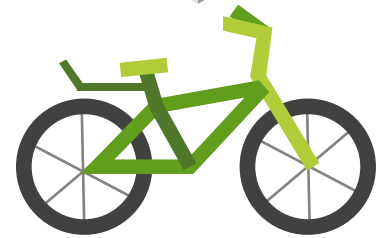
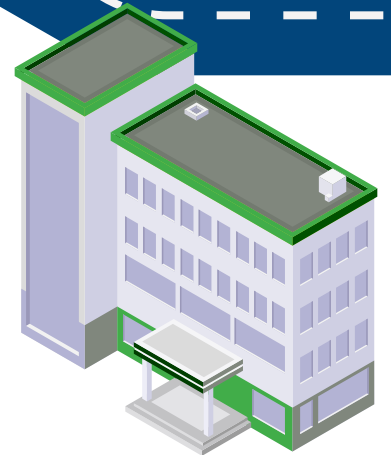
## Tel-O-Fun Pedals Fast into a New Realm of IT Customer Support

SysAid was chosen as the solution to help monitor and control Tel-O-Fun, with a strong focus on self-service and asset management.





Tel-O-Fun – a bicycle sharing service serving the city of Tel-Aviv – needed a solution to monitor and handle the status of bicycles across their service life cycle, as well as continuous coordination between its bicycle stations.



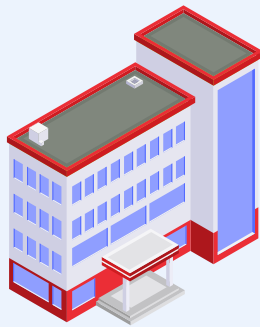
## Tel-O-Fun's Challenge

With a network of more than 2,000 bicycles operating from more than 200 rental stations, Tel-O-Fun handles more than 10,000 end-user service requests daily. The bicycle rental system is entirely self-service, and Tel-O-Fun's business model relies entirely on a computerized system with the ability to monitor and communicate asset activity in real-time.

Unable to find an out-of-the-box solution to suit their requirements, and with budget a major consideration, Tel-O-Fun wanted to find an off-the-shelf product that could be tailored to allow the unique capabilities required to service all of its bike rental locations on an ongoing basis.

It was felt that an easily configurable solution would not only enable them to meet their business objectives, but would also help to support a number of other ongoing activities, including:

- Monitoring of asset activity
- Monitoring asset status
- Producing relevant reports and data for management dashboard



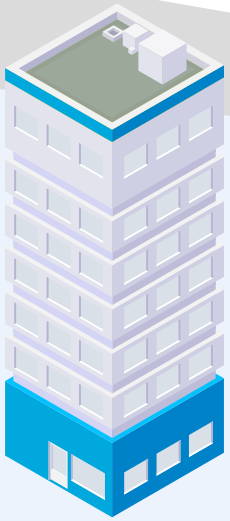
Tel-O-Fun had also previously struggled with support from its IT tool provider. By selecting SysAid, through a local distributor – Consist – Tel-O-Fun stated that it had found not just a new tool, but also a new partner, citing customer support as one of the primary reasons that SysAid was chosen.



## Transforming Tel-O-Fun's IT Operations

Working closely with Consist, Tel-O-Fun was able to customize and configure SysAid's IT support solution to produce the most efficient solution possible. The unique implementation of SysAid's software came as a result of the flexibility of SysAid to become more than just an IT service management (ITSM) solution, by also serving as a platform powering a multi-location infrastructure.

Ofer Sela, Tel-O-Fun's CEO, was involved in the extensive research into potential products, shortlisting, testing, and trialing, and stated that **"SysAid offered us the three C's that were most crucial to our company – capability, cost-efficiency, and cooperation."**



## Why Tel-O-Fun Chose SysAid

SysAid won over Tel-O-Fun decision makers, their IT users, and end users with a variety of factors. Budget and solution flexibility, in particular, were key. But other SysAid attributes that influenced Tel-O-Fun's selection decision included:

- **Cost efficiency** – customizing an off-the-shelf solution could soon become a very expensive project; SysAid also had to cost in by meeting tight budgetary constraints.
- **Flexibility** – not just the ability and ease to configure and customize SysAid as required, but the ability to make on-the-fly changes was critical to Tel-O-Fun's business requirements.
- **Speed of implementation** – SysAid and Consist promised Tel-O-Fun a quick and unique implementation.
- **Increased customer satisfaction** – through a better customer experience for end users via SysAid's self-service platform.

SysAid also had to prove it could provide exceptional customer support throughout such a complex project.



## Tel-O-Fun's Successes to Date

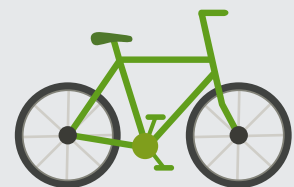
Since selecting SysAid, Tel-O-Fun has achieved a lot. SysAid now provides the engine for Tel-O-Fun's bicycle rental business, from monitoring assets to powering the computerized service stations. Every bicycle and station is registered in the configuration management database (CMDB). When a customer inputs a request to rent one of the bicycles, SysAid is the source for the application that lets the customer know which bicycles are available for rent.

Furthermore, an automatic agent available in every rent station continuously pings and tracks the bicycles in the stations and then updates their availability status in the SysAid application. In the case of a malfunction in one of the stations' hardware components, a service request is sent, also using SysAid.

Upon launching SysAid, Tel-O-Fun experienced stability challenges – due to the high number of customers – following implementation of the software. However, continuous cooperation between Tel-O-Fun and SysAid and Consist quickly established maximum functionality with ongoing reconfiguration of the system core to meet the demands of increased usage.



Ofer Sela, Tel-O-Fun's CEO stated "We were able to take an extremely versatile off-the-shelf product and tailor it to match our exact needs through the continued assistance of SysAid's fantastic customer service team."





Do you also want to find an off-the-shelf service desk solution that could be easily tailored to your unique requirements?

**Talk to us**



[www.sysaid.com](http://www.sysaid.com)

Toll Free US: 1-800-686-7047

US: (617) 231-0124

[info@sysaid.com](mailto:info@sysaid.com)



## About Tel-O-Fun

The Tel-O-Fun bike-sharing system, a play on the Hebrew words “Tel” and “Ofen” referring to Tel Aviv and *ofenayim* (bicycles), is a partnership of FSM Ground Services and the municipality. The service was launched on 28 April 2011 and has provided over 2000 bikes, available to any person over the age of 15, in over 200 docking stations deployed around the city. The project also aims to reduce air pollution, create a friendly atmosphere in the city, and encourage physical activity and fitness.



## About Consist

Founded in 1972, Consist has grown into a worldwide computer software vendor, with headquarters in New York City, over 1,400 employees worldwide and customers in 38 countries. Consist provides a variety of financial and logistic software solutions (ERP), data warehouse systems, internet oriented solutions, output management solutions (PrintBOS), data processing and outsourcing services, software maintenance and modernization as well as integration projects and consulting. Consist is committed to providing a wide range of information technology products and services and delivering total business solutions to a broad global client base. The company specializes in supporting large scale organizations in the financial sector, government agencies, public utilities and in leading industrial and commercial groups.



## About SysAid

SysAid Technologies Ltd. is a leading provider of customer-driven IT Service Management (ITSM) solutions. Available as a cloud-based or on-premise solution, SysAid provides affordable and intuitive ITSM software aligned with industry best practices. Founded in 2002 by Israel Lifshitz with a vision to make the lives of IT professionals around the world easier, and make their IT environments and IT service delivery better—SysAid now serves over 10,000 customers across 140 countries, spanning all industries and sizes, from SMBs to Fortune 500 corporations. SysAid has offices around the globe, and its ITSM solutions are available in 42 languages.