Zonar Integrates Leading School Bus Tracking App into its Smart Fleet Management Solutions; Announces New Partnership with SafeStop

SafeStop provides real-time updates that improves communication and enhances child safety on their way to and from school

Seattle Wash. (PRWEB) October 11, 2017 -- Zonar, the leader in smart fleet management technology, and SafeStop, the industry's leading school bus tracking and parent communication app provider, today announced a strategic partnership to deliver best-in-class, fully integrated smart fleet management and school bus tracking solution beginning this Fall.

Zonar is integrating the SafeStop mobile app into its smart fleet management offerings for pupil transportation. Created in 2013, SafeStop answers the question, "where's the bus?" The secure and easy-to-use app improves child safety and provides peace-of-mind to parents by providing real-time updates on bus location, alerts from the transportation department, and parent feedback tools, SafeStop also provides transportation departments with critical data and analytics that can identify underused bus stops, monitor on-time performance, and more by comparing planned route information to the GPS data collected on each vehicle.

SafeStop is the only bus tracking app that meets entity-wide SOC2 data security compliance, which exceeds FERPA requirements and ensures that personal information is secure and never sold or distributed to outside parties.

"The integration of SafeStop continues Zonar's commitment to safely transporting kids back and forth from school and improving communication between parents and school officials," said Vanessa Haughton, chief marketing officer at Zonar. "With SafeStop, school and district administrators can deliver vital bus information to the palm of a parent's hand and dramatically reduce the number of phone calls they receive, allowing them to focus on improving overall safety and performance inside the SafeStop Analytics platform."

The SafeStop and Zonar solution includes the following key benefits:
• Real-Time School Bus Updates: provides the location of the school bus and its estimated time of arrival for each stop.
• Alerts & Messaging Center: allows school administrators to provide notifications of school closings, delays and other service announcements.
• Full-Time Support: provides parents and caregivers with dedicated email and phone support, eliminating the need for school districts to be involved in support issues. SafeStop has been shown to reduce these types of calls by 90% for school officials.
• SafeStop Analytics: provides administrators access to key data that identifies statistics including underutilized bus stops and on-time performance to create a safer, reliable and cost-efficient school transportation system.
• Zonar's Smart Fleet Management Solutions: enables access to inspection, engine diagnostics, student visibility and GPS solutions from Zonar to help fleet managers increase safety and security, optimize bus routes, ensure inspection compliance and make data-driven decisions.

"We are in an era where people expect accurate and transparent information on demand," said Patrick Gallagher, director of sales for SafeStop. "The communication between schools and parents is and should always be at the top of that list. By tapping into Zonar's smart fleet management solutions and GPS tools, we are not only able to meet parent demands for access to real-time information from their children's schools but

school and district officials' data demands to help them make more informed decisions."

SafeStop is available for download at the Apple App Store or Google Play. For more information, please visit:
http://zonarsystems.com/safestop

About Zonar
Founded in 2001, Zonar has pioneered smart fleet management solutions throughout vocational, pupil, mass transit and commercial trucking industries. Zonar helps fleets of all sizes maximize the use of their assets with solutions dedicated to improving compliance, efficiency, maintenance, ridership visibility, safety and tracking. Cloud-based services with open API's drive Zonar's smart fleet solutions by making it easy for fleet owners and managers to stay connected to their fleets and drivers and operators to dispatch. Headquartered in Seattle and majority-owned by technology company Continental, Zonar also has a Technology Development Center in downtown Seattle, a regional office in Cincinnati, and a distribution center outside of Atlanta. For more information about Zonar, go to www.zonarsystems.com.

About SafeStop
SafeStop, a product offered by SafeStop, Inc., is a powerful and secure application that connects parents and school administrators with the vehicles transporting their students. Created in 2013 by a transportation solutions provider with vast experience in the industry, the SafeStop mobile app provides a secure registration process, real-time map feature, estimated times of arrival, student scanning, SafeStop Analytics and an alerts and messaging center for its users. SafeStop is the only bus tracking application that meets entity-wide SOC2 data security compliance. The app brings timely, accurate and valuable information to parents and school officials across North America. For more information, visit www.SafeStopApp.com.

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