

# POWERING A NEW ERA IN SERVICE DELIVERY

Velociti Solutions is working to streamline control room processes in a bid to boost efficiency

**C**ontrol360 from Velociti Solutions is transforming the control room from a reactive hub into a proactive engine for operational excellence.

As bus operators across the UK look to the future and focus on building more efficient, responsive networks, the need to rethink how services are managed has never been greater. Operational efficiency is key, from managing driver availability to navigating congestion and delivering consistent performance. At the heart of this transformation is the control room, and at the heart of the control room is Control360 from Velociti Solutions.

“The control room is the beating heart of a bus operation,” says Nick Brookes, Chief Customer Officer at Velociti. “But historically, it’s been run using fragmented systems that force staff to jump between screens, re-enter data, and piece together the full picture manually. That’s not just inefficient, it’s risky when you’re trying to keep buses moving and passengers happy.”

Enter Control360, an integrated software platform that brings those disconnected systems together into a single, intelligent hub. Drawing data from scheduling, engineering, customer services, and more — including third-party systems — Control360 gives colleagues tasked with delivering the service real-time visibility of what’s happening across the network.

“Operators already have a lot of tech in place,” adds Nick, “but what’s been missing is the joined-up view. Control360 provides that, so control room teams can respond faster, plan better, and deliver more reliable services, day in and day out.”



Nick Brookes, Chief Customer Officer



Aiden Proctor, Head of Product - Bus

## TURNING INSIGHT INTO ACTION

At its core, Control360 is about empowering control rooms to move from reactive to proactive management. The platform is engineered to simplify complex decisions with features like real-time alerts for driver issues, predictive insights based on trip patterns, and streamlined workflows for incident reporting.

Aiden Proctor, Velociti’s Head of Product - Bus, explains: “One of the key benefits of Control360 is how it anticipates problems before they become service failures. For example, if a driver is running late to start their work and services face a delay as a result, Control360 not only flags it but helps the team resolve it within minutes while staying compliant and cost-efficient.”

He continues: “We’ve eliminated the need for duplicate data entry and cross-system guesswork. That not only improves accuracy but gives controllers the headspace to focus on what really matters: keeping the service running smoothly and passengers moving.”

## MAKING BETTER DECISIONS, FASTER

With an intuitive graphical interface and embedded intelligence, Control360 provides a complete

depot and live network view, highlighting the most critical issues in real time and offering actionable context, such as driver history, event impact, or incident timelines.

“Controllers aren’t just monitoring services,” says Aiden. “They’re making constant, high-stakes decisions under pressure. Control360 gives them the tools to make those decisions based on facts, not assumptions.”

And it’s not just about the day-to-day. By consolidating operational data over time, Control360 becomes a powerful tool for strategic planning.

“As operators build a richer picture of their networks, they can start applying machine learning to spot patterns and opportunities,” says Nick. “For instance, identifying how school term traffic affects punctuality on certain routes, or which types of incidents lead to lost mileage in specific areas. That’s the kind of insight that helps reshape operations for the better.”

## BUILT FOR A CONNECTED FUTURE

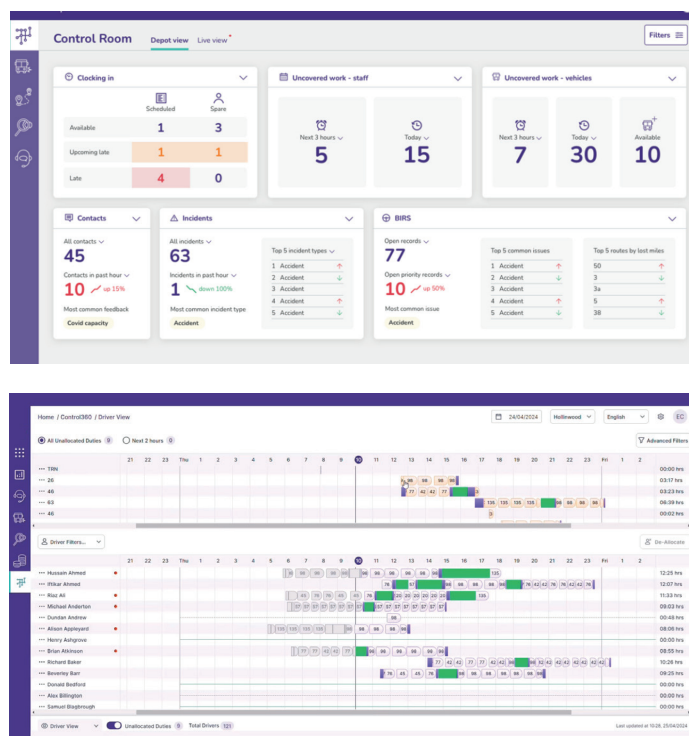
Control360 is more than a software product; it represents a shift in how control rooms operate, think, and plan. It acts as a bridge between real-time control and long-term improvement, creating a foundation for more agile and data-driven operations.

“Control360 is already helping operators take control in a new way,” adds Nick. “What’s next is making it smarter, faster, and even more connected.”

From streamlined duty allocation and real-time alerts to predictive network management, Control360 is redefining what’s possible in the control room, turning data into action, decisions into outcomes, and complexity into clarity.

As Aiden puts it: “It’s not just about solving today’s problems. It’s about building a bus operation that’s fit for the future.”

**“By consolidating operational data over time, Control360 becomes a powerful tool for strategic planning”**



Control360 provides a joined up view that allows teams to respond faster