

Can you go the extra mile to ensure safer roads?

ServiceNow Connected Operations enables TAPCO to accelerate IoT road safety and improve customer satisfaction

Job to be done

Break down barriers to ensure seamless communication between devices in the field and maintenance teams

Solutions to do it

- ServiceNow® Connected Operations
- ServiceNow® Customer Service Management
- ServiceNow® Field Service Management

What we did

Partnered with ServiceNow to pilot Connected Operations, removing manual processes and establishing digital workflows

Leading the traffic and parking industries

TAPCO manufactures, services, and distributes a wide range of products aimed at the traffic and parking industries. Based in Wisconsin and founded in 1956, the business has a broad customer base, working with transportation departments across the US. As a North American leader in the traffic and parking industries, TAPCO's next-generation Intelligent Transportation Systems (ITS) include Intelligent Warning Systems (IWS), connected vehicle technology, and BlinkLink® traffic device-monitoring software.



We're leveraging the ServiceNow platform to revisit our IoT platform and service models. This is a game-changer for us.

Jason Anderson

IT Director
TAPCO

The digitization of road safety

The global road safety market is expected to grow at a compound annual rate of 11.2% between 2020 and 2027. This growth is attributed to the emergence of breakthrough technologies, as well as a greater demand for road safety among the public. TAPCO is pioneering the adoption of IoT in the traffic and parking industries, hoping to contribute to a move towards zero traffic-deaths in the future. Shifting the model for operations as a service provider is transforming how the business manages its operations and service.

TAPCO employs:

300

employees

It has installed:

20K

solar-powered
warning systems

There will be:

41.6B

IoT devices by 2025*

Automated and connected back office

A pilot of ServiceNow Connected Operations enables TAPCO to bring Intelligent Signal Operations efficiency in line with product innovation. The engagement replaces the existing manual process, where a service agent identifies product failures, searches customer records, and dispatches an ITS technician. The process is automated, traceable, and connected. It creates, for the first time, a connected operation.

Matching innovation with excellence

The immediate impact is precision and consistency around operations and field service. TAPCO has a clearer understanding of activity in the field, its technicians arrive on site armed with both historical and near-real time customer data, and there is a transparent audit trail of issues and resolution. In an emerging market for IoT and smart solutions, this certainty creates a market advantage for TAPCO. Customers are assured that product excellence is matched by service excellence, and that their solutions remain online. After all, an offline system requiring maintenance can result in a lack of vital data that could be used to keep road users safe.

Opening new revenue streams

With over 300 employees, TAPCO knows that it must adopt new ways of work for greater agility to maintain its prominence in the market. The ServiceNow pilot provides an enterprise-grade platform to be innovative in new, scalable ways. It also opens the possibility of new revenue streams. Connected operations will enable TAPCO to simplify and expand the managed services it offers to customers.

“ The same amount of dedication we put into creating market-leading IoT services, we’re putting into transforming our back office. We’re making decisions based on data now, instead of feel.

Jason Anderson
IT Director
TAPCO

Now you know how work can work better.