

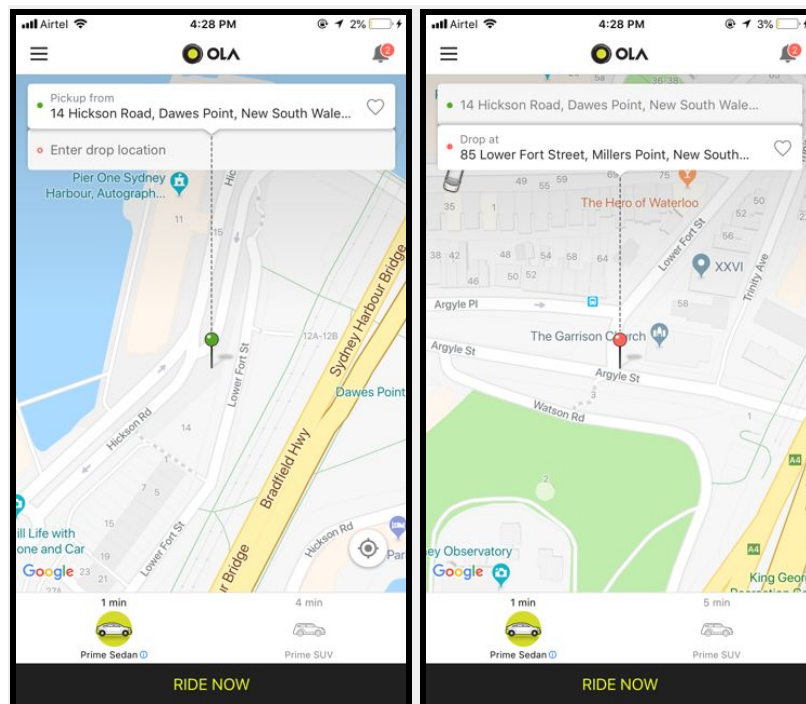
Record Keeping

Customers need to have a registered Ola account to book Ola rides from their smartphone. They need to create an account using their mobile number, name and email ID. Every time customers request a ride using these credentials, their name and timestamp of the booking request are recorded in the system. As soon as the Booking System registers the new request, it is stored in the Persistent Storage.

[Persistent Storage - This is where all the data is stored. It constantly communicates with the booking system to keep the information up to date. All the backend systems including persistent storage reside in secured servers provided by Amazon Web Services.]

Location details:

The app will automatically identify their current location using the phone's GPS settings. This is set as their pickup location by default. They can choose a different pickup location and drop location by entering their address in the search bars (just like you would do in Google Maps). They can also move the pin to set the pickup and drop locations.



Timestamp:

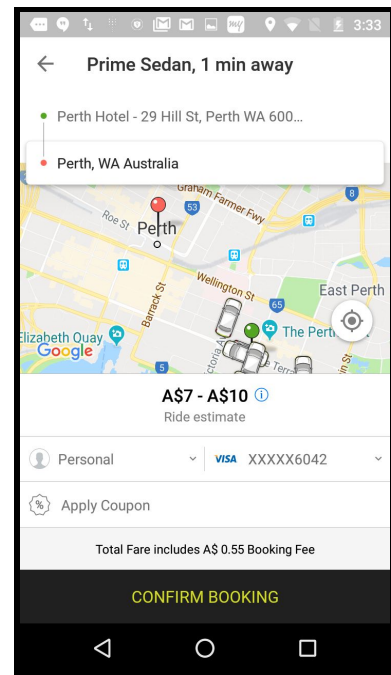
Customers can book to leave immediately or book for a future date and time.

Ride Now: When booking for an immediate requirement, the timestamp of the request is stored as the proposed booking data and time.

Ride Later: When scheduling to ride late, the scheduled date and time is stored as the proposed booking date and time.

In case of an immediate requirement, the app instantly brings customers to a confirmation window where they can see a snapshot of the booking details :

1. Ride category
2. Estimated time of arrival
3. Pickup and drop locations
4. Fare estimate
5. Ride profile
6. Payment method
7. Coupon application

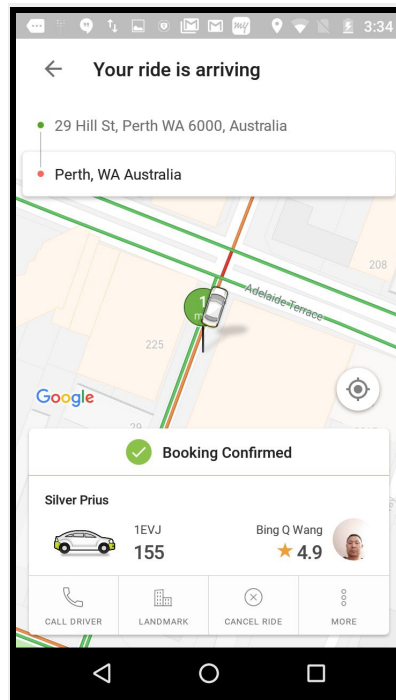
**Fare Estimate:**

The pricing system calculates fare based on the fare chart of the ride category. It uses the distance and time estimated by Google Maps for the pickup and drop location entered. We record high-precision longitude, latitude for all pickup and drops, which ensures precise estimation.

The pricing system has a capability to incorporate real time data on demand and supply. This allows Ola to dynamically set prices ensuring that demand and supply are always efficiently matched and the consumer surplus is captured.

Ride details:

The details shown here are captured and stored along with the booking request in the Persistent Storage. After the Dispatch/Allocation System matches the request to the right driver, details of the driver and vehicle are shown to the customer along with the estimated time for arrival. All these details are also stored in the database with the status of the request changed to “allocated” state from “new”.



Ola controls and monitors this data using following major tools from the local office:

1. **Information Management System (IMS):** IMS is the central repository of all information pertaining to drivers and vehicles. If needed, the same can be accessed from a local office.
2. **Relationship Management System:** This system gives access to real-time as well as historic data of all trip details of both drivers and customers. The details include, but are not limited to, contact details of customers and drivers, pickup and drop details, customer bill, duration of the trip, etc.
3. **War-room:** The war-room gives real-time data of status and location of all driver devices in the city.
4. **Connect:** Connect is our in-house communication tool which can be used to communicate with our driver base anytime, if needed.