



# TIPTOP TAXI SYDNEY CASE STUDY

Modernizing Sydney's Transport  
Landscape with ClonifyNow's ReadyTaxi

Presented by ClonifyNow



# SPECIALIZED TRANSPORT LEADERSHIP

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## **AIRPORT TRANSFERS**

Sydney Airport Specialists for seamless arrivals and departures.



## **CORPORATE TRAVEL**

Premium experiences tailored for business professionals.



## **LARGE GROUPS**

Versatile fleet including 11-seater Maxi Taxis.



**VERSATILE FLEET: FROM STANDARD SEDANS TO 11-SEATER MAXI TAXIS**

# OVERCOMING OPERATIONAL HURDLES

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## MANUAL DISPATCH

Heavy reliance on phone bookings led to frequent human errors and inefficiency.



## DATA SILOS

Fragmented systems made it impossible to track performance or analyze patterns.



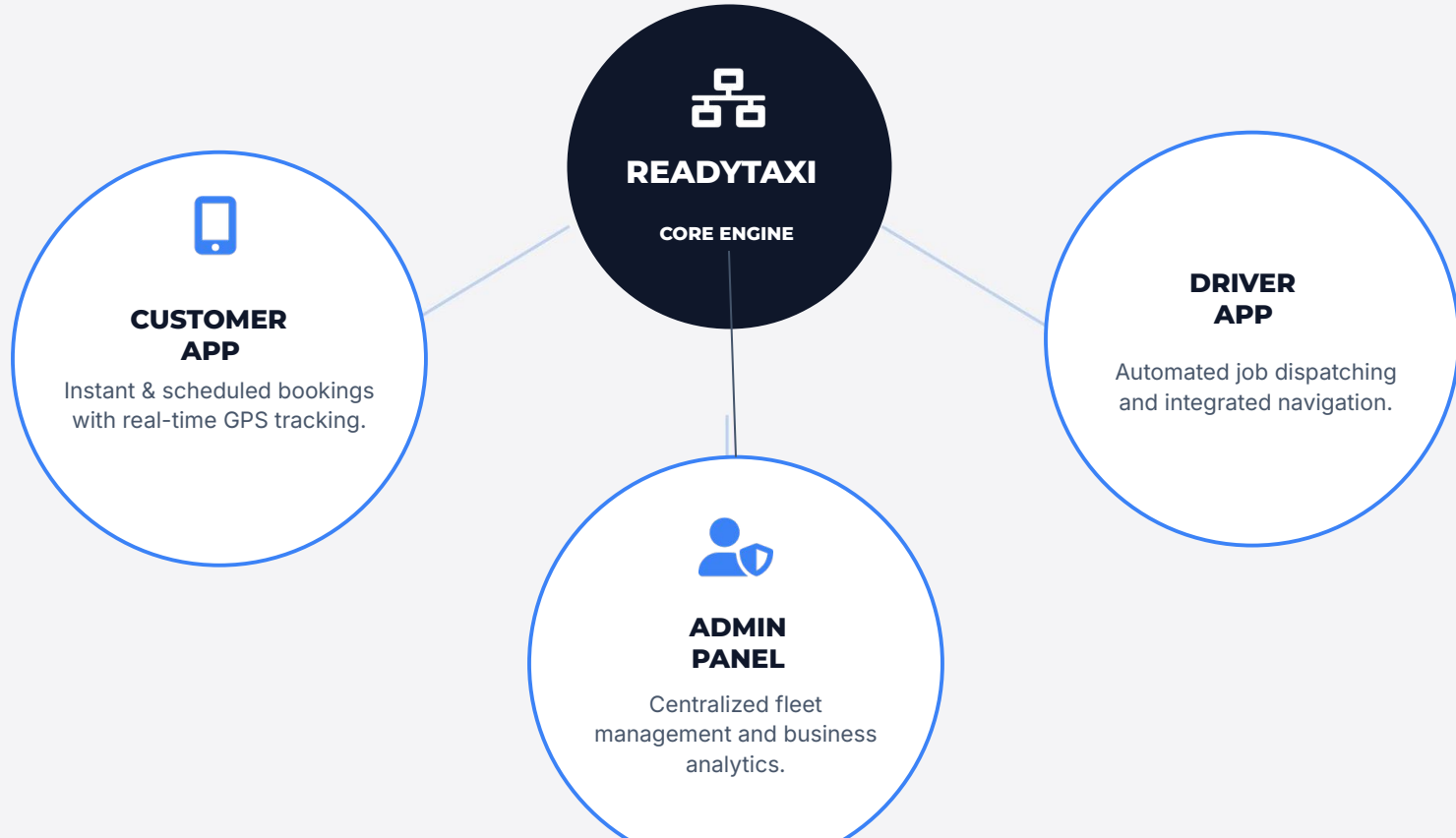
## MARKET PRESSURE

Rising expectations for instant booking and live updates from digital competitors.

*"Traditional taxi services must innovate or face obsolescence in a digital-first marketplace."*

# A COMPREHENSIVE DIGITAL ECOSYSTEM

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# INCLUSIVE MOBILITY FOR ALL

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## Design for Every Sydney Resident

ReadyTaxi ensures that specialized transport is never an afterthought, but a core part of the digital experience.



### **WHEELCHAIR ACCESSIBLE**

Direct booking for 11 specialized vehicles integrated into the primary app flow.



### **BABY SEAT OPTIONS**

Pre-select baby seats during booking for safe and compliant family travel.

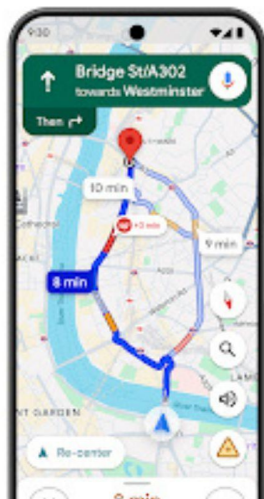


### **FLEET OPTIMIZATION**

Automated matching of passenger requirements with the most suitable vehicle type.

# TRANSPARENCY THROUGH LIVE TRACKING

Get real-time  
traffic updates



ETA: 4 MINS

## LIVE TRACKING

Passengers monitor exact location and ETA in real-time, reducing wait-time anxiety.

## DYNAMIC ROUTING

Traffic-aware navigation ensures drivers take the most efficient paths.

## ADMIN OVERSIGHT

Comprehensive fleet view for proactive management and rapid response.

# BUILDING TRUST WITH SECURE PAYMENTS

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## MULTI-CHANNEL

Full support for Credit/Debit cards and digital wallets for maximum convenience.



## TRANSPARENT BILLING

Upfront fare estimates and automated digital receipts for every journey.



## SECURITY FIRST

Industry-standard encryption and secure gateways to protect user financial data.



# DRIVING EFFICIENCY & GROWTH

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**50%**

## EFFICIENCY GAIN

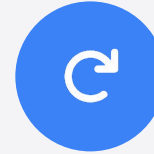
Automated dispatching reduced manual workload by half.



**40%**

## FLEET UTILIZATION

Improved vehicle uptime through real-time visibility.



**35%**

## RETENTION INCREASE

Growth in repeat bookings through seamless experiences.

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Actionable insights leading to smarter, data-driven business decisions across Sydney.

# RAPID MARKET PENETRATION

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# 1000s

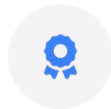
**ACTIVE USERS  
ONBOARDED**

Within the first few months of launch.



## MARKET SHARE

Successfully captured a significant digital market share in the competitive Sydney transport sector.



## BRAND LEADERSHIP

Tiptop Taxi is now perceived as a modern, tech-forward leader outperforming traditional competitors.



## DIGITAL ENGAGEMENT

Seamless payments and real-time tracking have set a new baseline for user expectations.

# HIGH-PERFORMANCE TECH STACK

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## FRONTEND

### React Native

Unified codebase for high-performance iOS & Android apps.



## BACKEND

### Node.js

Scalable, real-time data synchronization and processing.



## CLOUD

### AWS

Secure, elastic infrastructure for high-concurrency handling.



## INTEGRATIONS

### Stripe & Maps

Seamless payments, navigation, and SMS notifications.

Enterprise-grade infrastructure built for scalable growth and 99.9% uptime.

# SCALING NEW HEIGHTS

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PHASE 01



## AI DEMAND PREDICTION

ML models to predict high-demand zones for proactive fleet positioning.

PHASE 02



## CORPORATE PORTAL

Dedicated dashboard for business clients to manage travel and billing.

PHASE 03



## NATIONAL EXPANSION

Scaling the ReadyTaxi platform to other major Australian cities.



**CLONIFYNOW**

# DRIVING THE FUTURE OF MOBILITY

**Ready to transform your fleet?**

Launch your scalable mobility platform with our expert team.



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