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Digital Solutions



# Ferdia

## Introducing Ferdia: Your Modernisation Partner



**T**echnology provider Ferdia is on a mission to modernise the coach industry.

When first introduced to the sector as a management consultant for Oslobuss, Company Founder and CEO, Håkon Sæther, was shocked to see how reliant coach operators were on manual processes and old, outdated management systems.

Having moved over from the telecom industry, his mindset was that technology enabled businesses to communicate better and work smarter, but what he found was an industry yet to fully embrace this.

*“It was like this industry was still using a ‘brick’ phone while everyone else had moved on to smartphones.*”

*But I understood that technology could help coach operators work much smarter and so we began looking around Norway, Sweden and Denmark to see what smart solutions were available.*

*“All we found, however, were providers offering ‘old-school’ software solutions that were based on dated technology. We therefore decided to launch a company that developed the technical solutions that Oslobuss – and the rest of the industry – would need to grow and succeed.”*

Using a system Ferdia developed, Oslobuss went on to outperform its competitors, and the solutions provider caught the attention of leading national coach operators across Scandinavia and has now expanded into the UK.



“The first time I came over to the UK, I found a similar picture to that of Scandinavia and so now I’m working to renew and re-energise UK coach operations,” Sæther enthuses.

## Automate and Streamline Coach Operations

Today Ferdia offers an advanced cloud-based solution that automates and streamlines daily operations. One of its key aims is to give customers a better experience. This is achieved in a number of ways, including enabling travel managers and passengers to see where a vehicle is at any given time.

“Today we can access our banks and make transactions online, order meals, pretty much get anything done on our phones, but until recently you couldn’t see where your coach was or find out whether it’s running on time,” Sæther points out.

Another benefit to Ferdia’s solution is a reduction in manual work and improved efficiencies.

### Key Ferdia Facts:

- Founded in 2016, inspired by the needs of the coach company Oslobuss
- Headquartered in Oslo, Norway
- Team of 20 full-time developers
- Current ambassadors include leading coach companies in Norway, Sweden and Denmark
- Ongoing launch in the UK, with three customers already on board

“Processes are automated, and our proactive intelligence system analyses data to help you make the best decisions at any given time. We’re also developing an auto-planning feature, which we hope to deploy this summer. No longer will planning managers have to spend hours each day scheduling, assigning vehicles and drivers – with a click of a button, the system will suggest a plan for you.

“The manager then only has to verify and adjust it if necessary, saving hours of manual work and, in addition, optimising the use of your fleet,” Sæther says.





## Coach Business as It Should Be

### **Boost Efficiency**

Automate manual tasks, streamline processes and eliminate inefficiencies to make everyday operations simpler and more cost-effective.

### **Increase Profitability**

Win more contracts, improve margins and unlock growth potential with solutions that give you a competitive edge.

### **Add More Value for Your Customers**

Deliver seamless experiences that enhance loyalty and create a better journey for your customers – ensuring they come back again and again.

### **Futureproof Your Business**

Stay ahead of the competition with scalable, adaptable tools designed to meet tomorrow’s challenges.

### **We Help You Succeed**

Ferdia works as your partner – listening, educating and co-creating success that meets your needs every step of the way.

He also claims that Ferdia’s solution enables coach operators to win contracts with higher margins, as these features help you to stand out from the competition.

*“Everyone else is offering the same product, but there you are, able to better organise travel, simplify planning and provide full visibility of your vehicles. What we’re seeing in Norway is if you identify the customers that want this – such as tour operators or conference organisers – they’re willing to pay a bit more as you’re offering added value.”*

## More than a Provider, a Partner

Ferdia’s goal is to help operators be successful and have better margins, but Sæther knows that if you just give an organisation a new digital tool, that doesn't necessarily mean they'll become more efficient.

They need guidance, he says, especially coach operators, who may be less used to change and digitalisation. Therefore, operators should look at

## The Ferdia Manifesto

The coach industry isn't resistant to change – it's just cautious and held back by outdated ways of working. For too long, traditional practices have halted progress, which has resulted in inefficiencies, missed opportunities and customers who don't get the experience they deserve.

It's time to embrace a new way forward, renewing how this industry operates.

At Ferdia, we believe in making things simple, effective and impactful. We're not just offering tools – we're empowering coach businesses to work smarter, grow faster and add more value to their customers.

Because thriving in today's world isn't about keeping up – it's about leading the way. And with Ferdia by your side, that's exactly what you'll do. Don't be a dinosaur. Build the coach business of tomorrow.



## Ferdia Customer Testimonial

*“We have doubled our turnover and multiplied our financial result by 10. Ferdia’s IT platform helps us to work more efficiently, earning twice the revenue per bus compared to industry average.”*

*“We also win increasingly more customers and contracts as a result of new digital solutions.”*

Svein Busch Iversen, Owner, Oslobuss

*“We’re always actively developing our system. We have 20 full-time developers and launch new features every third week to keep improving on what we’ve got.”*

*“Our system is good, but it can always be better, and so we continue to work closely with operators so we understand their world, their needs and can develop the solutions that help them to further succeed.”*

## Are You Ready for Change?

Having led the revolution in Scandinavia, Ferdia is now expanding its footprint in the UK and looking to partner with new coach operators eager to see how digitalisation can benefit them.

*“We’re inviting operators to join us on this journey of modernisation. We appreciate not every company is ready for change, but for those that are, we’re here to work with you to create a better, smarter way of working,”* Sæther concludes.

[www.ferdia.uk](http://www.ferdia.uk)

Ferdia as a partner, rather than a technology provider, as the organisation is there to offer coaching and ongoing support.

It’s very much a symbiotic relationship, where both parties benefit and can grow, Sæther goes on to highlight.

*“For example, in Scandinavia we’ve created an advisory board, and we regularly invite the largest coach operators to Oslo for the day to discuss what’s going on in the industry, our strategy and plans for development and get their feedback. We’re partners with a common goal – to modernise the industry.”*

He adds that every six weeks Ferdia also holds user forums where customers can join a Teams meeting and share their questions, concerns and what they’d like to see from the system.

### Contact Ferdia

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