

GEOTAB

www.geotab.com
Oakville, Ont.

GEOTAB
management by measurement

Fleets of all sizes are doing a better job at ‘understanding the drive,’ so to speak, thanks in part to technology provided by Geotab. Not your typical telematics provider, Geotab has racked up a few miles of its own in M2M (machine-to-machine), helping fleets make business sense of driver-performance data.

The company entered this market roughly 15 years ago from the perspective of helping fleets record the highest quality data possible from vehicles in order to report more accurate and useful information. Rather than giving companies spreadsheets filled with data, Geotab’s technology is designed to supply users with real information that caters to the business aspect of telematics, helping them perform actions like exception monitoring and management, just to name a few.

Selling through channel partners, Geotab’s technology has become the right fit for any size fleet, ranging from large logistics companies, to companies with only a handful of vehicles. Its hardware can be equipped to any type of vehicle, and the platform is scalable enough to cater to any size or type of fleet.

In all, its technology is helping users understand the ways in which drivers are operating their vehicles. For fleet-management companies, the value proposition is around helping a vehicle operate at the lowest running cost per mile. This includes gaining insights into how customers are using fuel, where they are buying fuel, and identifying the average mile-per-gallon rate, among other metrics.

Another primary customer base is loss control and safety-compliance managers working with fleets. Whereas in the past it was difficult to determine whether or not the drivers were taking heed to the lessons from the instructor once they had left, Geotab’s technology can help record the information on a consistent basis and match the data up with Web-based training courses. The technology can distinguish between actual events and things like avoiding pot holes and going over speed bumps, and provides useful data around driver performance.

The company provides its technology as a full turnkey solution, but can also unbundle parts of the offering for integration partners that may have their own application software they wish to run in conjunction with pieces of Geotab’s offering. The company has also made its SDK available for free to integration partners that wish to further expand the platform.

In all, the efforts of Geotab are highly admirable in that the company is intent on providing businesses with the data needed in order to make the best use of the drive.

FAST FACTS

- Recognized by Deloitte as one of the fastest-growing companies in North America
- Solutions are integrated within four core pillars: fleet optimization, driver safety, field productivity, and compliance

