

# GEOTAB

management by measurement

## Company Overview



PRODUCTIVITY



FLEET



SAFETY



COMPLIANCE

# A World Leader in GPS Fleet Management

- + Geotab first originated in South Africa in 1996, and by 2000 the company was officially founded in North America. Since then, Geotab has been committed to achieving engineering excellence within the telematics industry
- + For over a decade, Geotab has been a proven industry leader in engineering premium quality GPS fleet management solutions
- + Fortune 500 companies, including **30% of the top ten fleets** and 10% of the top 100 fleets in North America, rely on Geotab technology

# TRACKING THE YEARS WITH GEOTAB



**GEOTAB**  
checkmate

**1997 - 2002**

- + Checkmate launched
- + GO1



**2002**

- + GO2 & GO2 Lite



**2004 - 2005**

- + GO Live
- + Launched GO2 J1708



**2006 - 2009**

- + GO3 WiFi
- + GO4V2



**2010**

- + GO4V3
- + Launched GO5
- + Launched Checkmate 5.3



**2011**

- + Checkmate 5.5
- + Launched Driver Behaviour Management

**2012**

- + SuperSense indoor GPS enhancement
- + Go Recover
- + X-Act
- + Geotab Mobi - smartphone or tablet/pad interphase
- + GO6 hardware device
- + Checkmate 5.6
- + Indicated versus Actual Road Speed - lice speeding exceptions

**2013**

- + IOX-NFC for Driver ID
- + IOX-Buzzer for loud heavy duty trucking markets
- + MyGeotab 5.7
- + New SDK
- + Garmin HOS
- + Geotab Drive

**2014**

- + IOX-DJ
- + Geotab GO7
- + IOX-T2S
- + IOX-CAN



# Geotab Today

Last year, Geotab outsold all other telematics solution providers.

- + Over 400K devices deployed to date
- + Over 200K live subscriptions, adding 10K/mo. on average
- + Total new units sold in 2013: 105K
- + Total new units sold in 2012: 65K
- + 144% growth from 2012 to 2013 from our sales channel partners
- + Resellers leveraged the Geotab SDK to extend more value to customers

[View Video - The Geotab Difference](#)

# Our Stakeholders

- + **90 resellers** across North America, Europe, Japan, Australia, South America, and Africa
- + **100 employees**
  - + 60+ in-house engineers and developers
  - + PhD Physics, M.Sc. Mathematics
  - + 40+ Electrical Engineers and Computer Scientists
  - + Consultative sales team
  - + Focused technical services team
- + **Carrier certifications:** AT&T, Rogers, Telus, Sprint, Telenor, T-Mobile, Verizon, Nextel

# Our Customers

- + 7,500 customers and 96,000 end-users
- + World's largest provider of telematics to enterprise fleets



**PEPSICO**



**bp**

*Coca-Cola*

**Tropicana**

**AutoZone**

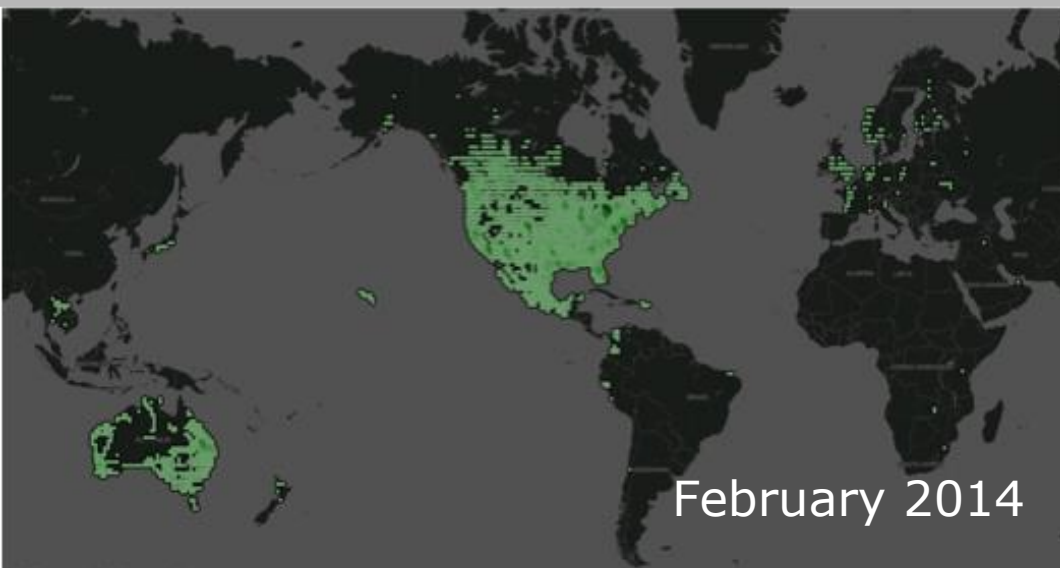
**Safelite**  
AutoGlass



**enterprise**

**FritoLay**  
food for the fun of it™

# Worldwide Growth: 2013 - 2014



- + 7,500 company databases on 100+ servers
- + 120,000,000 data points / day
- + 44 billion data points / year

# Industry Recognition

- + **Deloitte Fast50 & Fast500:** For the past 3 consecutive years Geotab has been recognized as one of the fastest growing tech companies in North America, currently placed at #18
- + **CW100:** Named in Connected World's 2013 and 2014 prestigious CW100 list, among the top 100 M2M companies
- + **Top 20 Logistics Technology Consulting Award**
- + **TOP 3** telematics provider in Ptolemus Insurance Telematics Global Supplier Ranking Study 2013
- + **Top 20 Logistics Technology Consulting Award**
- + **Microsoft Gold Certified Partner**



TELEMATICS SERVICE PROVIDER  
NORTH AMERICA. SEGMENT: COMMERCIAL LINE  
2013 INSURANCE TELEMATICS SUPPLIER RANKING BY PTOLEMUS





# Telematics Agility

- + Geotab is an engineering firm highly focused on research and development
- + **Manufacture** our own hardware
- + **Build** our own firmware
- + **Develop** our own web-based software

## Key Benefits:

- + **Premium quality end-to-end solutions**
- + **Focus on simplicity**
- + **Geotab responds immediately to market changes**
- + **If any issues arise, Geotab has the control and ability to address them immediately**
- + **Video**



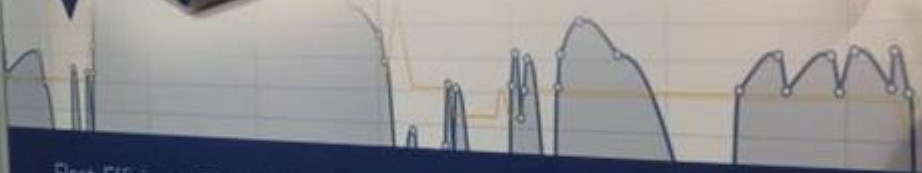
GEOTAB  
**IOX**  
Expander

# GEOTAB

management by measurement



**IOX** Platform Expandability



Fleet. Efficiency. Safety. Compliance.

- Accelerometer
- Engine Data
- GPS
- Fleet Management Software
- IOX expandability

Try it Today // [testdrive@geotab.com](mailto:testdrive@geotab.com)



GEOTAB

# GEOTAB

management by measurement



COMPLIANCE



FLEET



EFFICIENCY



SAFETY



www.geotab.com

Facebook.com/MyGeotab

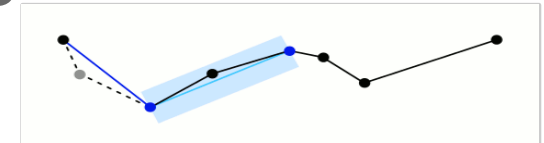
@GEOTAB

YouTube.com/MyGeotab



# Geotab GO Device

- + Intelligent in-vehicle coaching
- + High quality recording
- + Fastest acquisition time
- + Simple plug-&-play installation
- + Most complete engine diagnostics
- + IOX expandable



## Breakthrough Technology

- Accident reconstruction
- Reverse & harsh brake
- Dual protocol support
- Remote scan tool
- Compatible with LCV's, HCV's, Hybrid and Electric Vehicles, CNG vehicles, and buses

# IOX Expandability

- + Unlimited flexibility to cater to changing fleet needs
- + Add one, or daisy-chain more as needed:
  - + NFC Driver ID and/or immobilization
  - + Android devices for HOS and DVIR
  - + Garmin for HOS and messaging
  - + Iridium Satellite - safety back up
  - + Auxiliaries - sets of 4 digital inputs
  - + External serial interface
  - + DICKEY-john (salt and sand spreading)
  - + CAN - Valor & Mobileye
  - + Text 2 Speech

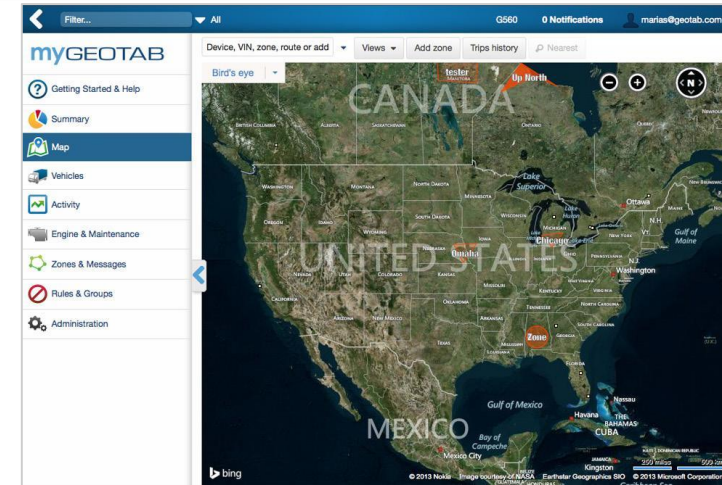


# Building Blocks for Development

- + Open architecture and platform for customization
- + Partner agnostic
- + Software Development Kit ([SDK.geotab.com](https://sdk.geotab.com))
  - + MyGeotab is an HTML5 application based on SDK
  - + World class API with documentation and code samples
  - + Create "Add-Ins" - New features directly in MyGeotab. eg. Density or ordering
  - + Create your own software or phone app
  - + Data sharing / syncing between applications and organizations
  - + Embed pages from MyGeotab in other apps
  - + Geotab does not charge for API's or data feed

# Our Mapping Flexibility

- + Google
- + Bing
- + OSM-Open Street Maps
- + MapBox
- + ESRI/GIS
  - + Vehicle locations can be viewed in MyGeotab along with pipeline or other custom map data
  - + Navteq and OSM for posted road speed
  - + Advanced algorithm to provided 95% accurate coverage for posted speed





# Third Party Integration Partners

- + NaviStar OnCommand
- + TMW Systems - Appian, TMW Suite in works
- + Mobileye - Collision Avoidance Cameras
- + Valor - Tire Pressure & Temperature Monitoring
- + Maps BI - Dashboard and data analytics
- + Profit Tools - Trucking software
- + Zone Defense - Cameras
- + Cirrus Link Solutions - IBM websphere integration
- + Dock-n-Lock - Phone restrictions
- + RAM Mounting Systems - Tablet mounts for HOS
- + GARMIN - HOS and Messaging
- + Grace Industries - Man down alert system
- + Vulcan - Axle scales
- + BZ Sensors - Natural gas leak detection

# Productivity Management

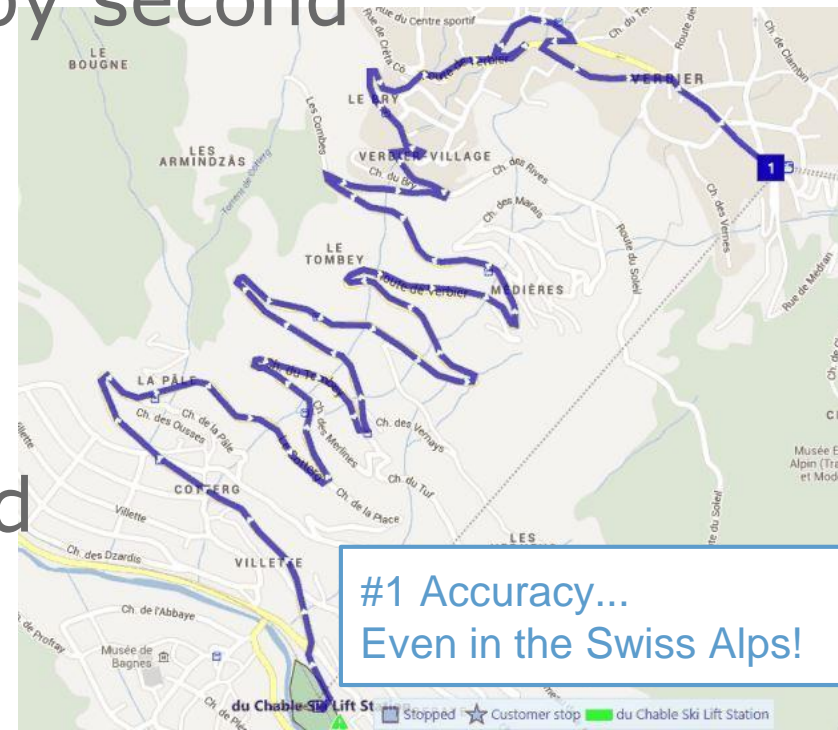
- + Import or sync customers
  - + Understanding where assets are utilized
  - + Windshield time : customer time
- + Pre-defined best in class business rules
  - + Lessons learned built in for all users to benefit
- + Dependant on customer needs
  - + Infinite flexibility in rule creation
- + Dispatch
  - + Closest to
  - + Colored groups and rules
  - + Dispatch to address
  - + SDK
  - + Garmin



PRODUCTIVITY

# Rich Breadcrumb Trail Tracking

- + Patented Geotab technology
  - + Algorithm used to define exactly what happened in the fewest data points
- + Granular data second by second
- + Real driver behavior
- + Recreate trips history:
  - + Select dates/ times
  - + View exactly what
  - + and where it occurred



# Fleet Optimization

- + Fuel saving
  - + Manage idle time, speeding, and mileage
  - + Fuel card integration (beta June 2014)
- + Preventative maintenance
  - + Remotely diagnose engine fault codes
  - + Categorize and suggest action
  - + Non-fault data like low coolant and oil levels
- + Identify underutilized assets
- + Record ODO and engine hours for each trip - automatic and accurate
- + VIN recording on installation or after power reset
- + [View Video](#)



FLEET

# Driver Safety

- + Posted road speed vs. actual
- + Seatbelt use with occupancy detection
- + Afterhours vehicle use alerts
- + Risk and safety reports, with driver ratings to compare drivers, and safety trending reports
- + In-vehicle driver coaching
- + [View Video](#)



SAFETY

## Accident Detection

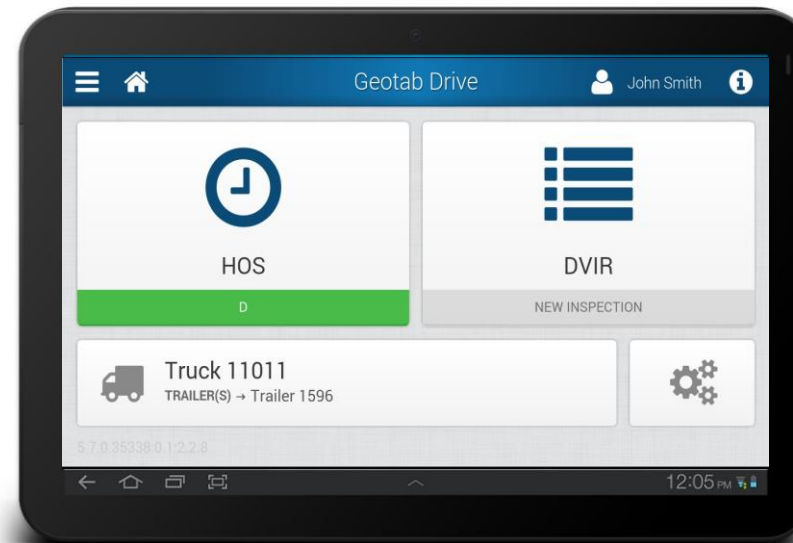
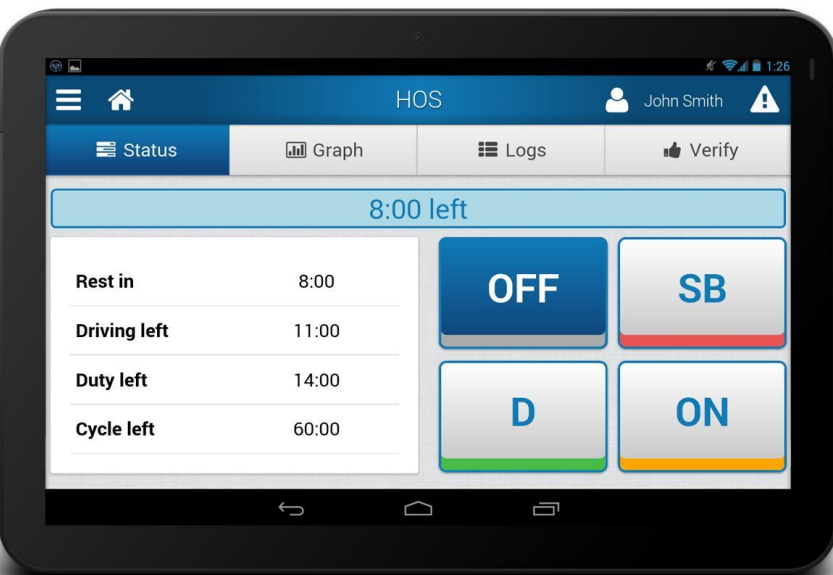
- + Auto accident data retrieval and reconstruction
- + Leveraged for court cases, expert witness
- + Back-up detection via accelerometer and engine
- + Curve-based logging

## Compliance - Open Source and Flexible

- + Pending requirement for electronic recorder
- + Geotab Drive app
- + HTML5 based supports Android
  - + IOS coming 2014
- + HOS, DVIR, IFTA, adding messaging, routing
- + [View Video](#)



COMPLIANCE





# FUTURE-PROOF TELEMATICS

Customized to cover your fleet management needs today. Scalable to cover your needs tomorrow.



## PRODUCTIVITY

- + Customer Service Times
- + Identify Unplanned Stops
- + Drive Time vs. Customer Service Time



## FLEET

- + Improve MPG
- + Decrease idling
- + Reduce speeding
- + Engine diagnostics
- + Vehicle maintenance



## COMPLIANCE

- + HOS
- + DVIR
- + IFTA
- + Driver e-logs
- + Reduce paperwork



## SAFETY

- + Risk & safety reports
- + In-vehicle coaching
- + Accident notifications
- + Seatbelt use
- + Driving in reverse