GEOTAB

management by measurement

SDK Introduction

March 4 2014

Introduction: Geotab SDK

An SDK is a "software development kit" which helps people use a platform to extend functionality

+ Apps

+ Integrate third-party software

+ Geotab addins

+ Automate tasks

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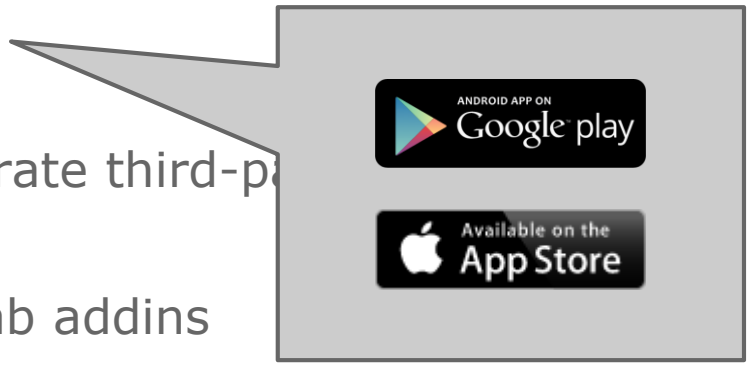

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Use trips to automatically bill customers based on time there

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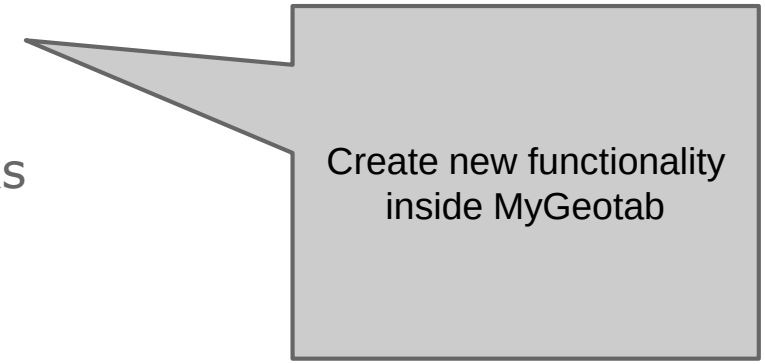

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Import a list of vehicles and people from Excel when a new account is set up

Introduction: Who can use it

There are technical and non-technical aspects of the Geotab SDK for anyone using 5.7 or later

+ *Customers* can import and export Geotab data

+ *Resellers* can set up and manage accounts more effectively

+ *Developers* can create custom software using Geotab data

Introduction: Where to get it

http://sdk.geotab.com

Support: Help when you need it

Geotab offers developer level support for all aspects of the SDK

+ Ask questions in the SDK forums

+ Get up to date documentation and how-to’s

+ Download sample apps to kick start development

Ecosystem: It's alive...

Writing code isn't everyone's strong suit

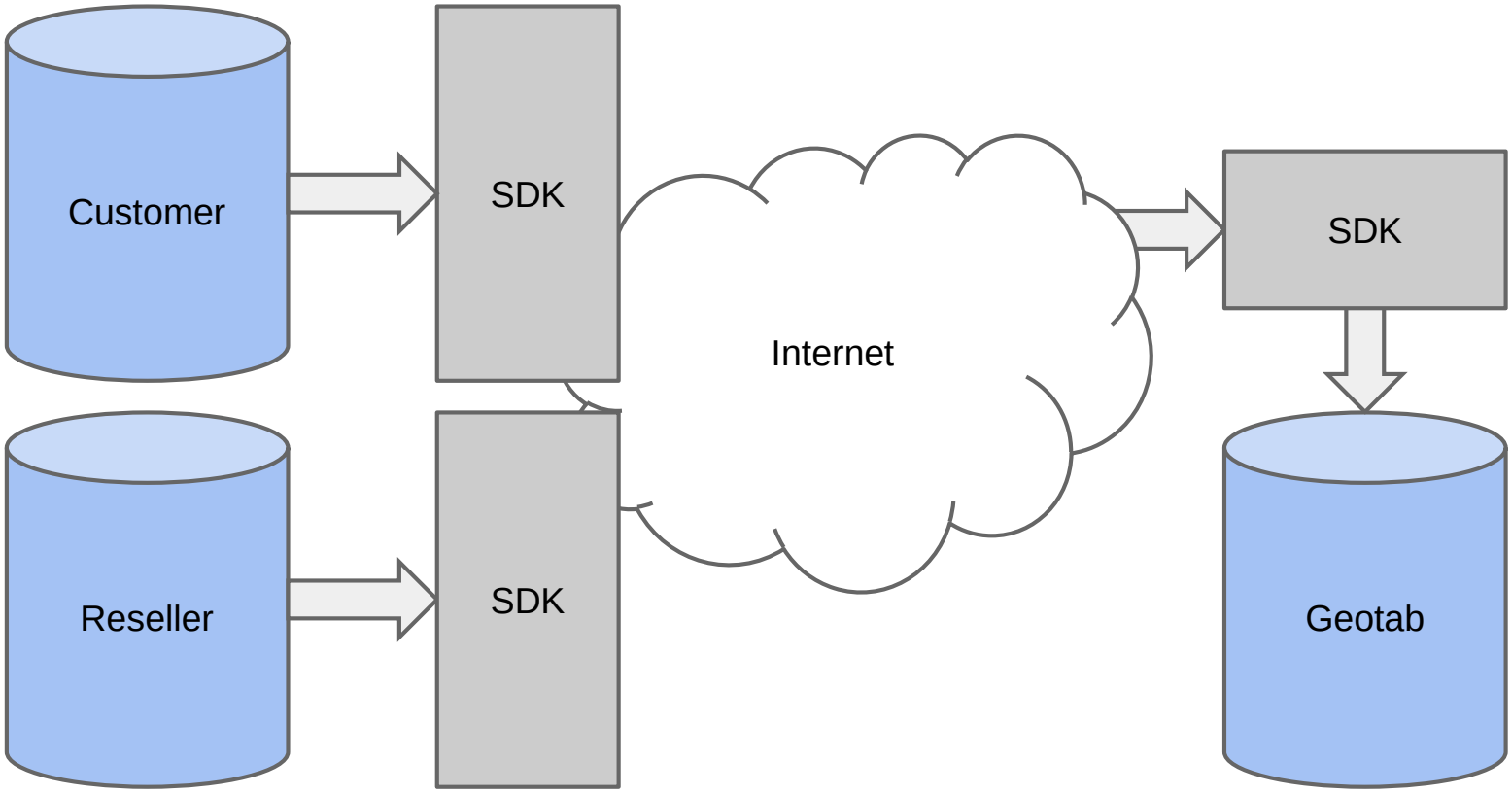
+ Third-party developers are on the forums too

+ Geotab may in the future open up an app store

+ Most competitors operate in a closed system with no API

SDK Concepts: What can be made

The entire MyGeotab web application is built using the SDK



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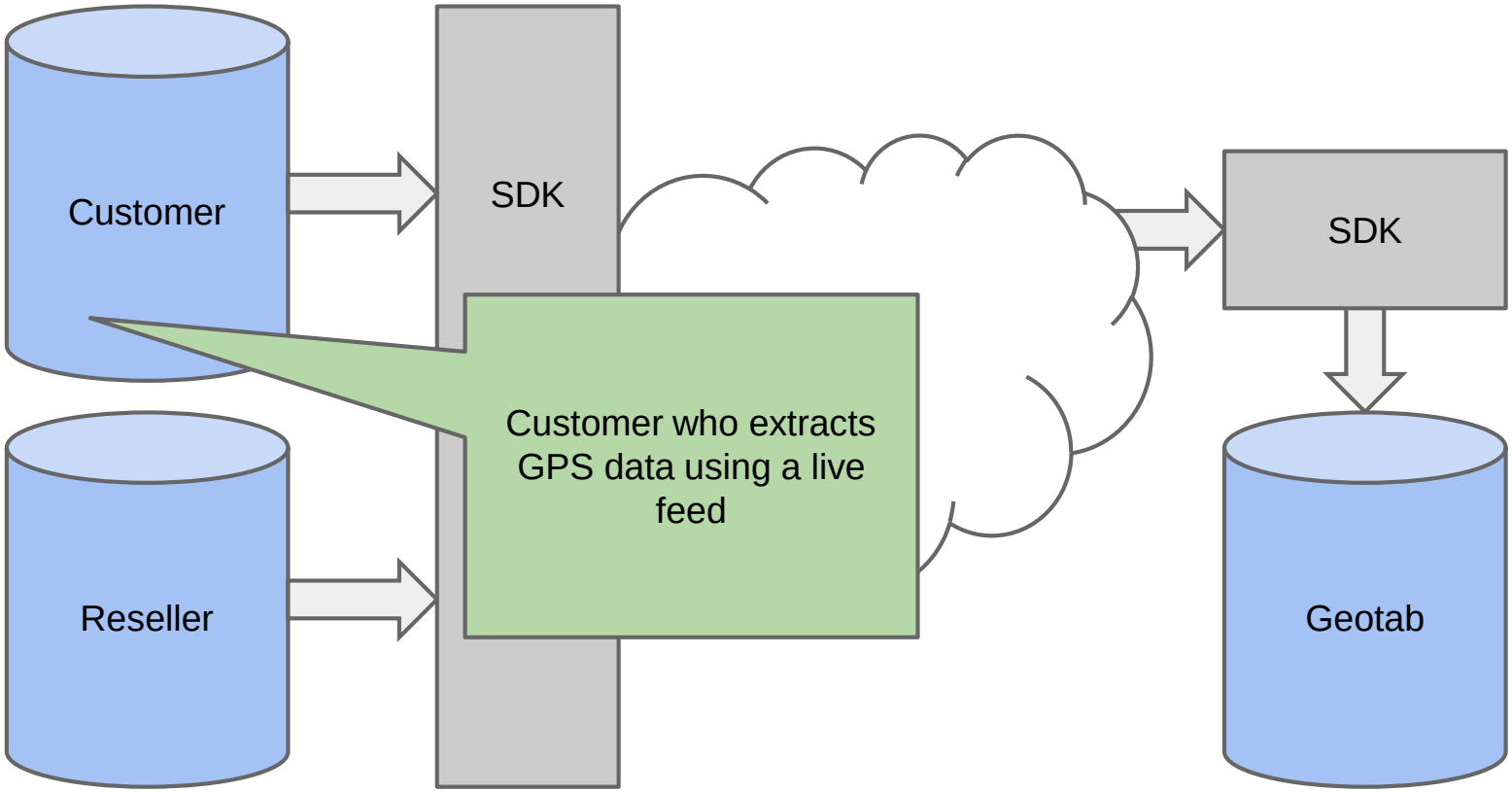

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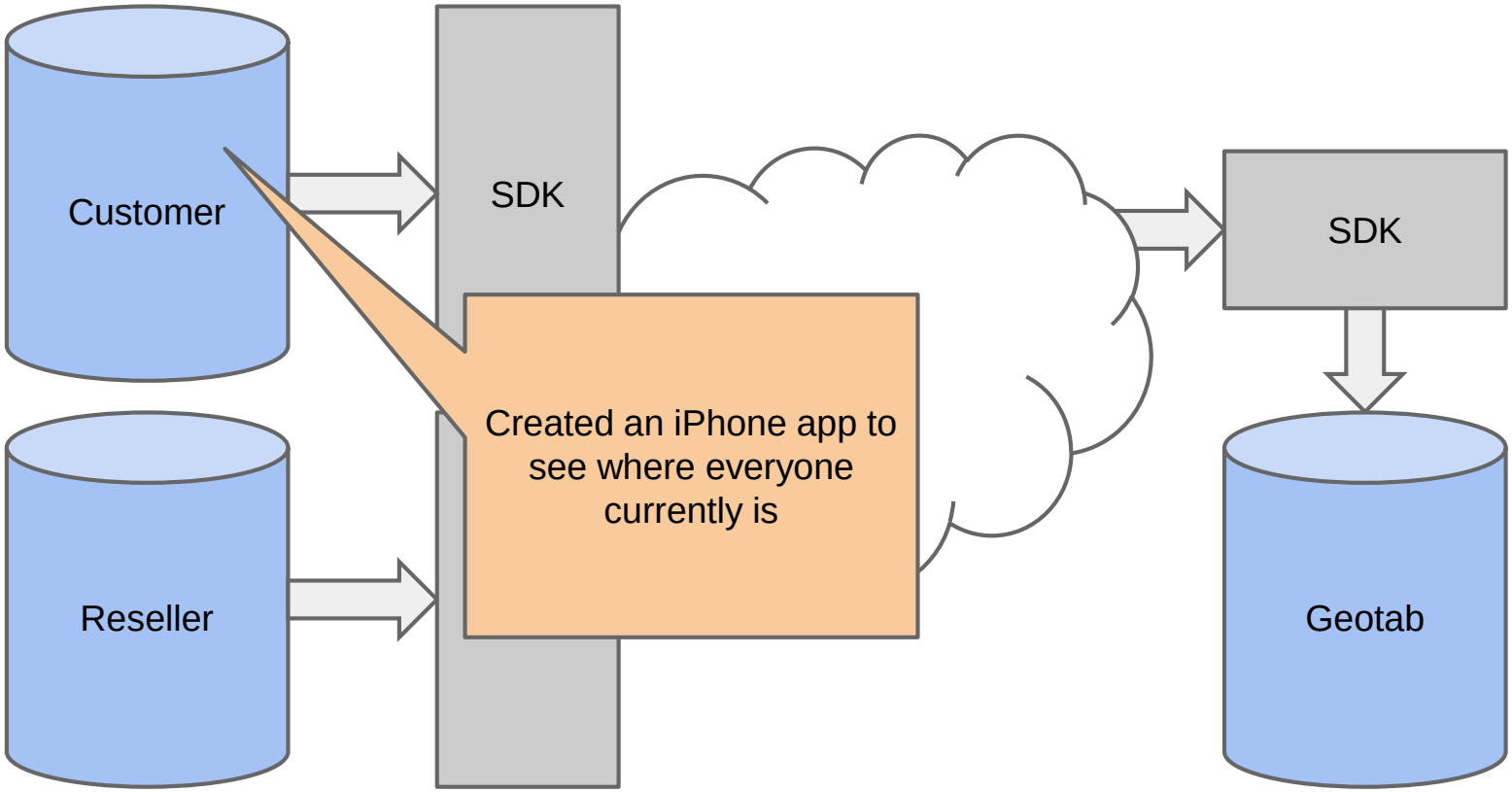

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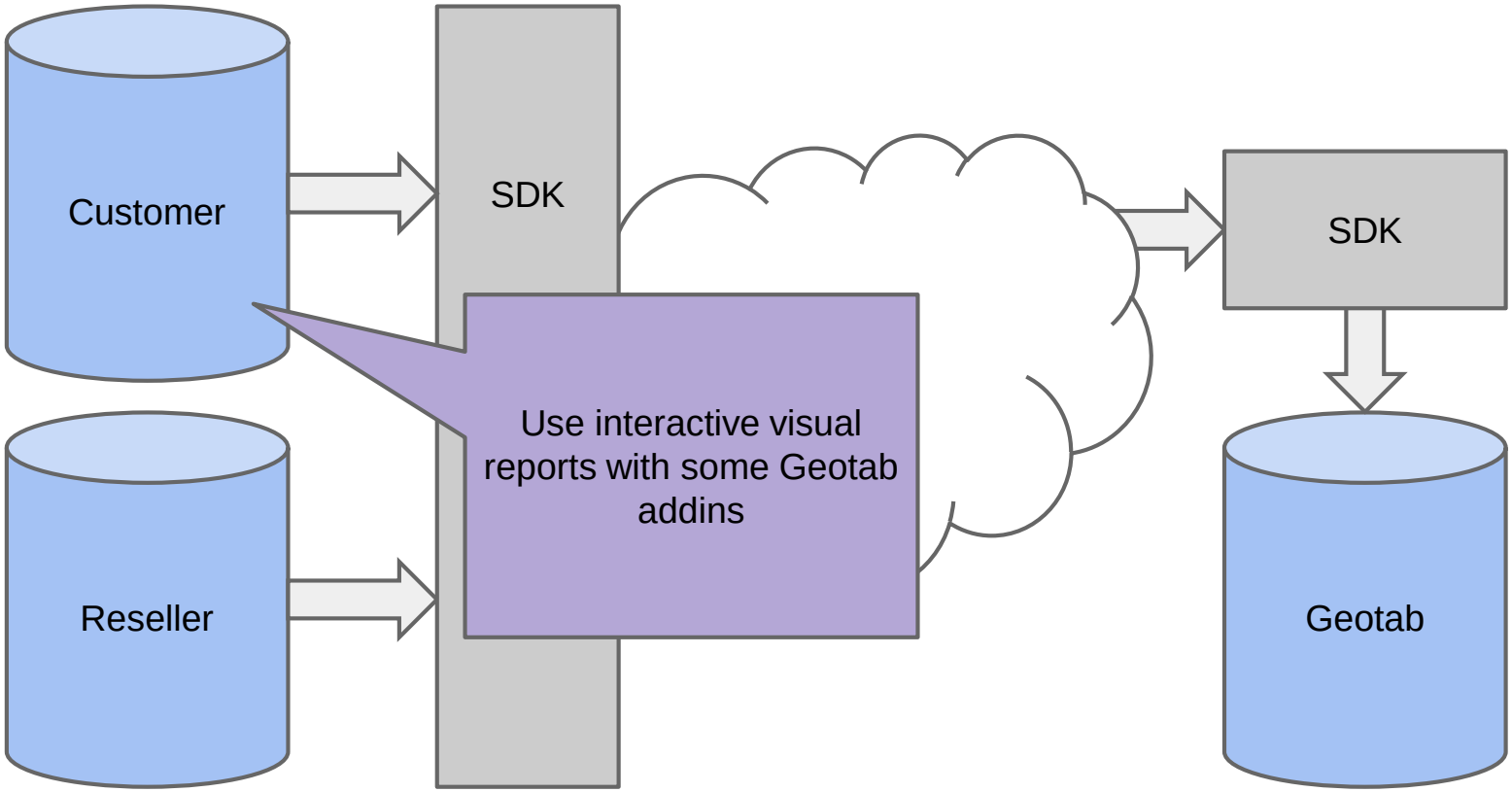

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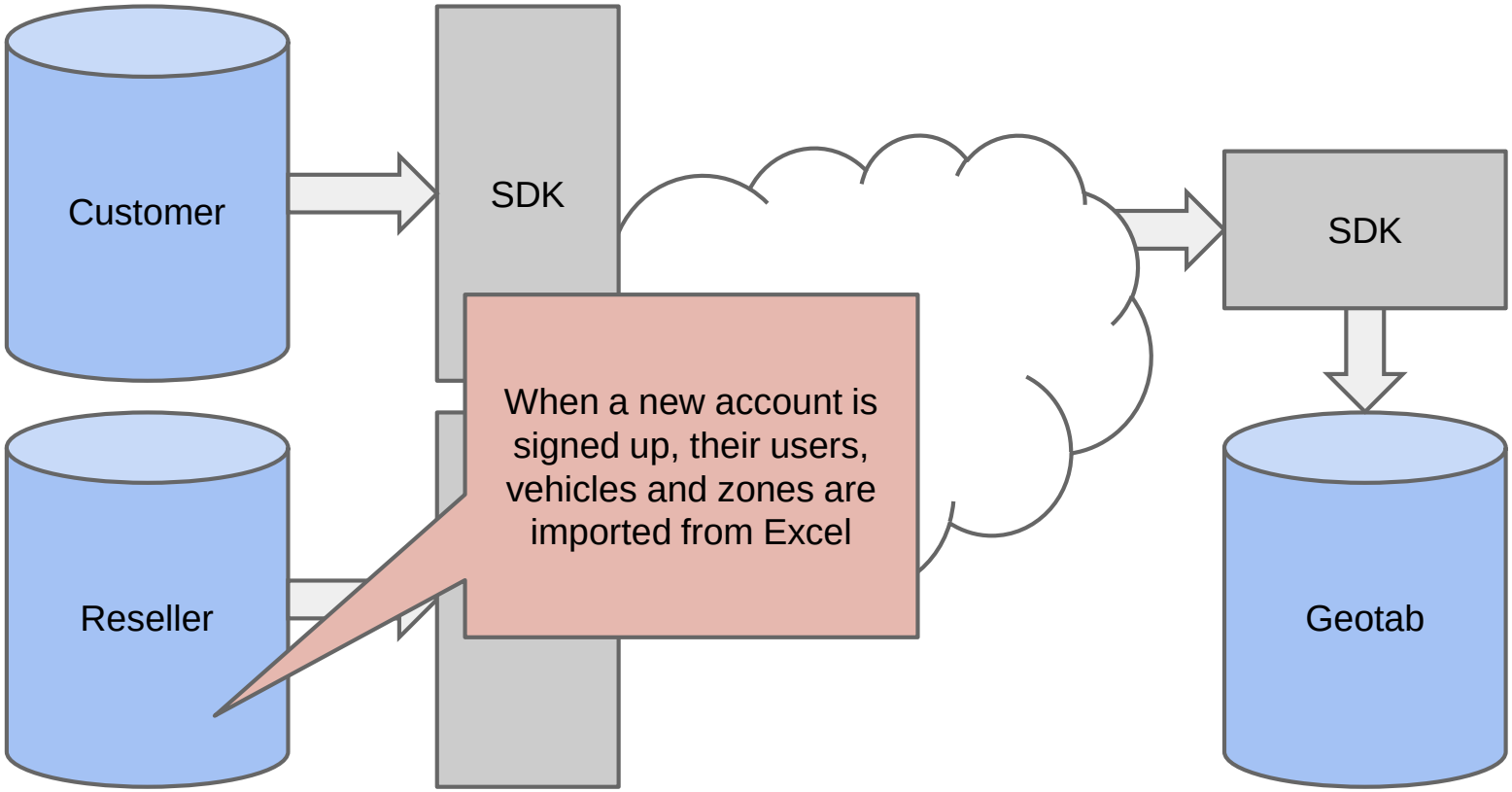


SDK Concepts: Language support

Geotab offers 3 main ways to create custom apps

+ Web applications which use the JavaScript SDK

+ Desktop applications which use the C# SDK

+ Other programming languages using HTTP

Addins: Overview

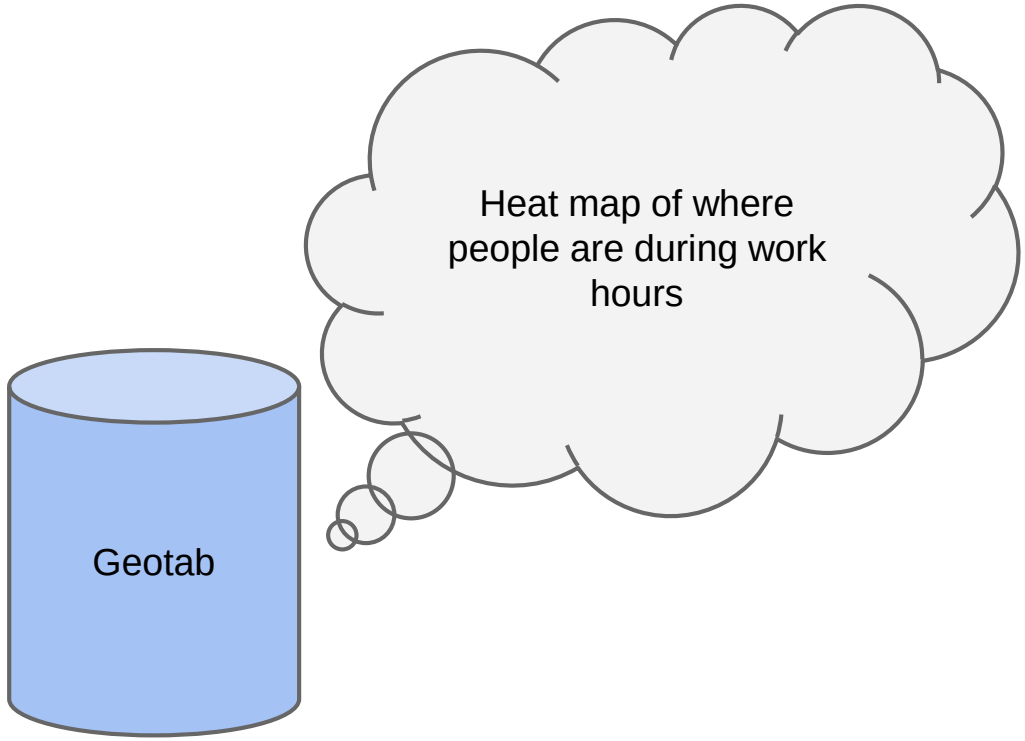
Addins are mini web applications that live inside Geotab

+ Adds specific functionality to certain customers

+ Can be reports, visualizations, maps, etc

+ Greatly reduces the amount of development time

Addins: Ideas



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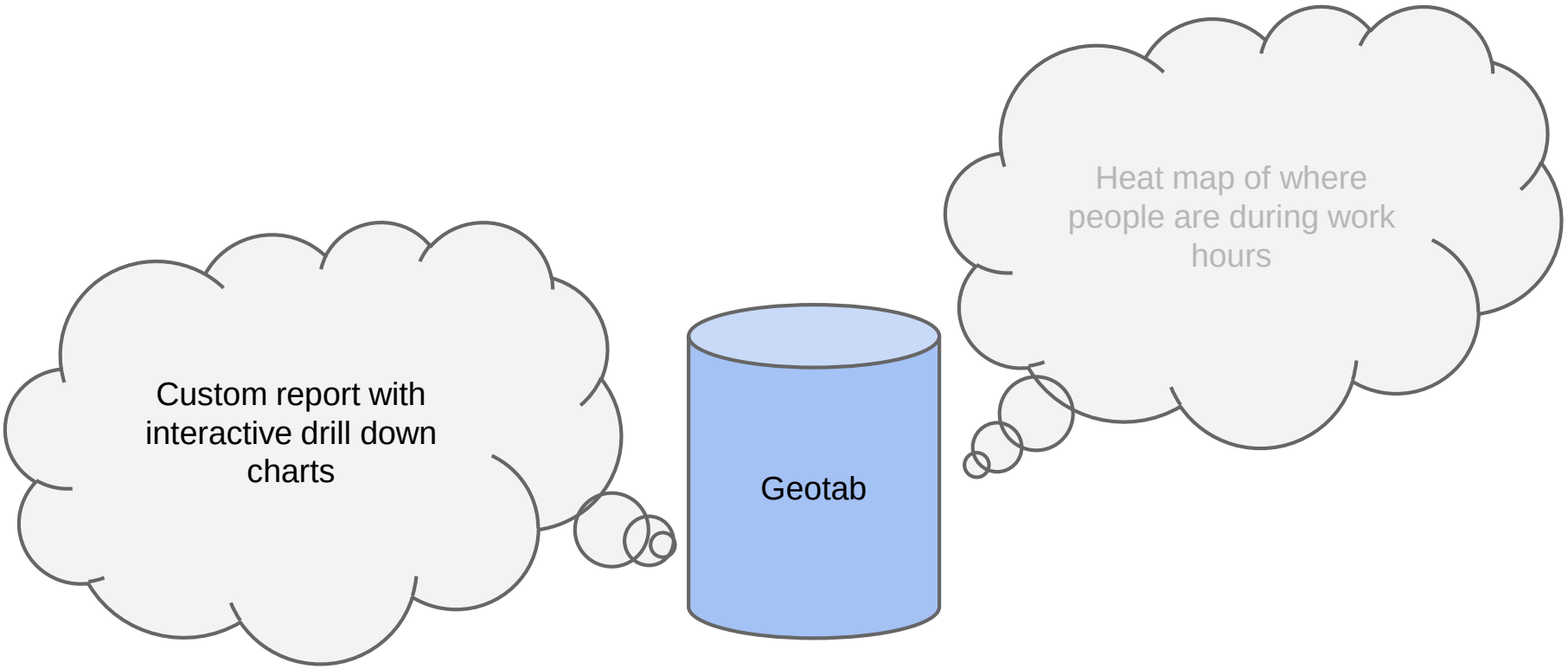

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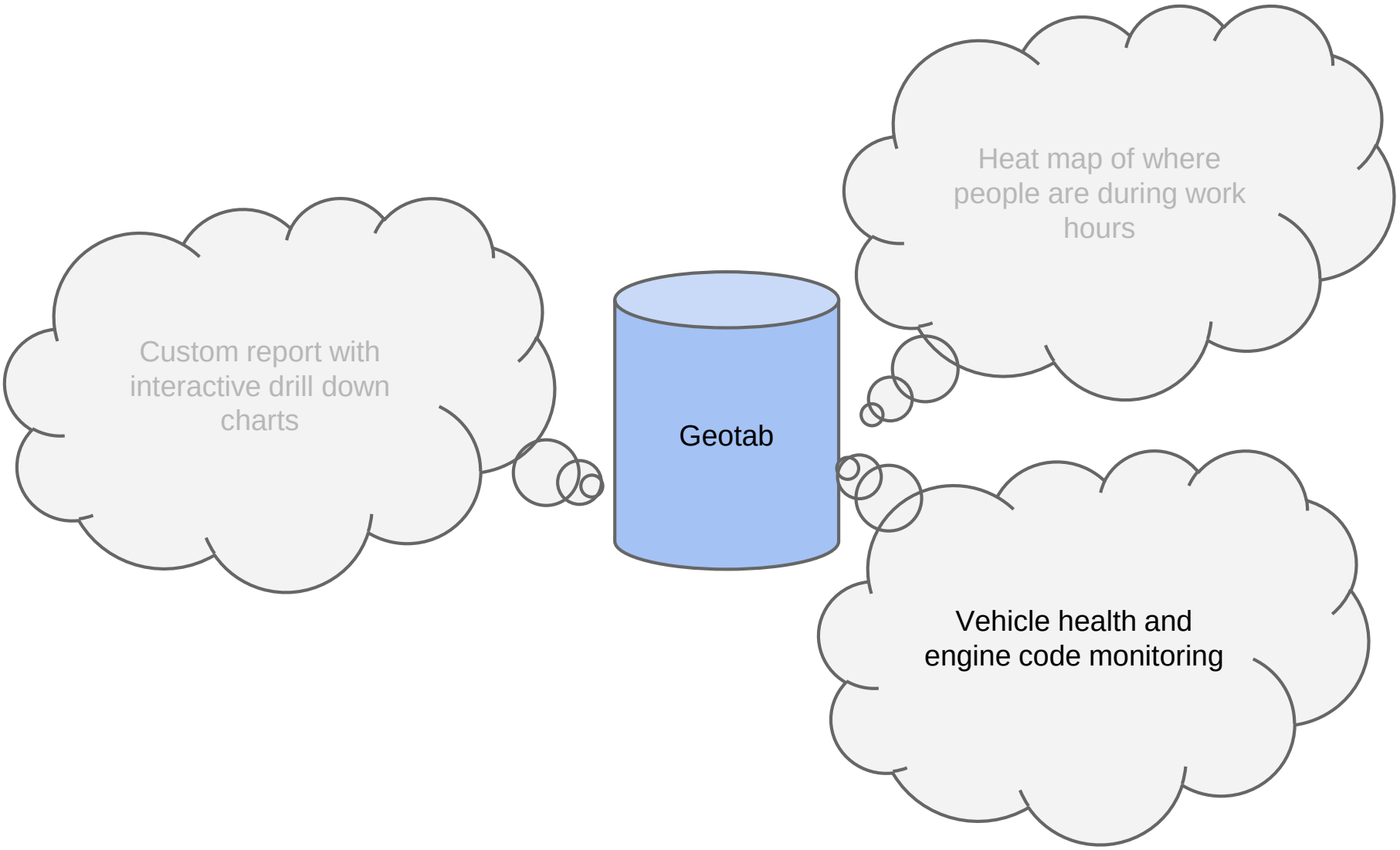

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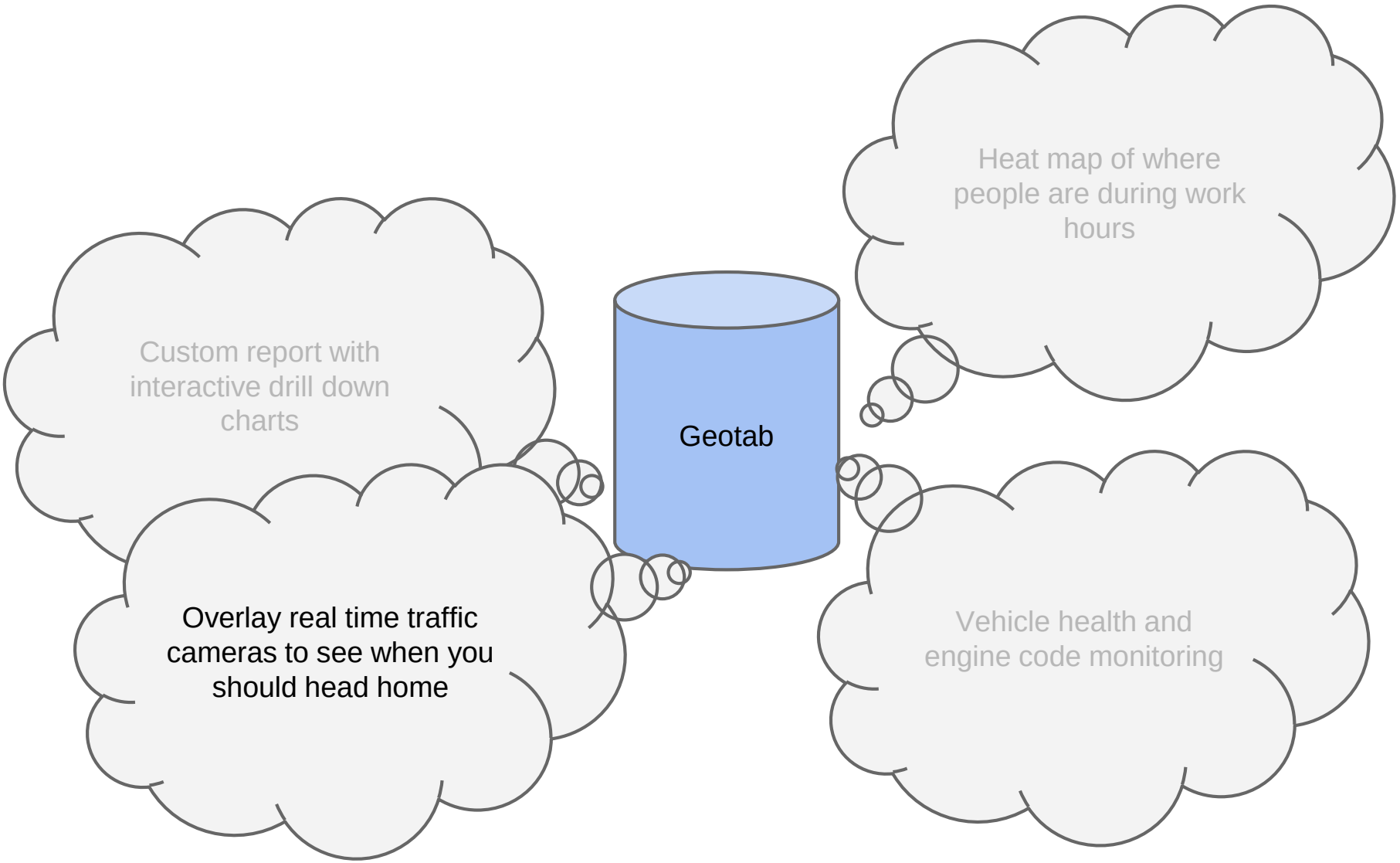

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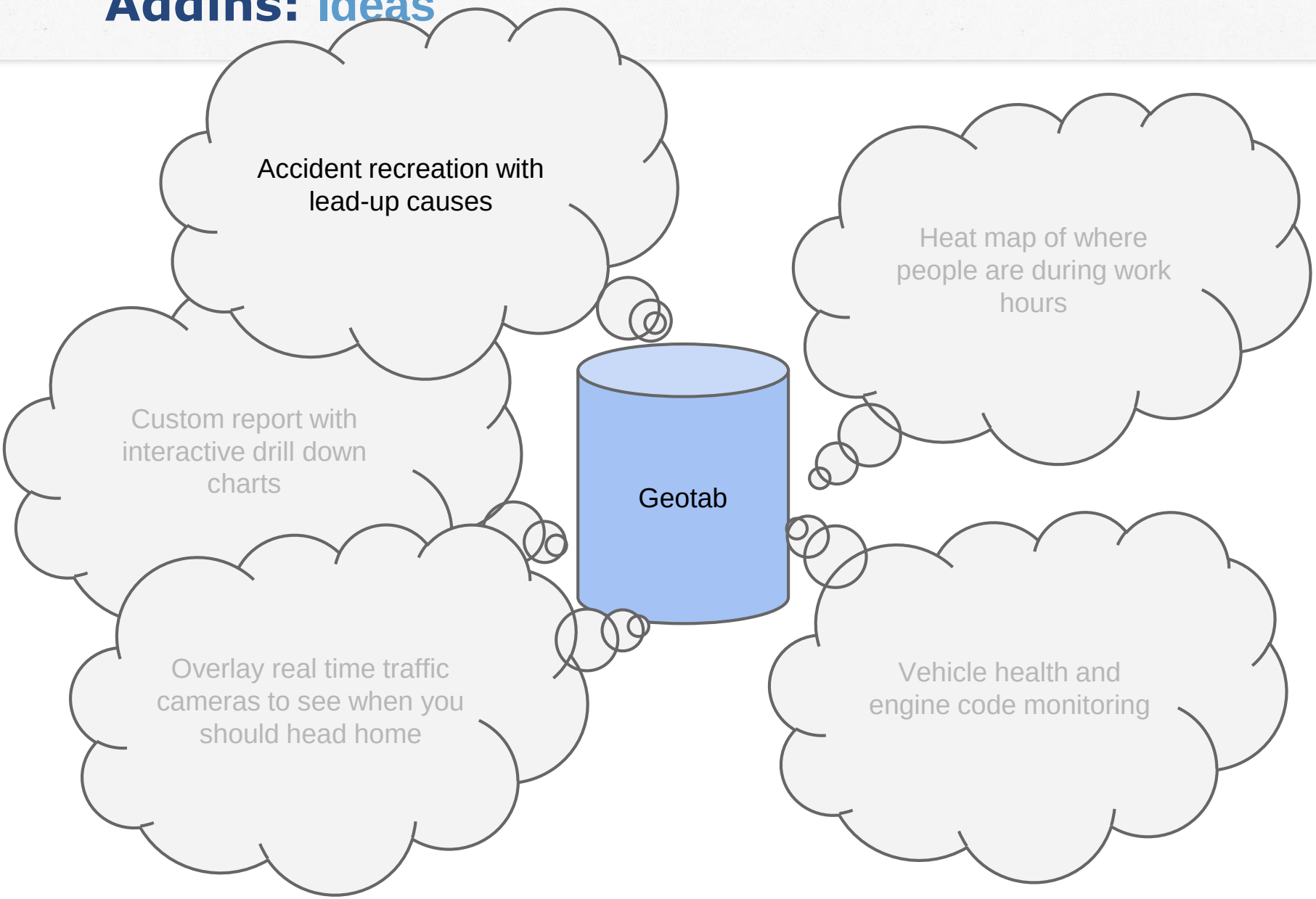

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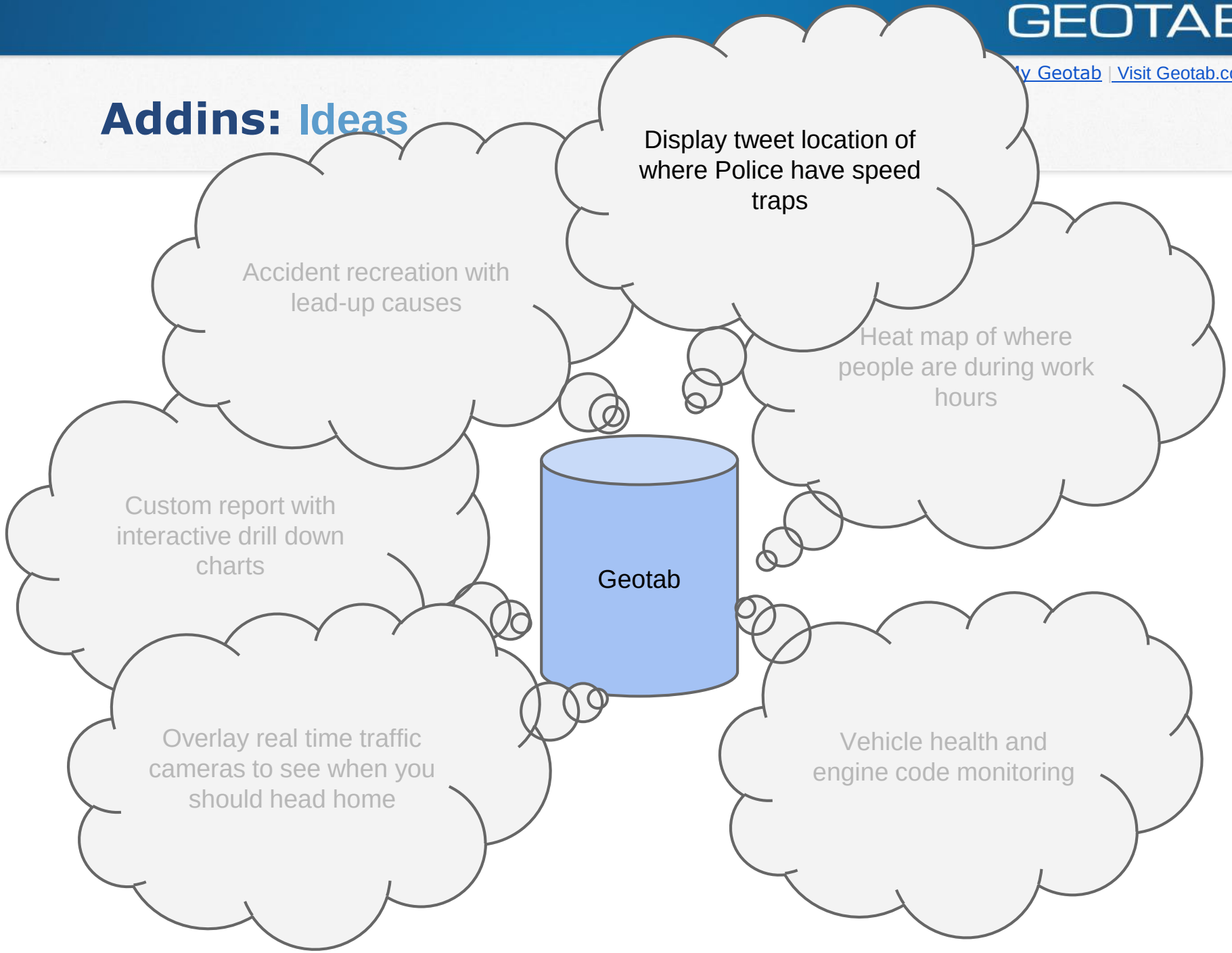
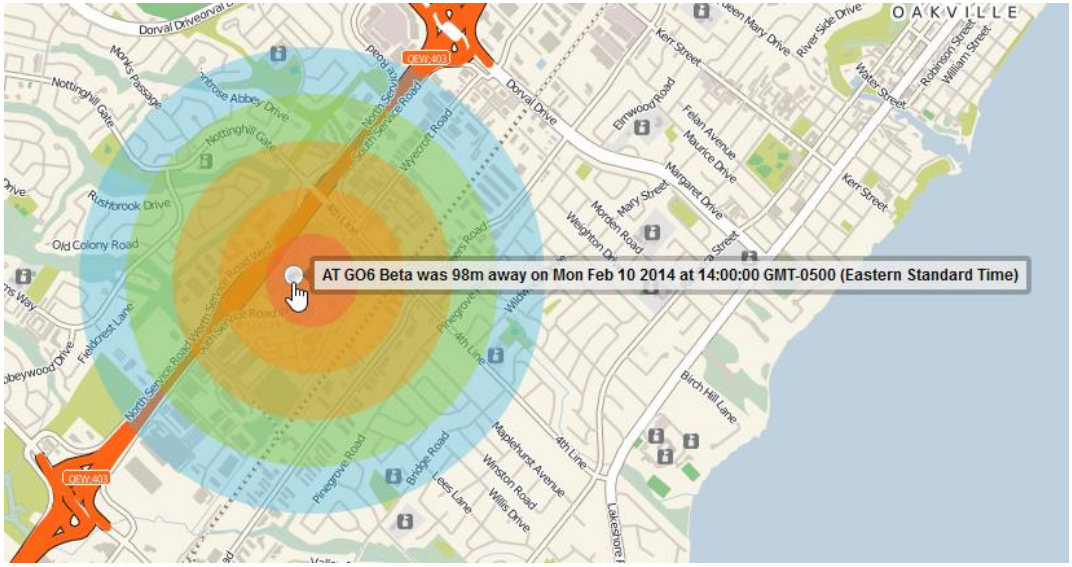


Addins: Proximity overview

Visualizes whether a vehicle was ever at a location

+ “Your company van hit my vehicle yesterday…”

+ “You never picked up my garbage…”

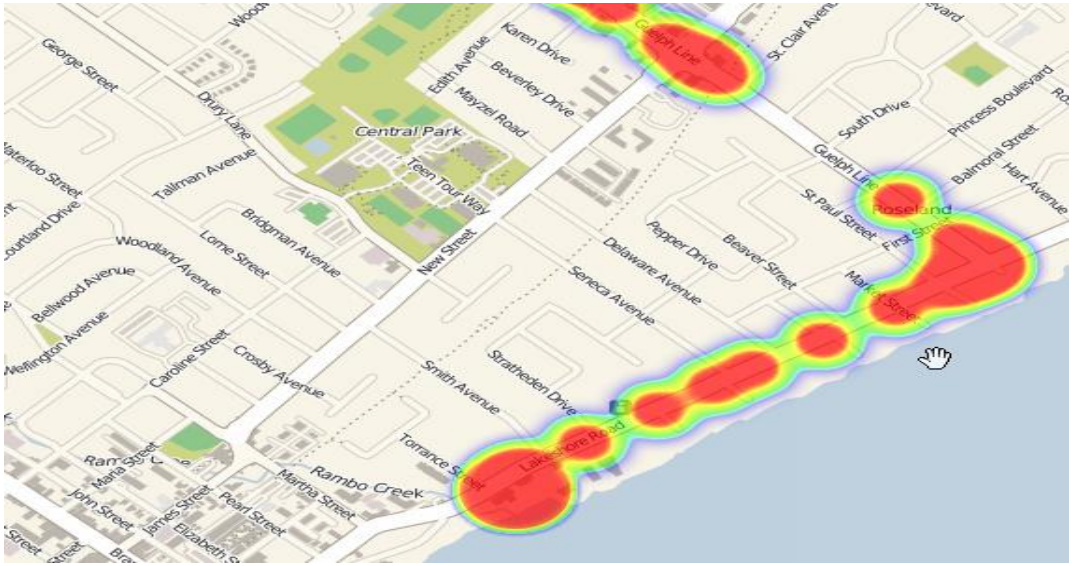


Addins: Heat map overview

Visualizes the location history of a vehicle

+ “How often does John go to Tim Hortons…”

+ “Where does John go when he leaves at 4 pm…”

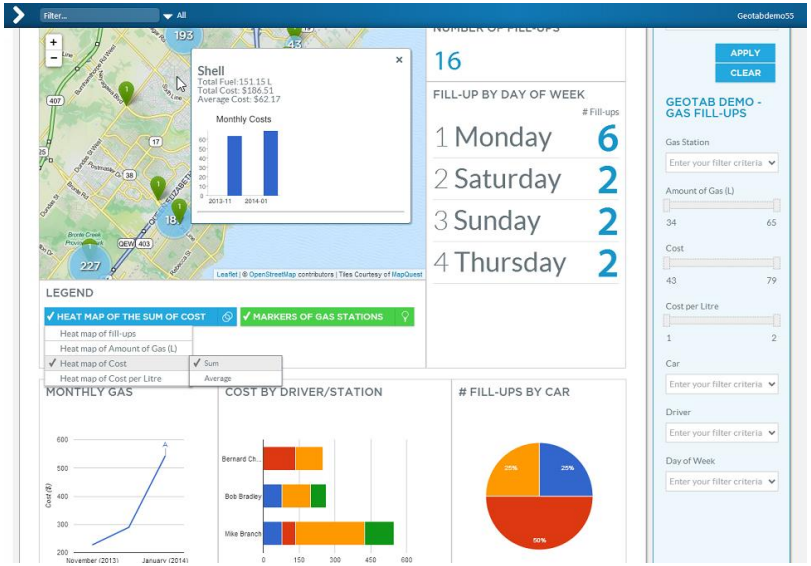


Addins: Third-party BI

Interactive dashboards by http://www.mapsbi.com

+ “Where is fuel being purchased throughout my fleet?”

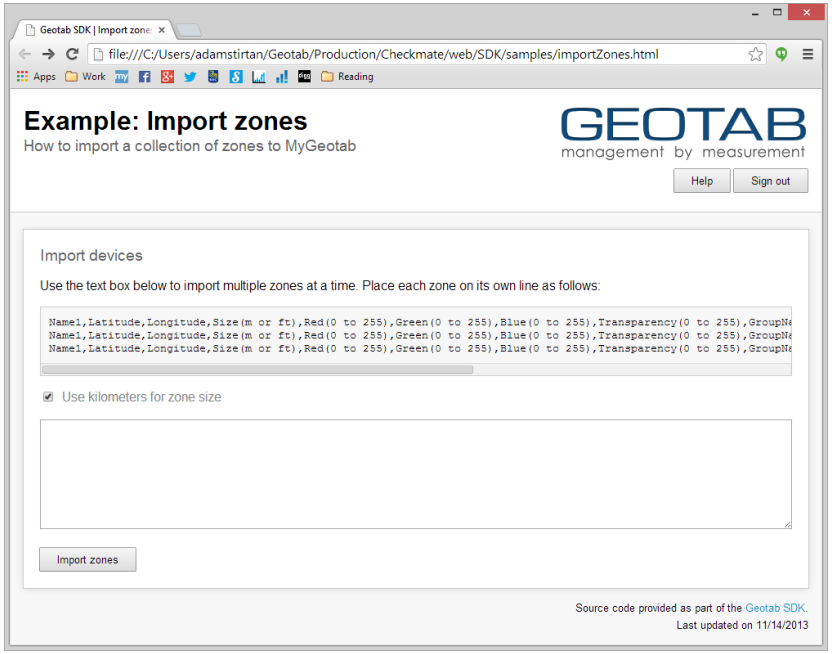
+ “Am I paying too much for fuel?”

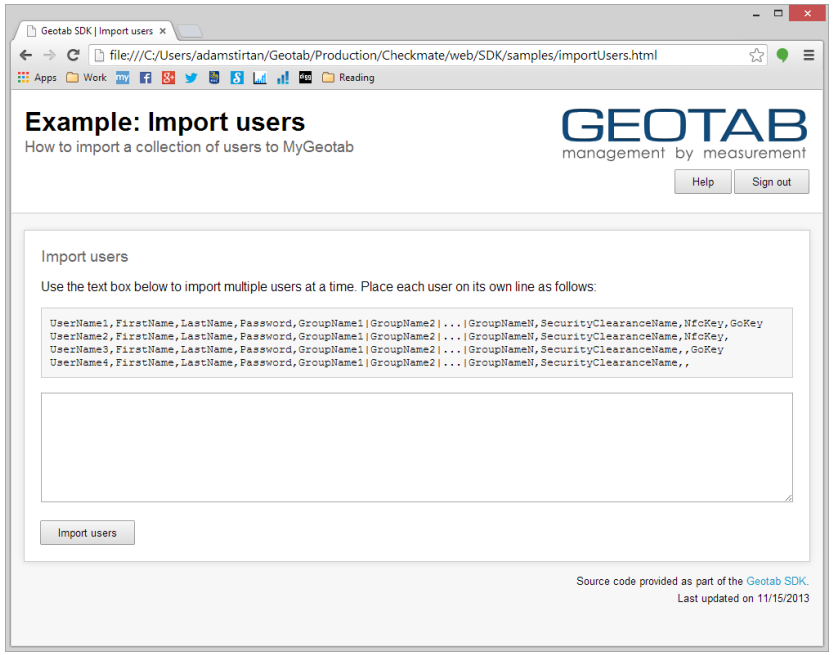


Web apps: Importing made easy

The SDK has pre-built web apps for importing lists of devices, users, zones, groups and routes

+ Create your list in Excel then just copy and paste





Geotab SDK: Takeaway

Every customer is different and the SDK opens the door to creating custom telematics solutions

+ The SDK is a differentiator versus most competitors

+ Addins are a very powerful new feature with low learning curve

+ Using the SDK creates lasting business relationships through interconnected systems and vendors