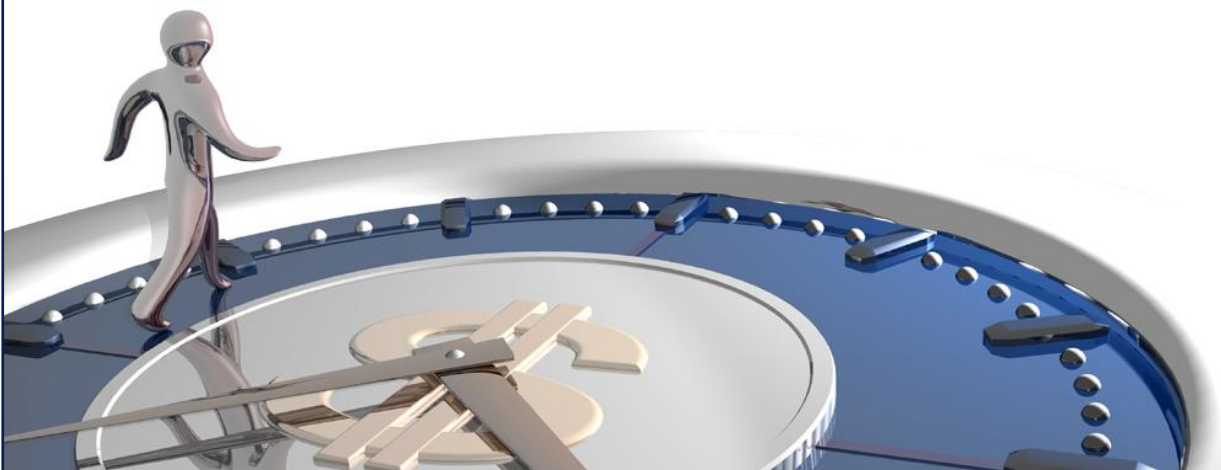




## **GROWTH BY MEASUREMENT**

**Considerations for using GPS and other new technologies to transform the way you manage growth, assets and people**

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## **1.0 Background**

Geotab has been developing solutions that combine GPS technology with a patented method that collects GPS data on a driver-behavior and event based system for over 10 years. With manufacturing and software development resources based in Johannesburg, South Africa and Toronto, Canada, Geotab devices are currently sold in North and South America, Europe, Africa, South East Asia and Australia.

## **2.0 Focused Action**

Geotab is one of the few global providers of GPS technology that is responsible for the end-to-end solution that you will be purchasing.

Geotab is led by an operating principle that is to transform the complicated aspects of collecting data on how businesses perform into useful and accessible information that businesses of every kind will benefit from.

Geotab technology helps businesses to define precisely what their current operating state is through collection of data in multiple areas including driver safety, fuel/mileage consumption, time spent serving customers, asset/personnel deployment as well as defining business processes and information flow. Before you can invest in any technology, you need to first understand your objectives. If yours is like most companies we have worked with, you will have a clear mandate from senior leadership for cost savings targets and growth objectives. Your objectives are our starting point to achieve results within 12 months with no net cost impact to your company.

### **3.0 Return On Investment Focus**

While the data collected from the Geotab system will benefit and positively impact several departments within your company, most companies will seek to realize a complete return on investment within the fleet operating budget.

Initially, there are 3 cost centers to pay attention to:

- 1) Fuel – the fuel budget is easily the largest % of operating field assets and it is also the most volatile in terms of escalation in cost
- 2) Asset mileage and maintenance – if assets are leased (ex: PHH Arval), the lifecycle cost of the asset can be accounted for in terms of running cost per mile. This is especially the case where the lease is fixed to a term with a mileage ceiling. Ensuring that employees manage the miles they drive to ensure that the ceiling is not exceeded will eliminate mileage penalties.

The lifecycle cost per mile factor takes into account tires, brakes, oil changes and asset depreciation.

If assets are owned and kept beyond 7 years, the maintenance costs will involve engine and drivetrain work. Consideration should be given to Geotab's engine diagnostics solutions to alert maintenance personnel of engine faults before they become critical and more expensive to repair.

- 3) Spare vehicles – some fleets purchase a number of assets that are in excess of what is required to run the business daily. For example, a service/delivery fleet of 200 vehicles operating from 20 sites has 10 vehicles per site and only 9 of the 10 at any site are being driven each day. The perceived need for 10% spare vehicles has evolved where the business cannot afford to have a vehicle breakdown prior in the morning prior to departure or while the vehicle is on the road. Through the use of engine diagnostics and focusing on battery voltage and oil, Geotab technology can assist fleet managers to proactively maintain vehicles and assets can be organized to reduce road calls and morning false starts. The result will be a reduction in the number of spare vehicles required to service the business.

### **4.0 Car Allowance**

In the event that some vehicles are not owned or leased by the company but rather your company pays a car allowance to employees, it is important to ensure that employees are claiming accurate business miles driven. This not only keeps the expense budget in line, it also ensures that employees are keeping proper business vs. personal miles driven logs for tax reporting purposes.

### **5.0 Calculating Cost Per Mile (CPM)**

There are several calculations of cost per mile. Each calculation, serves to address a specific need.

This brief paper will address three types and why they are useful for different management applications.

## Vehicle Type Cost Per Mile

In order to choose what vehicle make and model is efficient for your fleet, a Vehicle Type Cost Per Mile can be useful. The calculation includes the following:

The analysis needs to be viewed over the anticipated product lifecycle to incorporate all minor and major fleet maintenance routines.

For example – while a Toyota Prius Hybrid might appear to have the best cost per mile based on fuel consumption, when considering the premium cost of the vehicle to finance and the potential cost after year 7 to maintain the battery fuel cell, the results of the cost per mile analysis over 10 years would be significantly different that if only viewed over 3 years.

For your fleet, the Vehicle Analysis CPM will assist in determining whether to purchase diesel, biodiesel capable, alternative fuel or gas vehicles.

This analysis is vehicle-specific. ALL fuel, maintenance and parts records must be kept per vehicle.

	Years									
	1	2	3	4	5	6	7	8	9	10
<b>Annual CapEx of Asset</b>										
Annual Lease										
Annual Depreciated Cost										
<b>Daily Running Cost</b>										
Fuel										
<b>Fleet Maintenance</b>										
Oil & Filters										
Battery										
Alternator & Starter										
Tires										
Windshield										
Engine										
Transmission										
Other										

### Calculation:

$(\text{CapEx} + \text{Fuel} + \text{Maintenance}) / \text{Miles} = \text{Cost Per Mile per vehicle}$

For the purposes of general planning, you may make the following conservative assumptions:

<b>Automobile</b>	<b>\$0.40/mile</b>
<b>Delivery Vehicle</b>	<b>\$0.60/mile</b>
<b>Straight Truck</b>	<b>\$0.80/mile</b>
<b>Highway Truck</b>	<b>\$1.00/mile</b>

## The Customer Serve Ratio

In addition to running cost per mile of assets, add the Service Technician wages to the calculation in order to analyze the efficiency of a site overall. The benefit of this calculation of Cost Per Mile is that as the fleet becomes well-specified, maintenance is performed on early detection of problems using telematics, fewer road calls – the net result is that the same number of Service Technicians can maintain the growing fleet. While you may have had 15 vehicles per technician in 1990 – today with best maintenance practices including telematics for early diagnostics of engine problems, you can maintain a higher ratio of:

Vehicles : Employees : Customers

Years									
1	2	3	4	5	6	7	8	9	10

### Annual CapEx of Asset

Annual Lease									
Annual Depreciated Cost									

### Daily Running Cost

Fuel									
------	--	--	--	--	--	--	--	--	--

### Fleet Maintenance

Oil & Filters									
Battery									
Alternator & Starter									
Tires									
Windshield									
Engine									
Transmission									
Other									

### Service Technicians

Wages									
Benefits									

### Calculations:

(CapEx + Fuel + Maintenance + Wages)/Miles = Cost Per Mile per site

(# of vehicles per site):employees = XX:1

Add the total number of customers that the site serves

Vehicles : customers : employees = XX : Y : 1

This CPM and ratio is particularly useful when contrasting multi-branches and regions to identify efficiencies. The result will be a study of Geotab reports on Time At Customer that can be viewed examine whether an appropriate or disproportionate time is being spent at customers relative to revenue generation. Knowledge sharing of what the most efficient areas are doing and how that might translate to other locations will benefit the entire organization.

## **Strategic Site Analysis**

Should you open a new branch, warehouse or site? Are employees who work from home allocated to the right facing branch office? With new technology, you now have the ability to make decisions on opening or relocating your locations based on domiciled location of assets, driving miles to serve your customers and geographic location relative to your existing and emerging customer locations.

This study can happen in several variations that take into consideration the entire site operating budget including building overhead, drivers, fleet, and IT infrastructure. Divide by the total number of miles driven for all vehicles on site or by the projected revenue to be realized by the site.

	Years									
	1	2	3	4	5	6	7	8	9	10
<b>Site Operating Costs</b>										
Driver Wages										
Driver Benefits										
<b>Building</b>										
Utilities										
Operating Expenses										
<b>Fleet</b>										
Annual Fixed Cost										
<b>Annual Fuel Cost</b>										
Fuel (Gas and Diesel)										
<b>Fleet Maintenance</b>										
In-house Maintenance										
Outsourced Maintenance										
<b>Service Technicians</b>										
Wages										
Benefits										
<b>Safety/Loss Control</b>										
Risk Management										
Work Comp/Claims										
Insurance/Self-Insurance										
<b>IT Infrastructure</b>										
Maintenance										
<b>Other Site Budget</b>										
Other										

The Geotab technology allows you to capture important data including mileage and time to customer service and sales that may be the deciding factors on where and how to meet objectives for cost control and revenue growth.

When analyzing capacity of a building infrastructure to maximize productivity throughput, you must also analyze the capacity and efficiency of the vehicles within any site to serve the business requirements with the fewest possible vehicles, operating with the least amount of downtime that are maintained by an effective employee field force.

**Calculations:**

Total Site Budget/Total Projected Miles Required to serve customers = Site Overhead per Mile

Total Revenue Generated per Site/Total Projected Miles Required to serve customers = Site Profitability per Mile

**6.0 Strategic Vision**

The above are some examples of how you may use the technology as a strategic tool to guide your decision making. It is by running efficiency numbers and viewing data in different ways that we find improvements.

Through consultation, we will learn more about your short and long term objectives and will provide solutions.

To get started, it is often best to focus on fleet operating budget for a return on investment.

Assumptions:

1. Cost per mile is \$0.40
2. Mileage can be reduced by 10 miles per day
  - a. More efficient routing
  - b. Fewer trips to the office or warehouse between customer visits
  - c. Ability to depart from home to the first customer visit vs. commuting between home and office and then to the customer
3. 21 days/month worked

\$4.00 per day saved against the fleet operating budget

\$84 per month on average per vehicle will be saved against the fleet operating budget simply by reducing mileage.

There are 2 different wireless choices that you'll be making – one that has a monthly cellular fee (live) and one that has no monthly cellular fee (passive).

When leased or capitalized, live systems generally range from \$40 to \$50/month per vehicle including all cellular fees/device hardware, installation and support over a 2 year term.

When lease or capitalized, passive systems generally range from \$20 to \$35/month per vehicle including device hardware, installation and support over a 2 year term.

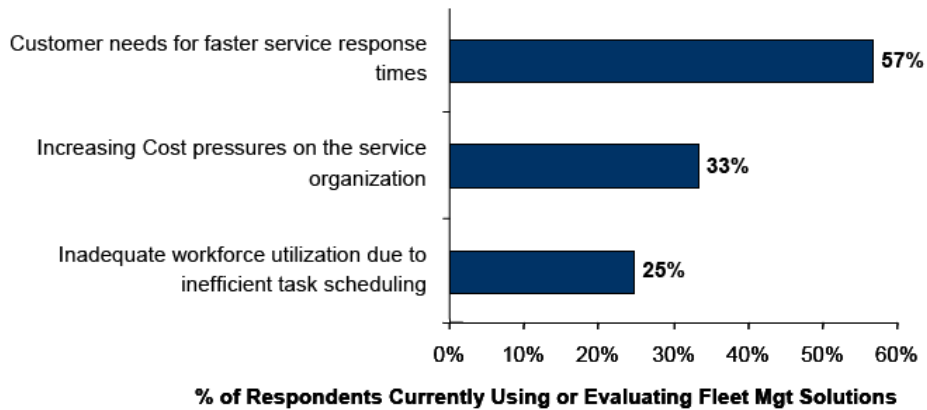
In either case, your company will realize a return on investment simply based on reducing mileage.

The cost of the equipment can be applied to the fleet cost center and the savings will offset in fuel consumption and asset management.

## 7.0 Objectives and Solutions

Now that you have a concept of the several ways that you will perceive the collected data, the next step is to project these benefits, is to create your wish list of features.

Following are the top 3 requirements for Service Fleets.

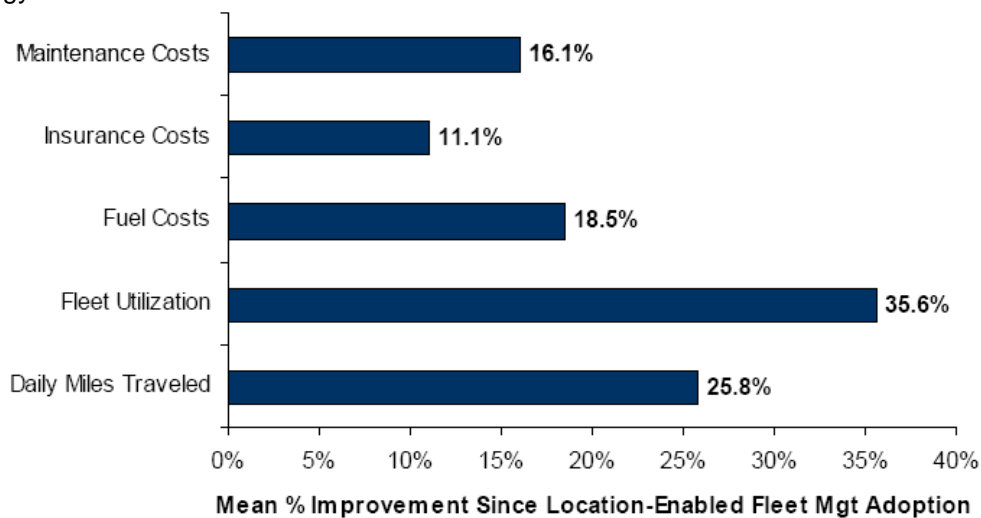


Source: Aberdeen Group, December 2007

While in the above chart, the primary objective for Service fleets is to address the need to improve customer support, the increasing cost of fuel and labor on the fleet is found to be more tangible in terms of realizing the cost of the investment in GPS and fleet management technology.

In other words, if a device costs \$40/month, the fleet can assign that cost to the fleet management cost center where it is expected to realize a \$40/month or more savings in fuel and fleet maintenance costs. These are real dollar savings against real dollar investments. The other divisions of the company including workforce labor and risk management (self-insurance) will benefit. Improved customer support and satisfaction will lead to better customer retention and sales growth however, fleets are generally reluctant to assign the capital cost of GPS technology to a Sales cost center that would require an increase in the Sales expense budget.

In order to advocate proactively within your company, managers should target savings to be applied toward existing expense accounts. It isn't only about fuel. Fleet utilization (having the right number of properly deployed vehicles and people), low spare vehicles made possible by best maintenance practices, reducing daily miles and insurance costs are tangible cost savings benefits of the technology.



Source: Aberdeen Group, December 2007

Geotab can help you to focus your wish list into tangible device and software requirements.

Some requirements will have to do with your expectations for cost savings (must be capable of recording mileage and displaying accurate trips on a map along with zones for home, office and customer stops).

Other requirements will have to do with how the technology will interact with your employees (must provide an in-vehicle buzzer alert of speeding) in order to reduce insurance costs.

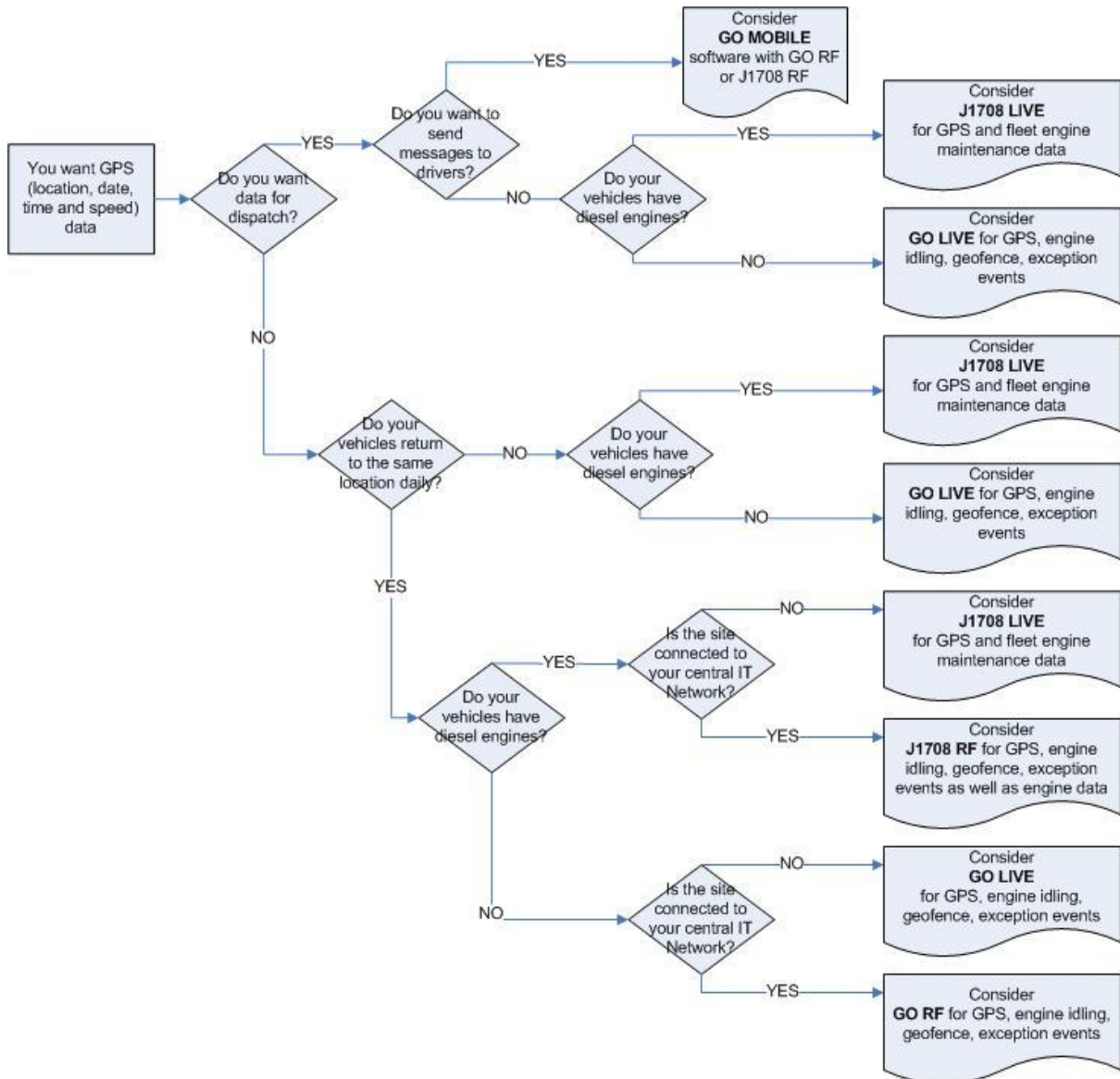
In addition, some requirements will be how the solution will perform on a long term basis for your company (ex: where the data will reside, for how long, can the device be updated over-the-air without having to physically touch assets).

	<b>GEOTAB</b>
Event based data recording	Yes
Extensive mapping functionality for US and Canada	Yes
Extensive report capabilities summary and detail	Yes
Over-the-air programming	Yes
Store-and-forward queuing when out of wireless data coverage	Yes
Location vicinity information and "geo-fencing"	Yes
Customer zones importable by customer directly into database or by software sync	Yes
Manage speeding thresholds with exception services	Yes
In-vehicle alert to driver PRIOR to exception logged event	Yes
Real-time exceptions based on user defined parameters	Yes
Role based access and device grouping	Yes
Messaging and forms	Yes
Integration services with back end office systems	Yes
Integrated vehicle diagnostics (optional feature)	Add-on
Bar code reader (optional feature)	Add-on
Data Storage	Customer or Professional Services hosted
Driver performance tracking - regardless of the asset driven	Yes
Wireless options to 1 database: cellular (GPRS/CDMA), 900Mhz and WiFi	Yes
Historic data query capable by customer	Yes

This sample list can be delivered to Geotab for scorecard assessment as to which device platform and software platform will be recommended for your growth needs.

## 8.0 Choosing the system that is right for your business

Before creating an estimate, we will examine the options available to you. Follow these general questions in order to narrow down your decision as to which Geotab solution will help you achieve your anticipated results. You can mix & match devices with one software solution – so keep score of which vehicles you might want to deploy in “real time” and which you don’t want to pay a monthly fee for.



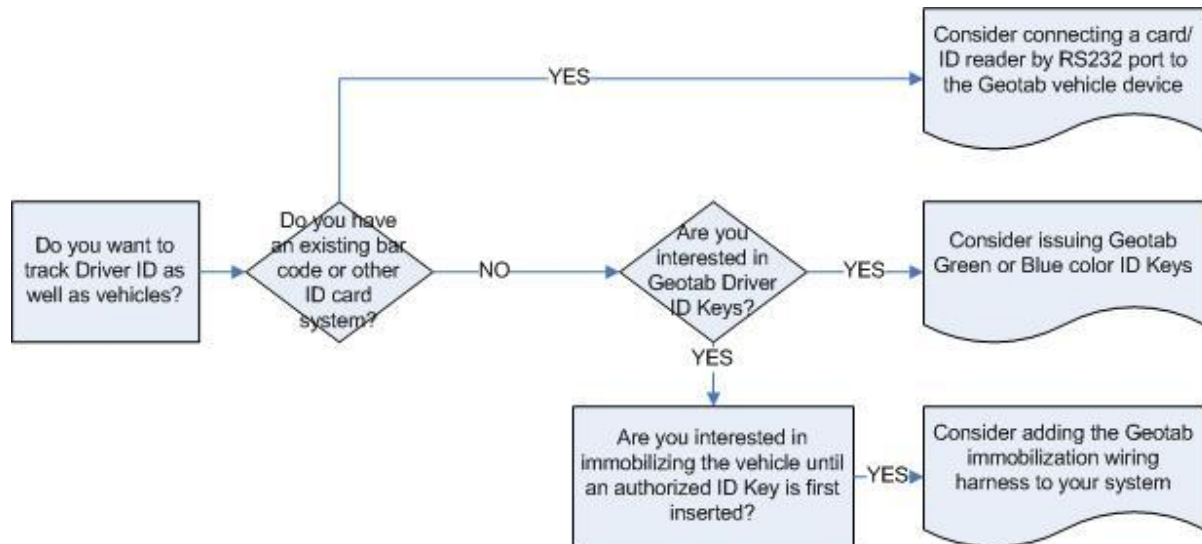
Write down the estimated number of vehicles/mobile devices that you require paying attention to passive (RF/WiFi) and real time (GSM/CDMA) systems with and without engine data. You can Mix & Match between passive and real time so choose the system that meets your budget and expectation to retrieve data.

GO RF GPS, date/time No Monthly Fees	J1708 RF includes engine data No Monthly Fees	GO Live GPS, date/time Monthly Data Fees	J1708 Live includes engine data Monthly Data Fees	GO Mobile includes text messages Monthly Voice and Data Fees

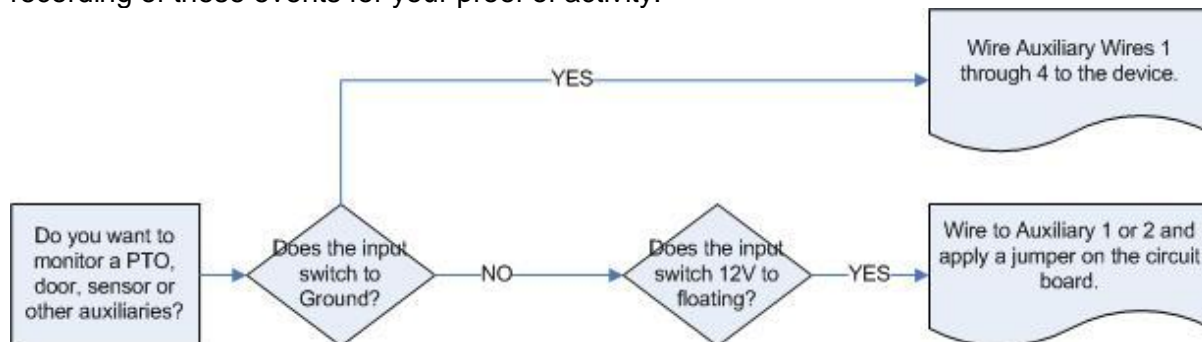
## 9.0 Choosing your accessories

Before creating an estimate, you should examine all options available to you.

Driver ID keys are useful in tracking driver-specific performance. This feature will be of specific value for Risk Management, Payroll and Hours Of Service (DOT) applications.



Monitoring sensors, motors, doors and lights can provide additional value to your GPS system. The GPS system will record a date, time and location stamp along with the recording of these events for your proof of activity.



## 10.0 Choosing your cellular network

If you have identified the need for “real time” data delivery from some of your vehicles, you will require the addition of a cellular modem and data plan for those vehicles (GO Live and J1708 Live). Identify if you have a network preference and a data plan for direct billing by the network (Geotab’s GO Live Gateway fees will apply) or if Geotab will supply the data bundled together with the GO Live Gateway.

Geotab supports customer direct billing – for: example Cingular (USA) and Rogers (Canada) GPRS networks. Under direct billing, the customer will obtain the SIM card and be invoiced directly by the cellular network for data usage.

Alternatively, Geotab can provide the customer with a SIM card and data plan that will be bundled with the Geotab GO Live Gateway monthly fee.

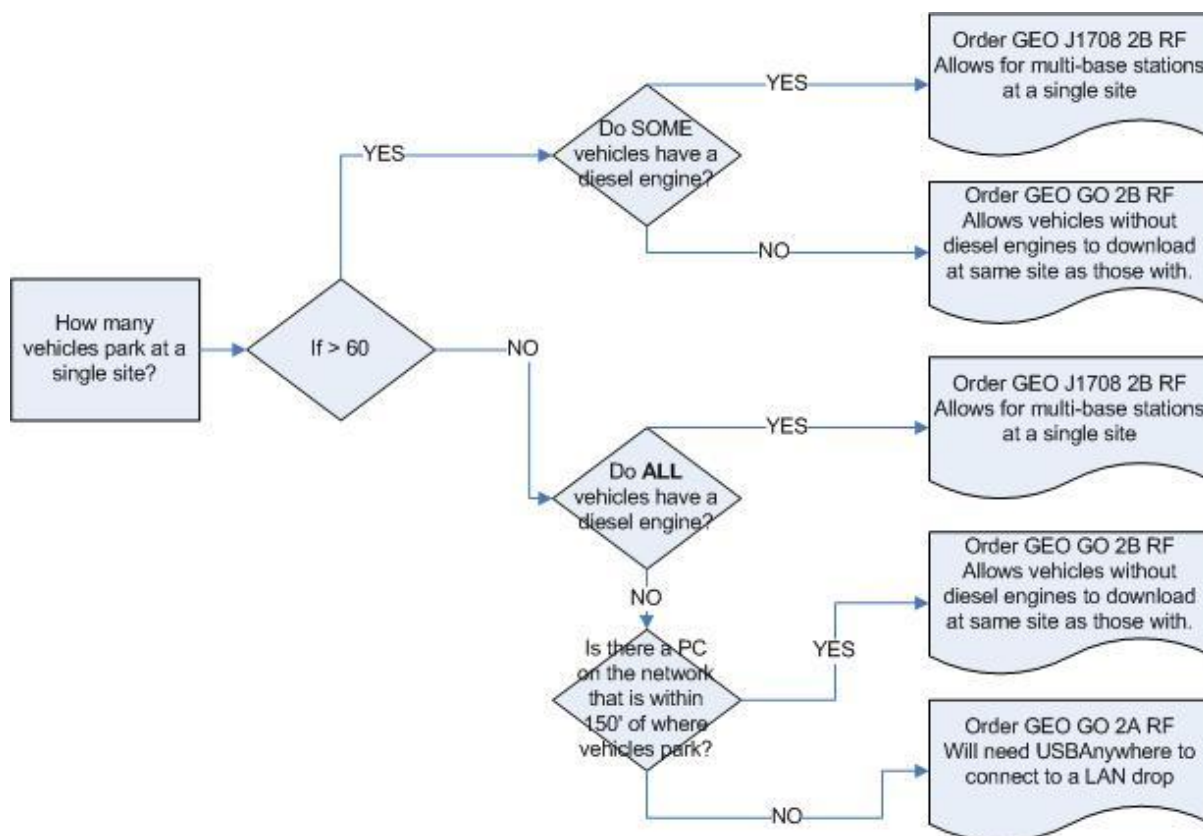
For deployments outside of USA and Canada, specify the countries that you are interested in coverage and Geotab will respond with a list of whether Geotab can provide a SIM or whether the data must be procured locally in the regional country.

*It is important to verify network coverage before deploying any GO Live option.*

## 11.0 Choosing your no-cost wireless option

If you have identified the need for “passive” data delivery (or downloading of data when vehicles return to one of your sites), you need to estimate how many vehicle can benefit from the GO J1708 system with engine diagnostics data as well as standard GO RF system that provides GPS location, speed, engine idling and engine mileage.

Passive systems have traditionally been 900Mhz deployments due to the 1000ft/300m range from an access point (Geotab base station) however recent Geotab developments in WiFi should be reviewed with customers interested in taking advantage of customer-existing WiFi Access Points.



For budgetary purposes, Geotab recommends that two Geotab 900 MHz RF base stations or one base station for every 60 vehicles (whichever is greater) be installed. Geotab highly recommends a site survey be performed before installing any Geotab GO RF vehicle devices (GO RF or J1708 RF) in order to optimize the position of the GEO PORT base station for yard coverage of the 900MHz signal. Multi-base stations **require** on-site manual configuration.

## 12.0 User Software Options

Geotab has new options that integrate Microsoft Click-Once technology that Geotab will review with your IT department in keeping with your requirement for multi-international management of desktop users where the data is stored or made available to your company on a central database for long term record keeping (a requirement for safety or self-insured liability focused users).

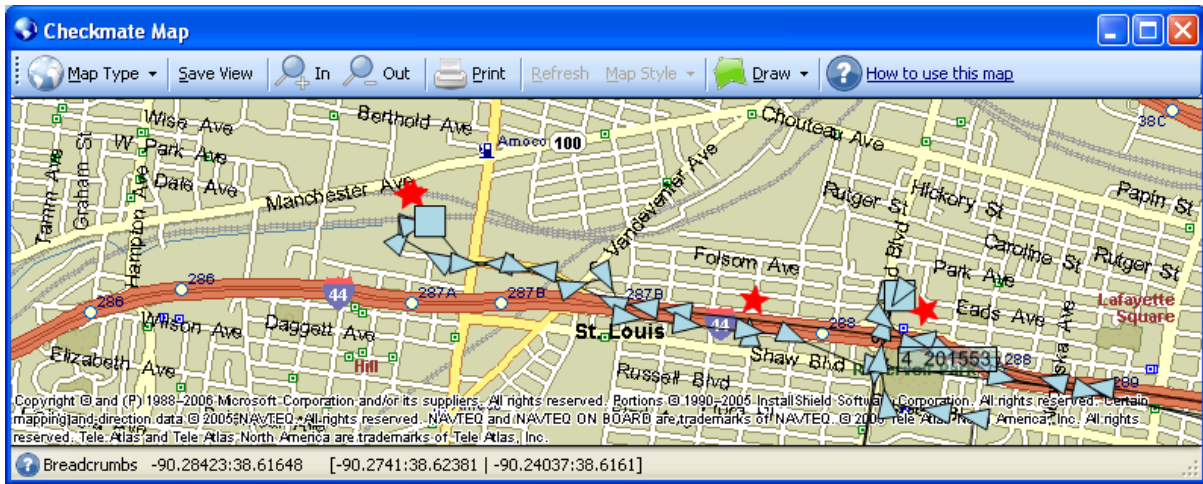
Geotab Checkmate software enables customers to measure activity and performance improvements by reporting from recorded data extending for weeks or months into the past. This table represents the most popular Checkmate features.

	GPS DATA ONLY		GPS and ENGINE DATA	
	GO RF	GO LIVE	J1708 RF	J1708 LIVE
Report Generation	User-Generated Reports			
Trip View - See a "breadcrumb trail" of recorded GPS points on a map	Yes			
Dispatch View - See vehicle location information on the screen as new data arrives	Yes			
Route View - Review specific date/time and trip segments as they were driven in the past	Yes			
Trip List Report - Starts/stops, distance, speed, idling, auxiliary device time	Yes			
Risk Management Report - Summarize speeding, stop times, after hours use, idling, tamper signs, total stops	Yes			
Exceptions Report - Summarize excessive speeding, excessive stop time, sensor use, zone use, unauthorized after hours use	Yes			
Customer Visits Report - Summary of arrival, departure and stopped time spent within geofenced customers	Yes			
Fleet Maintenance Reminders	Yes		Active engine fault codes and pre-selected engine thresholds (detailed in the hardware schedule)	
Display Engine Fault Codes	None		Active engine fault codes and pre-selected engine thresholds (detailed in the hardware schedule)	

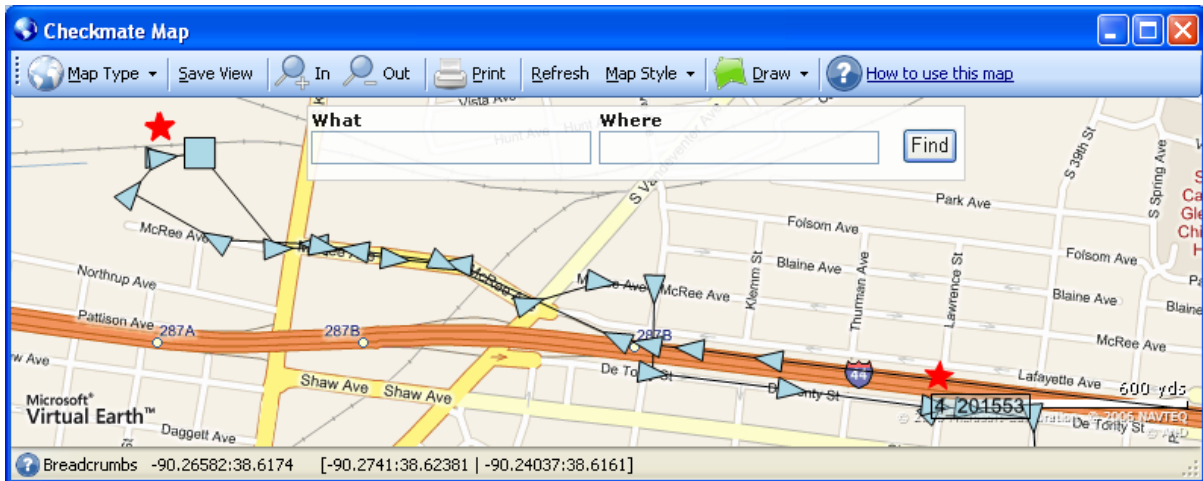
Web-based mapping options are included with the free Checkmate 5.1 license. Web-based map licensing is subject to change without notice. Geotab is not responsible for any changes that web-based mapping providers may make from time to time, including but not limited to map usage costs and accuracy of map data. The customer is solely responsible for any map licensing costs based on customer usage of maps.

In order to benefit from web-based maps, the user PC must have high speed access to the internet.

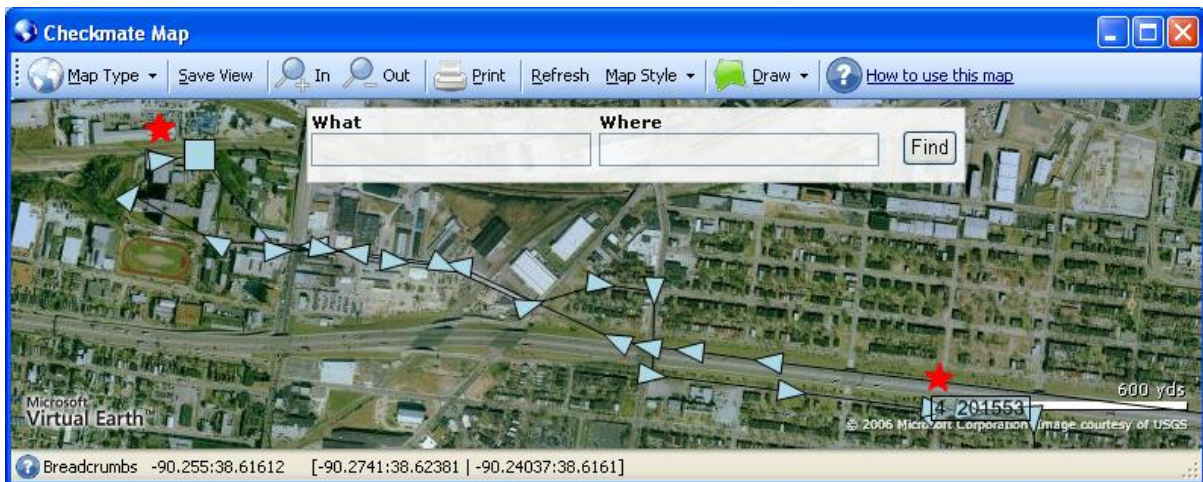
Example of vehicle breadcrumb trail displayed with Microsoft MapPoint 2006:



Example of vehicle breadcrumb trail displayed with Microsoft Virtual Earth Road View:



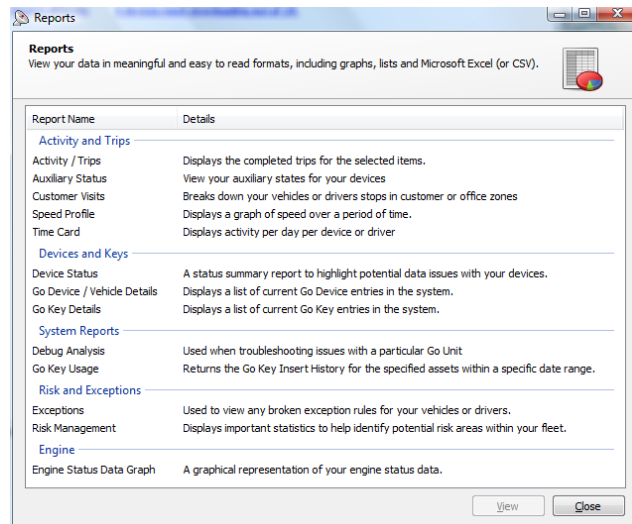
Example of vehicle breadcrumb trail displayed with Microsoft Virtual Earth Aerial View:



### 13.0 Reports

The base Geotab software package includes a range of reports that are available in summary for Branch, Region, and Division roll-up activity.

Branch, Region or Division managers may wish to generate detailed line item reports to pinpoint activity by employee or vehicle.



### 14.0 Activity and Trip Report

Accurate reporting is a source of pride with our world-leading algorithm for recording, time and mileage activity.

#### Activity and Trips Report

Period 1/15/2008 12:00:00 AM -> 1/15/2008 11:59:59 PM

Detailed View

Departure Time	Driving Time	Arrival Time	miles	Stop Time	Location	Idling Time	Max mph
<b>T3764: Monday Jan, 14, 2008</b>							
1/14/2008 2:31:52 PM	0:17:41	1/14/2008 2:49:33 PM	13	17:18:00	1165 N Forest St, Tuxedo, TX, 11106, United States	0:26:26	66
	0:17:41		13	17:18:00		0:26:26	
<b>T3764: Tuesday Jan, 15, 2008</b>							
1/15/2008 8:07:33 AM	0:13:30	1/15/2008 8:21:03 AM	6	1:44:41	3059 S Coulter St, Tuxedo, TX, 11106, United States	1:44:41	52
1/15/2008 11:08:06 AM	0:08:01	1/15/2008 11:16:07 AM	3	0:22:46	7457 W 34th Ave, Tuxedo, TX, 11121, United States	0:22:46	55
1/15/2008 2:26:28 PM	0:00:45	1/15/2008 2:27:13 PM	0	0:47:55	TATOR GAS 40: 5909 Plains Blvd, Tuxedo, TX, 11106, United States	0:01:57	6
1/15/2008 3:15:08 PM	0:08:47	1/15/2008 3:23:55 PM	3	0:00:00	1147 N Forest St, Tuxedo, TX, 11106, United States	0:00:00	44
	0:54:44		17	6:21:38		3:24:12	
<b>T3768: Monday Jan, 14, 2008</b>							
1/14/2008 6:29:23 PM	0:19:08	1/14/2008 6:48:31 PM	9	10:49:02	1165 N Forest St, Tuxedo, TX, 11106, United States	0:09:47	65
	0:19:08		9	10:49:02		0:09:47	
<b>T3768: Tuesday Jan, 15, 2008</b>							
1/15/2008 5:37:33 AM	0:13:23	1/15/2008 5:50:56 AM	8	0:22:36	3048 E 34th Ave, Tuxedo, TX, 11103, United States	0:00:29	64
1/15/2008 6:13:32 AM	0:06:30	1/15/2008 6:20:02 AM	2	0:42:14	S Nelson St, Tuxedo, TX, 11104, United States	0:01:04	44
1/15/2008 7:02:16 AM	0:03:18	1/15/2008 7:05:34 AM	2	0:21:58	5050 I-40, Tuxedo, TX, 11103, United States	0:01:00	60
1/15/2008 7:27:32 AM	0:09:01	1/15/2008 7:36:33 AM	8	0:26:36	QUICK TRIP 13: Ranch Road 1912, Tuxedo, TX, 11111, United States	0:02:21	66
1/15/2008 8:03:09 AM	0:06:51	1/15/2008 8:10:00 AM	4	0:31:11	Juett Attebury Rd, Tuxedo, TX, 11118, United States	0:01:27	64
1/15/2008 3:35:39 PM	0:01:34	1/15/2008 3:37:13 PM	1	0:05:52	JERRY'S PRODUCE: 2582 Ross Rd, Tuxedo, TX, 11103, United States	0:00:00	37
1/15/2008 3:43:05 PM	0:15:47	1/15/2008 3:58:52 PM	7	0:00:00	1165 N Forest St, Tuxedo, TX, 11106, United States	0:00:00	62
	1:27:28		40	8:53:51		0:14:23	
<b>Legend</b>							
During After-Hours					Customer Stop	Excessive Idling	
	During After-Hours						

#### Decrease Operating Expenses

- Reduce Engine Idle -Idle times greater than 5 minutes highlighted in red
- Reduce unauthorized use-Trips made before or after designated normal operating hours are highlighted in yellow
- Maximum speed for the trip is recorded, reducing the speed improves fuel efficiency

#### Increase Productivity

- Known customer stops highlighted (green)
- Report is used to track time spent at each stop
- Compare time invested at a location with profit generated from those stops to create benchmarks for your organization
- Compare the time different assets spend at each stop

## 15.0 Customer Visits Report

If your company reflects industry research trends of best-in-class companies, you need a solution that summarizes customer activity – which vehicles and drivers visited which customers. The ability to capture time of arrival and departure provides an accurate billing statement as well as a method to check time to serve customers against the priority and importance of a growth customer to ensure that an appropriate amount of time is being invested at a customer relative to the customer's current or future anticipated profitability.

### Customer Visits Report - REGION

Period 1/6/2008 12:00:00 AM -> 1/12/2008 11:59:59 PM

Vehicle	Driver	Time of Arrival	Duration	Time of Departure
<b>230 FRESH FOODS (7 items)</b>				
R07243	**UnknownDriver	1/7/2008 8:33	1:27:15	1/7/2008 10:00
R07243	**UnknownDriver	1/8/2008 8:01	1:19:42	1/8/2008 9:21
R07243	**UnknownDriver	1/9/2008 8:03	0:04:40	1/9/2008 8:08
R07243	**UnknownDriver	1/9/2008 8:08	1:05:52	1/9/2008 9:14
Z07278	**UnknownDriver	1/9/2008 14:17	0:51:30	1/9/2008 15:08
R07243	**UnknownDriver	1/10/2008 8:12	1:05:04	1/10/2008 9:17
R07243	**UnknownDriver	1/11/2008 8:02	1:30:12	1/11/2008 9:32
<b>115 QUICK STOP (3 items)</b>				
R03175	**UnknownDriver	1/7/2008 3:13	1:36:06	1/7/2008 4:50
R03175	**UnknownDriver	1/8/2008 4:37	0:11:43	1/8/2008 4:48
R03175	**UnknownDriver	1/9/2008 3:28	1:29:57	1/9/2008 4:58
<b>651 QUICK STOP (1 item)</b>				
R05543	**UnknownDriver	1/9/2008 14:06	1:20:19	1/9/2008 15:26
<b>369 QUICK STOP (1 item)</b>				
R91178	**UnknownDriver	1/9/2008 13:59	1:00:08	1/9/2008 14:59
<b>254 QUICK STOP (1 item)</b>				
R95087	**UnknownDriver	1/7/2008 13:34	1:10:09	1/7/2008 14:45

### Decrease Operating Expenses

- Identify how many assets visited a client location or work site and how much time overall you invested at the worksite

### Increase Productivity

- Use the information about the type of asset and the time they spent at a worksite to assist in future bids on similar jobs

## 16.0 Auxiliary Sensor Report

For some companies, tracking motors or sensor data with a date, time, and duration stamp is important for applying for fuel tax credits as well as proof of activity.

The Geotab report will summarize sensor data when the vehicle's engine is off, on or when driving.

	A	B	C	D	E	F	G	H	I
1	<b>Auxiliary Status</b>								
2	Period: 3/11/2008 12:00:00 AM to 3/11/2008 11:59:59 PM								
3									
4									
5	<b>Device</b>	<b>From</b>	<b>To</b>	<b>Aux 1 (Driving)</b>	<b>Aux 1 (Idling)</b>	<b>Aux 1 (Stopped)</b>	<b>Aux 4 (Driving)</b>	<b>Aux 4 (Idling)</b>	<b>Aux 4 (Stopped)</b>
11	<b>GO J1708 CDMA DEL: Tuesday Mar, 11, 2008</b>								
12	GO J1708 CDMA DEL	3/11/2008 0:03	3/11/2008 5:10	5:07:14					
13	GO J1708 CDMA DEL	3/11/2008 4:40	3/11/2008 5:10		0:29:45				
14	GO J1708 CDMA DEL	3/11/2008 4:40	3/11/2008 5:10					0:29:35	
15	GO J1708 CDMA DEL	3/11/2008 5:10	3/11/2008 5:28	0:17:41					
16	GO J1708 CDMA DEL	3/11/2008 5:30	3/11/2008 5:32			0:02:20			
17	GO J1708 CDMA DEL	3/11/2008 5:30	3/11/2008 5:32						0:02:19
18	GO J1708 CDMA DEL	3/11/2008 5:39	3/11/2008 5:51			0:11:46			
19	GO J1708 CDMA DEL	3/11/2008 5:39	3/11/2008 5:51						0:11:44
20	GO J1708 CDMA DEL	3/11/2008 5:52	3/11/2008 5:56	0:03:44					
29	GO J1708 CDMA DEL	3/11/2008 6:23	3/11/2008 6:27			0:03:55			
30	GO J1708 CDMA DEL	3/11/2008 6:23	3/11/2008 6:27						0:03:54
31	GO J1708 CDMA DEL	3/11/2008 6:29	3/11/2008 6:35			0:05:51			
32	GO J1708 CDMA DEL	3/11/2008 6:29	3/11/2008 6:35						0:05:48
33	GO J1708 CDMA DEL	3/11/2008 6:37	3/11/2008 6:39			0:02:00			

### Decrease Operating Expenses

- Track the amount of time the engine consumed fuel running the PTO off road to file for the Fuel Tax Rebate where available

### Increase Productivity

- Track the time that the PTO was engaged and use that to evaluate asset management

## 17.0 Data Storage

A key advantage of the Geotab system is that customers own, store and archive their data on their own computer equipment.

There are 2 options.

**Microsoft SQL Express / SQL Server Express Edition** is a free download release version and allows for up to a 4GB database and 10 concurrent users to connect to the database. For small to mid-sized fleets, the SQL Express option may be the best answer rather than having to purchase the standard edition of Microsoft SQL Server 2005.

**Microsoft SQL Server 2005 Standard Edition** is available for purchase at any Microsoft reseller and outlet.

For more information on the different editions of Microsoft SQL Server 2005, please visit <http://www.microsoft.com/sql/prodinfo/features/compare-features.mspx>.

Geotab does not publish a recommended minimum hardware specification for Microsoft SQL Server due to the many factors that could influence those requirements. An acceptable baseline specification is a minimum 4GB RAM, 10GB hard disk storage and the server should be connected to the internet for GO Live system support and to receive automatic software updates and notifications from Geotab.

## **18.0 Web-Hosted Data**

Should a customer wish to have Geotab manage their data outside of the customer's premises, a hosted solution can be provided where data will be accessible to the customer via internet URL.

The data is protected by username and password for Branch, Region, Division and National users.

## **19.0 Help Desk Support**

Geotab provides Help Desk support for technical support issues, RF site survey preparation, and web-based remote diagnostics.

In addition, Geotab can provide web-based user training classes for new users, including how to generate reports, zones, and exception rules, as well as more advanced web-training, including third party software integration.

Please contact Geotab Help Desk Support for more information or to schedule a class.

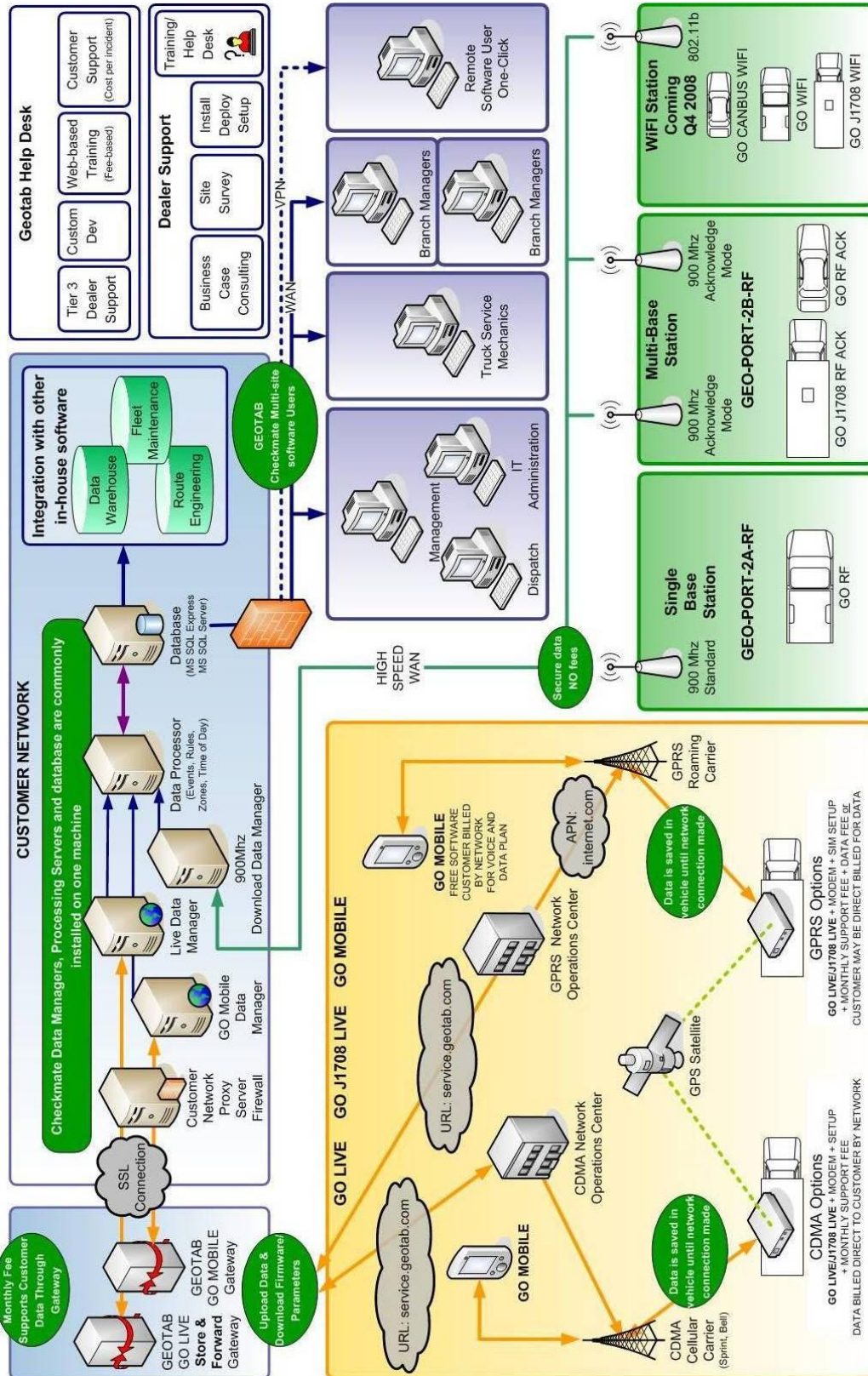
## **20.0 Software Developer Support**

Geotab will support software developers interested in integrating other software applications with Geotab data. A Software Developers Kit (SDK) can be obtained under NDA and web-based training can be arranged. Integration can include the automatic population of data within Checkmate from other software applications; or the extraction of data from the SQL database into third party software applications.

Interested software developers or companies wanting to integrate hardware or software applications within Checkmate, should contact Geotab Sales or Technical Support to review the desired integration.

## 21.0 Solution Overview Diagram

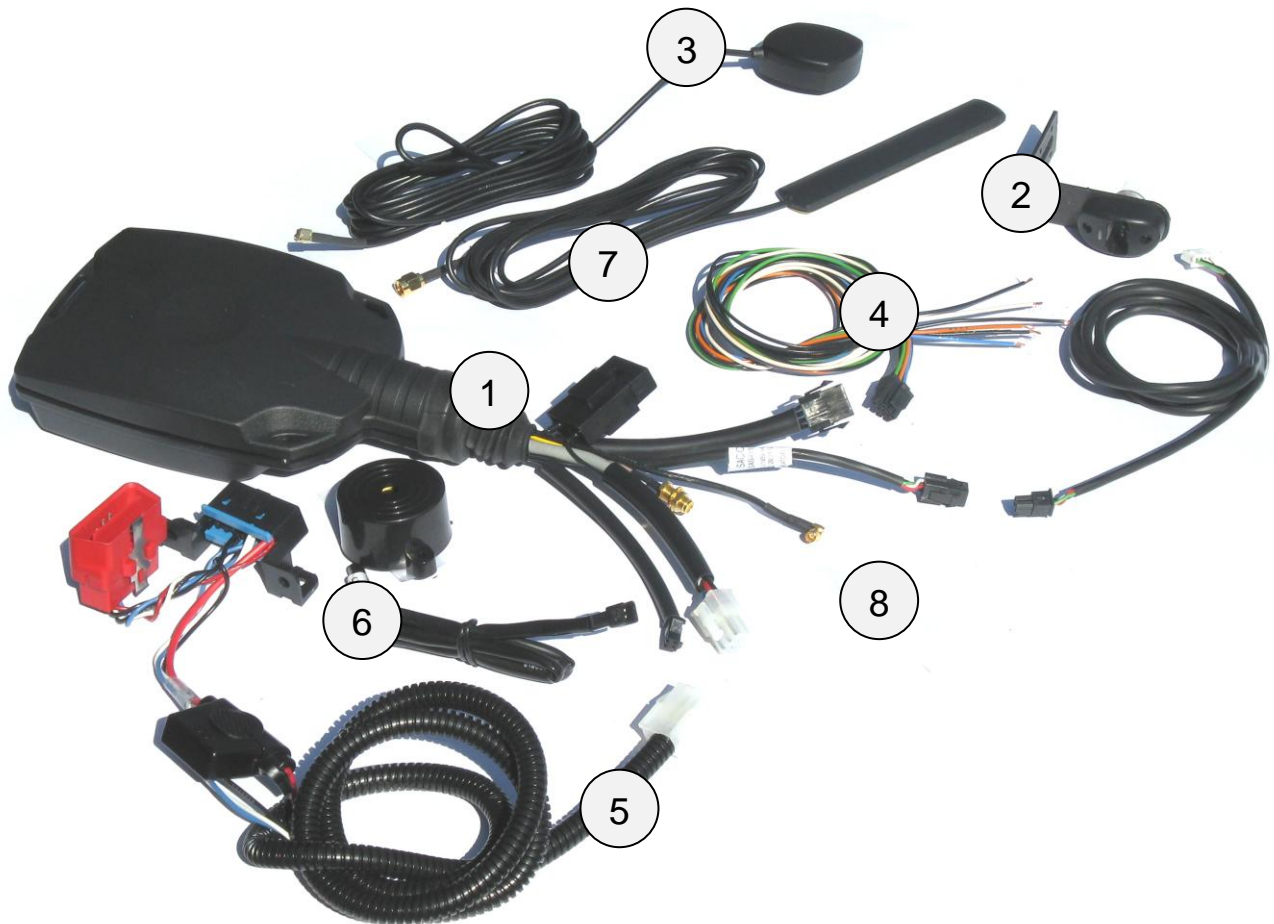
The diagram shows how all of the elements are brought together to form a flexible yet powerful enterprise-level solution to meet the needs of a range of business users.



## 22.0 Vehicle Hardware Specifications

There are several components that make up each Geotab GO device.

Below is a list of individual components that when combined make up a vehicle kit. A Geotab Key is not included in RF or Live kits and must be ordered separately if needed. A cellular modem is only required for GO Live or J1708 Live kits and are ordered separately for the desired cellular network option. Spare or replacement parts can be acquired separately if needed. J1708 RF and Live systems require an engine port connector as described in the pricing table on page 16.



1. **Geotab GPS Logging Device:** Primary on-board memory and firmware to record GPS and sensor data, for delivery by two wireless options (900MHz or external cellular modem)
2. **Touch Key Housing:** Used together with Geotab Key (8) for several purposes including device diagnostics, manual programming of recording parameters and firmware, manual trip data retrieval, accident data retrieval, Driver Identification
3. **GPS antenna:** Active GPS antenna to receive GPS satellite signals and deliver to the GPS engine that is mounted inside the Geotab GPS Logging Device (1).
4. **Auxiliary Wiring Harness:** 4 analog (on/off) sensors inputs can be wired into a number of different peripherals in order to record their activation along with a date/time/location stamp. Examples: seatbelt, door open, strobe lights, power take-off motors.
5. **Power and Engine Data Connection:** Depending on the engine data connection type (ALDL, Deutsch or none), a fused wiring harness will provide constant +12V power, ignition status, ground.

6. **97dB Buzzer:** Included is a buzzer that is used for troubleshooting diagnostics, confirmation of Driver ID Key acceptance, alerts for sensor use, speeding or other event alerts.
7. **Wireless Antenna:**  
Depending on wireless option deployed (passive: 900Mhz/WiFi or cellular: GPRS/CDMA), the wireless modem/radio is internal and protected in the Geotab main housing, an external antenna will increase the functional range for transmit/receive.

### 23.0 Engine Data Options

The Geotab vehicle device with GPS and engine data systems (OBDII/CANBUS/J1708/J1939) can record engine data in addition to GPS information. Most diesel-powered medium duty and heavy duty class engines from 1996 to 2007 have J1708 capability while most 2008 vehicles (gasoline and diesel powered) will have OBDII over CANBUS or J1939 capability (see Definitions).

The Geotab device is capable of recording active engine faults as well as your company customized thresholds for specific data requirements.

<b>J1708 LOGGING PARAMETERS</b>				
MID	PID	Description	Time between logs	Logging threshold
128	44	Warning Lights		on change in state
128	98	Oil Level	60 minutes	below 90%
128	100	Oil Pressure		When Engine Speed (PID 190) >= 650 and <=750 and engine oil temp (PID 175) is > 150 and throttle position (PID 91) > 15
	175	Oil Temp		
	190	Engine Speed (RPM)		
128	102	Boost Pressure		When engine load (PID 92) = 100%, log
128	110	Coolant Temperature	60 minutes	
128	111	Coolant Level	60 minutes	below 90%
128	164	Injection Control Pressure		and 1200 and road speed (PID 84) is > 15 mph and throttle position (PID 91) > 15
128	134	Injection Control Pressure Desired		and 1200 and road speed (PID 84) is > 15 mph and throttle position (PID 91) > 15
128	131	Injection Control Pressure Duty Cycle		and 1200 and road speed (PID 84) is > 15 mph and throttle position (PID 91) > 15
128	168	Battery Voltage		Capture on engine crank + 5 seconds
128	185	Average Miles per Gallon	60 minutes	
128	235	Idle Hours	60 minutes	
128	236	Idle Fuel	60 minutes	
128	245	Total Mileage	60 minutes	
128	247	Total Engine Hours	60 minutes	
128	250	Total Fuel	60 minutes	
128	132	Fuel Pulsewidth		when rpms (PID 190) is between 1100 and 1200 and road speed (PID 84) is > 15 mph and throttle position (PID 91) > 0. Log only once per occurrence.
136	49	ABS Control Status	60 minutes	
136	70	Park Brake Status		on change in state
Any	194	Diagnostic Fault Code		Only log fault code

This table represents some considerations to monitor engine operating thresholds.

Geotab does not guarantee the accuracy of the data being produced by the engine nor does Geotab guarantee that engine data will be available for use on all engine types. Each vehicle needs to be verified in the field for suitability of the Geotab model being installed. The engine port is accessed by using a Deutsch connector to the diesel engine diagnostics port. Common engine make and models include: International T444E, Detroit Diesel DT466, Cummins ISB, and Mercedes 904.

Gasoline engine automotive manufacturers have implemented various configurations of a protocol generically called OBDII. While emissions information is universal, valuable engine data may be deemed custom and will require Geotab communication to evaluate your needs to properly configure OBDII devices.

## 24.0 Geotab Vehicle Hardware Specifications

Following is a summary of Geotab hardware features (subject to change):

	GPS Data Passive	GPS Data Live	GPS + Engine Data Passive	GPS + Engine Data Live
<b>Part Number</b>	GEO-GO-2A/2B-RF	GEO-GO-LIVE-MT	GEO-GO-J1708-2B-RF	GEO-J1708-LIVE-MT
<b>Common Vehicle Deployment</b>	Vehicles return daily/WLAN	Remote sites/dispatch	Vehicles return daily/WLAN	Remote sites/long haul truck
<b>Age of Vehicle</b>	1996 and older	1996 and older or NO useful engine telematics data	1996 to 2007 with diesel engine data	1996 to 2007 with diesel engine data
<b>Warranty</b>	1 year parts	1 year parts	1 year parts	1 year parts
<b>Housing</b>	Flame Retardant	Flame Retardant	Flame Retardant	Flame Retardant
<b>Voltage</b>	Min 10VDC to Max 28VDC	Min 10VDC to Max 28VDC	Min 10VDC to Max 28VDC	Min 10VDC to Max 28VDC
<b>GPS Resolution</b>	30 ft	30 ft	30 ft	30 ft
<b>Power Supply</b>	Min 10VDC to Max 28VDC (5A fuse)	Min 10VDC to Max 28VDC (5A fuse)	Deutsch ECM Connection (12V, Grd)	Deutsch ECM Connection (12V, Grd)
<b>Ignition Supply</b>	Switched IGN - Min 10V - Max 28VDC	Switched IGN - Min 10V - Max 28VDC	RPM from engine	RPM from engine
<b>Over Voltage</b>	80V at 250mS Source Impedance 8 OHM	80V at 250mS Source Impedance 8 OHM	80V at 250mS Source Impedance 8 OHM	80V at 250mS Source Impedance 8 OHM
<b>Modem Power Supply</b>	12V, Grd	12V, Grd	12V, Grd	12V, Grd
<b>Current Draw (Engine On)</b>	12V 180mA	12V 290mA	12V 180mA	12V 290mA
<b>Current Draw (Engine Off)</b>	12V 18mA	12V 18mA	12V 18mA	12V 18mA
<b>Self-fuse wiring harness</b>	Power (5A) IGN (5A)	Power (5A) IGN (5A) Modem (2A)	Power (5A)	Modem (2A)
<b>GPS Antenna Power</b>	5 VDC Internally Current Limited Linear	5 VDC Internally Current Limited Linear	5 VDC Internally Current Limited Linear	5 VDC Internally Current Limited Linear
<b>Serial Bus (external)</b>	RS-232 not connected	RS-232 to external modem	RS-232 not connected	RS-232 to external modem
<b>Trip and Event Log Memory</b>	500KB (4M Bits) 15000 records	500KB (4M Bits) 15000 records	1 MB (4 M bits) 30000 bits	1 MB (4 M bits) 30000 bits
<b>Accident Log Memory</b>	6000 records - each second all valid GPS information recorded	6000 records - each second all valid GPS information recorded	6000 records - each second all valid GPS information recorded	6000 records - each second all valid GPS information recorded
<b>Geotab Driver ID Key Port</b>	Geotab key port included with kit for device diagnostics	Geotab key port included with kit for device diagnostics	Geotab key port included with kit for device diagnostics	Geotab key port included with kit for device diagnostics
<b>97db Buzzer</b>	In-vehicle buzzer included for device diagnostics	In-vehicle buzzer included for device diagnostics	In-vehicle buzzer included for device diagnostics	In-vehicle buzzer included for device diagnostics
<b>Recording Criteria</b>	Driver behavior based data recording algorithm with user-configurable parameters	Driver behavior based data recording algorithm with user-configurable parameters	Driver behavior based data recording algorithm with user-configurable parameters	Driver behavior based data recording algorithm with user-configurable parameters
<b>Firmware</b>	Over-the-air updateable	Over-the-air updateable	Over-the-air updateable	Over-the-air updateable
<b>Recording Criteria Parameters</b>	Over-the-air updateable	Over-the-air updateable	Over-the-air updateable	Over-the-air updateable
<b>Driver Identification</b>	Optional Geotab Driver ID Key required (not included in kit)	Optional Geotab Driver ID Key required (not included in kit)	Optional Geotab Driver ID Key required (not included in kit)	Optional Geotab Driver ID Key required (not included in kit)
<b>Analog Input (x2)</b>	Ground state change or 12V change input (additional jumper required)	Ground state change or 12V change input (additional jumper required)	Ground state change or 12V change input (additional jumper required)	Ground state change or 12V change input (additional jumper required)
<b>Analog Input (x2)</b>	Ground state change	Ground state change	Ground state change	Ground state change
<b>External Cellular Modem Security protocol</b>	N/A	GPRS or CDMA	N/A	GPRS or CDMA
	900Mhz FH DSS	N/A	900Mhz FH DSS	N/A
<b>GPS Antenna</b>	Internal mount, pressure sensitive tape side facing up included in kit	Internal mount, pressure sensitive tape side facing up included in kit	Internal mount, pressure sensitive tape side facing up included in kit	Internal mount, pressure sensitive tape side facing up included in kit
<b>Wireless Antenna</b>	Internal mount, pressure sensitive tape mount included with kit	Internal mount, pressure sensitive tape mount included with modem procurement	Internal mount, pressure sensitive tape mount included with kit	Internal mount, pressure sensitive tape mount included with modem procurement
<b>Engine Port Connector</b>	N/A	N/A	Deutsch 6 pin or 9 pin connector included in kit for engine type	Deutsch 6 pin or 9 pin connector included in kit for engine type

## 25.0 Vehicle Firmware

Geotab GO vehicle devices are internally managed by firmware that controls the recording frequency. Firmware is software code that drives the performance of Geotab GO devices to optimize GPS and engine data.

Updates to firmware or Geotab's GPS recording settings can be applied wirelessly to the GO vehicle device by 900MHz or the attached cellular modem.

For quality control purposes, Geotab should manage any firmware updates required for application to GO vehicle devices. The wrong firmware application to a vehicle unit could critically disable a device.

The following table represents the set of firmware settings that are programmed into a Geotab GO vehicle device. Custom firmware development can be done separately under a Statement Of Work.

	GPS DATA ONLY		GPS and ENGINE DATA	
	GO RF	GO LIVE	GO J1708 RF	GO J1708 LIVE
Trip and distance recording	Optimized for stops and distance within 4% accuracy			
GPS Recording frequency	Geotab algorithm event based recording			
Accident Memory frequency	100 minutes of second-by-second GPS data			
Record up to 4 analog (true/false) sensors when engine on or off	Yes			
Harsh Brake: speed change	Record Change in GPS Speed of > Xmph (user configurable)			
Integration of in-vehicle buzzer alarm with driving speed or connected sensors	Yes			
APN/URL destination of cellular data		Yes		Yes
Over-the-air Firmware or Recording Parameter Updates	900Mhz	Cellular Network	900Mhz	Cellular Network
100% no data loss during wireless transmission	Yes			
Engine Diagnostic Fault Codes	None		Active engine fault codes and pre-selected engine thresholds	

## 26.0 GO Live Gateway (Store & Forward)

This is the component that receives data from vehicles with WWAN (cellular) wireless capability. The Gateway is a service that securely stores the received vehicle data temporarily until it is delivered to the customer's system. It also allows for over-the-air firmware and parameter updates to be delivered to the vehicles.

In the event that the customer's server loses internet connectivity, the Gateway will securely store trip data and deliver the data to the customer as soon as internet connectivity is reestablished between the customer server and the Gateway.

The diagram of the Store & Forward Gateway on page 10 represents a typical configuration as data is passed through a proxy or firewall server to a customer network. Proxy and firewall server settings vary and will need to be reviewed prior to full deployment.

Once a cellular modem is provisioned (activated) on a network and the GO device is configured with the network settings, the GO device will send data to the Geotab Store & Forward Gateway.

The Gateway uses push technology for as long as the Live Data Manager Server on the customer network is connected. Data is inserted into the Geotab SQL server as it arrives. The push frequency generally ensures that data is delivered to the Checkmate database within 10 seconds of data being sent from the vehicle.

## 27.0 GO Live Store & Forward Gateway Monthly Fee

The licensing fee for the GO Live Gateway is payable monthly for all assets that are actively passing data through the Gateway. As cellular devices may be activated or deactivated monthly between the customer and the cellular provider, Geotab will invoice the monthly fee for services delivered the previous month.

## **28.0 Suspending the GO Live Gateway or Cellular Monthly Fee**

Some Geotab billed GPRS network SIM card accounts can be suspended and then reactivated in the future in order to cater for seasonal businesses where the customer does not wish to pay a monthly fee for GO Live devices that are not being driven.

Check with Geotab prior to ordering any SIM card to check whether the product you are ordering may be suspended once activated. There is an Activation Fee for any GPRS system that will apply to initial activations and future reactivations.

## **29.0 Customer Preferred Cellular Networks**

Customers wanting to buy cellular data directly from their cellular network may request to do so. Testing and network validation is required before Geotab can provide final approval that the customer preferred network has certified Geotab GO Live modems. Geotab requires a test SIM card with the network APN details along with any passwords in order to program and test the GO vehicle device for that network.

The Geotab GO Live Gateway monthly fee only (unbundled from a data plan) will apply to GO Live vehicle devices when the customer is direct billed by the network.

## **30.0 Map Licensing**

Geotab customers are expected to adhere to the licensing of the mapping product(s) that are used within Geotab. It is the customer's responsible to accept or reject any End User License Agreements of the mapping vendors as they may be installed as these licenses are subject to change without notice by the mapping provider.

## 31.0 Definitions

From GPS to GPRS, there are several acronyms used in the industry. To help simplify your experience with in choosing the right solution for your needs, let's start with some definitions.

**GPS:** Global Positioning Satellite - A series of 24 satellites that are orbiting our planet that each sends a unique signal to the earth. When we put a GPS antenna pointing to the sky and can receive at least 4 of the 24 satellite's signals, we can locate your position within 30' (10m) of accuracy. Receiving GPS signals is free of charge!

**Passive Data Logger:** Don't be misled by the word 'passive' because the data is the highest quality possible in the industry. Passive GPS systems offer logging (recording) of data in the vehicle and then transferring the data from the vehicle to your computer when vehicles return to a central location that are equipped with either a Geotab free radio download technology or Wi-Fi (802.11b). Passive systems appeal to customers whose objectives are generally safety, regulatory compliance, proof of activity, risk management or route compliance related because daily activity must be completed in order to calculate performance statistics.

**Real Time "Live" GPS:** As the name implies, real time systems send data back to your computer throughout the day as activity is happening when your vehicles or people are within cellular network coverage. If there is no cellular coverage in an area where work is performed, the data is saved inside the Geotab device's memory and is sent when the vehicle reacquires the network. There is a monthly service fee for vehicles equipped with real time systems in order to cover cellular data fees and for a Geotab 'GO Live Gateway' Geotab is the only solution provider that allows you to combine both passive and real time vehicles in the same database.

**GO Live Gateway:** The Geotab Gateway is a software component that supports every Geotab real time vehicle device sold. A diagram of the Gateway appears on page 11. The Gateway secures data during transmission between the vehicle and the customer's database. The Gateway also enables over-the-air updates for any Geotab vehicle unit.

**GPRS:** The data transmission technology used by the majority of cellular networks around the world and that Geotab supports with our real time systems (GO Live and J1708 Live). Common carriers include Cingular (USA), T-Mobile (USA), Rogers (Canada), Telcel (Mexico), Orange (Europe).

**CDMA:** A competing data transmission technology that is supported by Sprint (USA), Verizon (USA) and Bell (Canada). There are far fewer users of CDMA technology worldwide and the result is a higher Geotab vehicle device cost for CDMA users. Users may elect to purchase CDMA systems due to a competitively priced data plan from their network provider or that the CDMA network coverage is better than GPRS for real time vehicle devices.

**J1708:** An industry standard protocol for transmitting data from most diesel engines manufactured from 1996 to 2007. A Geotab J1708 passive or real time system can poll the engine at preset intervals for readings as well as capture any alerts that the engine might generate from time to time throughout the day that might indicate a vehicle maintenance problem.

**J1939:** The next generation protocol for communicating data from the engine as well as drivetrain and other sensors that generally takes effect in 2008 model year vehicles.

**OBDII:** Similar to J1708, OBDII is a generic term for data collection from gasoline-powered vehicles. Unfortunately OBDII has a limited range of universally available data because engine manufacturers have chosen to make the information captive and only published for their own service technicians. To further complicate gasoline-powered engine diagnostics, the automotive manufacturers often changed their descriptions from model to model, year to year. Geotab recommends the use of Geotab GO RF and GO Live products for any automotive vehicle for the collection of mileage, engine idling, harsh braking data.

**PTO:** A Power Take Off (PTO) is commonly a hydraulically driven motor that requires the engine to be idling in order to keep the motor functioning. Bucket lifts, street sweepers, snow plows are examples of PTO motors that the Geotab device can collect usage data in addition to engine idling and GPS data.

**RF:** Geotab passive systems use 900 MHz Radio Frequency (RF) technology to securely transfer data from your vehicles to your computer when vehicles return to your site equipped with a Geotab RF radio port base station. Geotab uses a Frequency Hopping Digital Spread Spectrum feature to ensure that any 900MHz wireless data transmission will not interfere with other 900 MHz devices you may have (wireless video cameras, wireless scanners).

## 32.0 Contacts

Following are your contacts for setting up a review of your objectives and to discuss options.

Colin Sutherland  
Vice President, Business Solutions  
GEOTAB

[colinsutherland@geotab.com](mailto:colinsutherland@geotab.com)

Local: 416-434-4309

Fax: 416-352-7432

Cell/Text Msg: 905-334-2777

For general questions about GPS options, please contact [geosales@geotab.com](mailto:geosales@geotab.com) and we will be happy to connect you with a trained Geotab sales consultant.