



Telematics
Solution Providers 2021



The telematics market continues to grow in most sectors, although increasing penetration is holding back growth. Several vendors reported that their replacement sales now match or exceed sales from new buyers. Small and medium TSPs continue to be acquisition targets for the largest players. The state fleet market, which lags behind other industries, has become more active with the introduction of GPS management, despite the fact that minimum bidding requirements in RFP requirements force suppliers to generate sales every few years.

As this market matures, mergers and acquisitions are strong. Driscoll provided several examples of recent acquisitions and partnerships, noting more to come. Telematics Solution Providers (TSPs) have to continually expand their systems with new features and functions to remain competitive. Some TSPs develop their own value-added services. New features, such as video and field service management, offer additional revenue opportunities.

Telematics is still primarily commercial, and while pay-per-mile insurtechs are now expanding into the auto insurance market, the technology is still far from mainstream customer service. The data telematics provided can transform processes and product offerings, creating opportunities for innovation. It is the data and its use that is becoming more widespread, data collection is secondary. The ubiquity of data and its cost of acquisition are not so present, but we will be able to do so in the coming years. The introduction of 5G services will give a boost to the telematics industry as it relies heavily on connectivity. Unlike other developments in the insurtech sector, electrical engineering is the driving technology rather than artificial intelligence. All this and much more. In this issue we introduce you to companies that bring all the wonders to life:

A fleet management industry expert and leader, Geothentic develops geolocation systems for vehicle fleet management. The ORCA GPS tracking vehicle fleet management system created by the Géothentic company in March 2006 is an integrated tool for controlling fleets of trucks or vehicles.



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Geothentic

Next-gen Automated Deployment Solution


While the advantages of telematics in the modern automotive world are well known, the challenges associated with implementing and maintaining it for businesses are many. This is where Geothentic—a fleet management industry expert and leader—creates an impact. The company develops highly advanced geolocation systems for vehicle fleet management. Geothentic provides solutions that help managers make the best use of their time while managing their fleet to effectively focus on safety and cost savings. Designed and manufactured entirely in Quebec, every software and product range developed by Geothentic is considered to increase productivity and generate savings. “We work with our customers to define the greatest impact with the most efficient implementation to get their desired results,” adds Guillaume Poudrier, Founder & President, Geothentic.

Geothentic’s team helps clients with phased implementations that work with their internal goals and milestones. It’s why few projects start by getting the hour meter/odometer automatically of all the equipment Geothentic links this info into the ERP (like Maximo, SAP). Then, the team can start working on cost reduction by activating the patented Idle killer that allows the project to pay for itself. It provides clients the ability to control idle time by shutting down the engine after a predetermined amount of time. Clients are going to save more than 264 gallons/1,000 liters on a pickup truck per year. Companies can enforce safety and proactively manage driving behavior. “We have a unique approach to niche markets and functionality aimed specifically at mining and industrial customers. We have created an integration with access control systems where we can automate the permission to utilize a vehicle based on the preset criteria within the access control system. Geothentic is proudly certified Zero Carbon,” says Poudrier.

What makes the company stand out from the crowd is its ability to develop and build in-house hardware and software. Controlling the complete technology from end to end allows maximum flexibility from the solution for Geothentic’s clients. The same device can be installed in a myriad of equipment types (heavy machinery, pickup trucks, generators, etc.) “Our units are intelligent and combined with an RFID card that allows a driver to start or not start a vehicle. We also have some awesome features that allow the customer to create geofencing and choose which kind of configuration the device should use. Our cutting-edge software platform gives the ability to see a multi-location overview or just one location to focus on the details that are relevant to those with fleet oversight. The mobile application can be used for both iOS and Android operating systems and is for user awareness,” Poudrier.

Since opening its doors, Geothentic has been developing and delivering specialized solutions based on every unique client’s requirements. The team always pushes their limits to improve the interaction between their solutions, the vehicles, and the ERP already used by the customer to create the maximum value.

An instance that portrays the company’s value proposition is when Geothentic assisted at a mining and industrial site—the Iron Ore Company of Canada. With Geothentic’s solutions clients save more than 264 gallons/1,000 liters on a pickup truck per year. Moreover, companies can enforce safety and proactively manage driving behavior.

With a focus on making innovations in the telematics space, Geothentic will continue to form new alliances to expand its market reach, coverage, and industries it serves. “We did an acquisition recently for a specialized solution in the poultry transportation industry which can help to reduce the mortality of the animals during the transportation. Meanwhile, we are currently dedicated to the North American market with a global reach,” concludes Poudrier. 



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