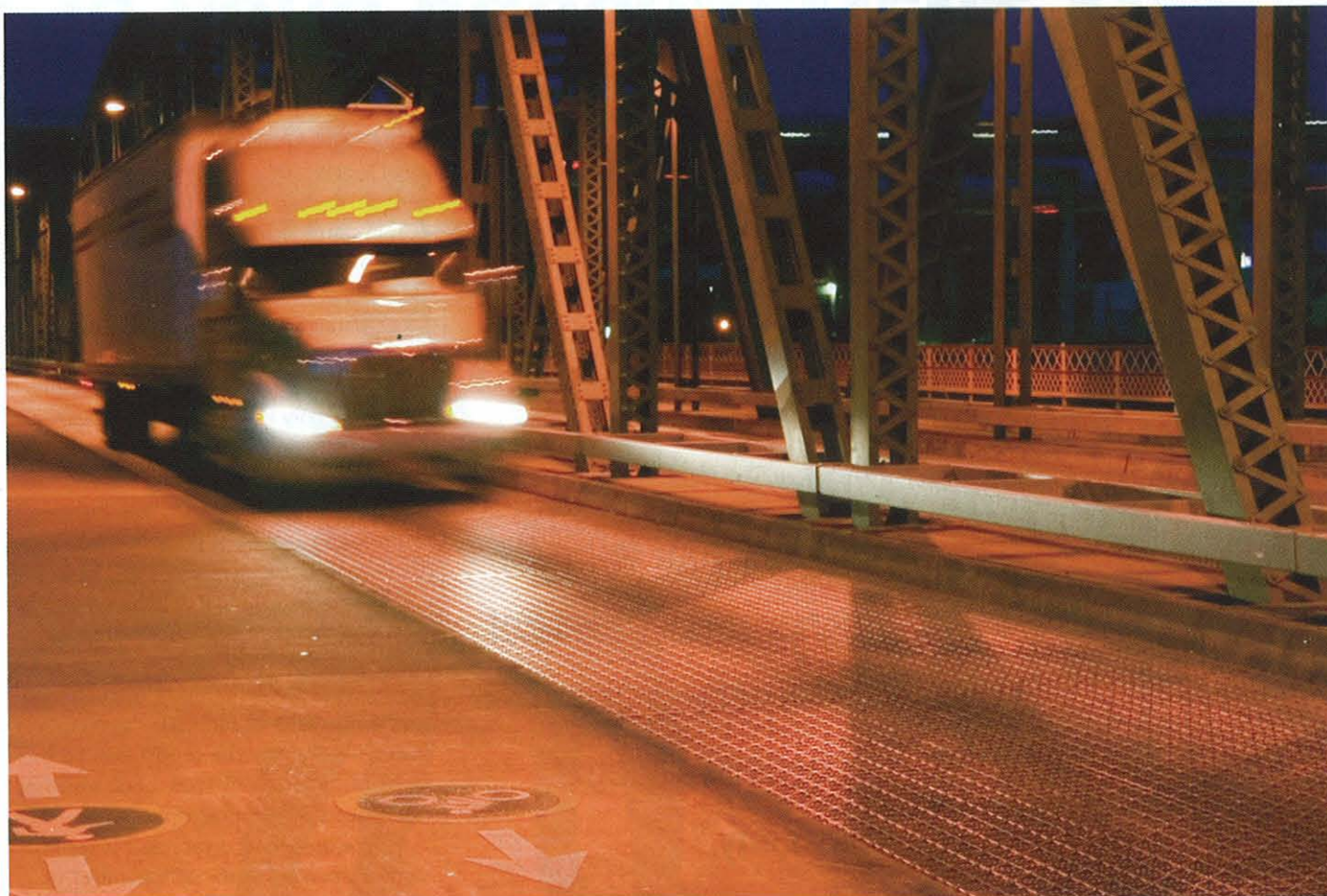


SkyBitz



PROFILE

SkyBitz
www.skybitz.com
Headquarters Sterling, Va.
Employees 60+
Services Trailer tracking
Homaira Akbari, president and CEO "We have spent a lot of time on our application platform and [on] becoming an information data services provider."

SkyBitz says its sole focus on its technology and software platform has made it the best solution in the industry.

MONITORING ASSETS

SkyBitz's team of transportation and technology professionals utilizes a patented global locating system to help clients track shipments.

Virginia-based asset management company SkyBitz uses a patented global locating system (GLS) to provide customers with real-time tracking and information management solutions. The company's technology and advanced software platform was originally funded by the Defense Advanced Research Project Agency (DARPA), which funds small business research.

"We really have the best solution in terms of technology and our software platform," CEO and President Homaira Akbari says. "It's about how you package the data

and what you do with it. We have spent a lot of time on our application platform and are really becoming an information data services provider rather than just a data provider."

Commercially available since 2002, SkyBitz provides tracking systems for regional and national fleets and is a privately held company with investors such as CIBC Capital Partners, AIG Highstar Capital, Inverness Graham Investments, Motorola Ventures and ITV – a fund of Cordova Ventures. More than 575 customers rely on the company to track more than 160,000 assets on a daily basis.

Customers choose SkyBitz over com-

petitors because "this is all we do," Akbari says. "We have the best solution in the marketplace, we are innovative and we provide the best-in-class customer support. However, remote asset management is a very small piece of what our competitors General Electric and Qualcomm do."

GLS ADVANTAGE

SkyBitz's technology provides significant time and power savings to customers, the company says. "With SkyBitz's GLS, the service operation center performs positioning calculations centrally and is able to calculate position in mere seconds, dramatically reducing power consumption and the cost and inconvenience associated with frequent battery replacement," SkyBitz says. "That means [clients] get position reports faster and with less power consumption [than GPS units in truck cabs]."

The process for GPS to download almanac and ephemeris data from each GPS satellite can take several minutes and

eat up power, while GLS takes approximately 10 seconds, the company says.

INNOVATIVE SENSORS

The company works with a number of partners that provide a variety of technology to ensure assets are safe and well-monitored while en route to destinations. "Not only do you want to know where the asset is, but you want to know the entire situation," Akbari says. "[SkyBitz is] able to give the entire condition and status of the asset – very few people actually have a whole suite of sensors."

For example, Lombard, Ill.-based iConn Systems provides the interconnects from SkyBitz terminals to sensors that track vehicles. These sensors keep track of mileage, oil levels, temperature, air pressure in tires, whether the trailer door has been opened and whether a trailer is full, half-full or empty, explains Kerry Nelson, iConn Systems' vice president of sales and marketing. iConn Systems also provides the company with receptacles that power SkyBitz battery packs when plugged in.

FLEXIBLE SOLUTIONS

SkyBitz has created its systems to provide many advantages over standard GPS. Educating customers on SkyBitz's potential cost savings, however, has been a challenge for the company, Akbari explains.

"A lot of customers are in wait-and-see mode," she says. "[We have to] overcome this fear in the marketplace."

"SkyBitz works with them to see that the ROI [from our systems] is extremely rapid and to make the decision to adopt the new technology. Customers can see virtually immediate ROI – our average implementation pays for itself in less than 12 months, and usually within three to six months. So we continue to innovate for our core customers in trucking and are expanding in oil and gas, chemical, rail, intermodal freight and government markets."

ICONN SYSTEMS serves a variety of markets with standard and proprietary electrical/electronic interconnect products. iCONN's engineered solutions model develops superior products with cost-effective enhanced features for the company's partners. iCONN partnered with SkyBitz to develop higher-quality, cost-effective interconnects for its mobile terminal. For more information, visit www.iconnsystems.com.

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Connect with a True Solutions Partner.