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John Eller, president for InSight USA



Real-time Management of Mobile Workforce & Fleets with Just-in-Time Vehicle Tracking

There are more than 20 million service and delivery fleet vehicles in operation in the United States. With today's high fuel costs, just the fuel and maintenance expense alone can be astronomical for any company to bear. For example, a U.S. Environmental Protection Agency study showed that trucks, left idling for long periods of time, waste approximately 960 million gallons of diesel fuel each year. It's the drivers, not business owners, who control some 80% of the variable costs associated with trucking, and real-time data collection allows owners to more closely manage this behavior.

For that reason, more and more company owners track their fleet vehicles with GPS wireless technology. Real-time information — including idling time, fuel consumption, driving speeds, vehicle location and employee work time — enables business owners to make informed decisions about driver performance, customer service and efficient routing.

Founded in 1998, InSight USA was among the first companies to pioneer GPS tracking, transforming it into the technology that it is today. The company's StreetEagle™ application provides "real-time" management oversight to any company with a mobile workforce, regardless of size. With thousands of installations, StreetEagle™ has become recognized as one of the most capable GPS Tracking solutions on the market.

Coupled with KORE Telematics' digital wireless service designed specifically for machine-to-machine (M2M) communication for market segments such as vehicle and asset tracking, InSight has been able to deliver wireless Just-in-Time tracking — also known as Active tracking — for companies that need to locate its drivers at any given moment, from coast to coast in North America.

The two companies have enabled hundreds of enterprises to increase productivity and cut operating

costs. Productivity gains were especially noticeable for dynamic transportation companies where time is a factor — such as ambulatory services, taxi companies and towing businesses.

“In our work with many fleet managers, we regularly receive feedback that the use of intelligent vehicle tracking has had a noticeable impact on their operations — many citing an increase in their productivity by at least 10% and a reduction in their operating costs by more than 8%,” said John Eller, president for InSight USA.

“Our StreetEagle service has helped improve visibility by enabling fleet managers to instantly know the location of every vehicle in their fleet; improve productivity and performance by improving employee accountability and responsibility while at the same time decreasing unauthorized vehicle use; improve customer service by providing their customers with a status location instantly and provide a time of arrival; and make more efficient routing decisions,” added Eller.

“Real-time alerts...strengthened our relationships with our drivers and our customers.”

Vincent Cannariato
President for Vincent Limo

Recent findings in an eyefortransport survey support this. The report cites 48% of enterprises consider improved internal efficiencies such as fuel and route management as the most important return on investment (ROI) for adopting fleet tracking technologies. Improved customer service, at 36%, was the second most important ROI factor for enterprises.

“At KORE Telematics, we understand the particular needs of the fleet telematics market — that wireless technology adoption must measurably impact the

organization and provide strong ROI,” said Alex Brisbane, president and chief operating officer for KORE Telematics.

“We work closely with application service provider partners such as InSight USA to provide a wireless service that addresses a fleet manager’s day-to-day challenges. For example, trucks may be furloughed and so monthly network fees should be minimized, and cross border services need dependable roaming support at attractive rates,” added Brisbane.

Vincent Limo, a company based in the state of New York that utilizes the combined InSight USA and KORE Telematics services, concurs with these benefits. “Having real-time GPS has both narrowed our perspective and broadened the scope of our business,” said Vincent Cannariato, President for Vincent Limo.

“With the real-time alerts, we are immediately notified via text message or email if one of our drivers is speeding. The dispatcher is then able to contact the driver and inform the driver they have exceeded the speeding threshold. This makes for a safer driving environment for everyone. It has also strengthened our relationships with our drivers and our customers,” concluded Cannariato.

About InSight USA

Founded in 1998, InSight USA was among the first companies to pioneer GPS Tracking, transforming it into the technology that it is today. With thousands of installations worldwide, InSight’s StreetEagle™ product has become recognized as one of the most capable GPS Tracking solutions on the market. StreetEagle™ provides effective management oversight to any company with a mobile workforce, providing specific information needed to cut operating costs, improve productivity, and increase profitability.

InSight is headquartered in the Washington DC metropolitan area, with dealers located throughout the US. InSight USA is a privately owned company committed to the success of customers, employees, partners, and suppliers. For more information, visit www.mds-inc.com.

About KORE Telematics

KORE Telematics, the largest independent wholesale GSM network service provider, is 100% M2M focused and knows more about building a successful end to end machine data application than almost anyone. How? Because we work with 350+ application service providers today to deliver fast, reliable, Business Class service for applications from vehicle location to utility metering, payment processing, landfill monitoring, asset management, offender tracking and more. With tens of thousands of subscriber connections, we have built the network and the systems to deliver SMS, GPRS and EDGE services to you. Fast.



Background on Vehicle Location and Tracking

The AVL market is, in many ways, one of the most mature M2M segments, with widespread penetration in Long Haul trucking and auto rental fleets. In fact, some estimates suggest that as much as 45% of all M2M connections in North America are in this segment.

But, there is much room to grow. Consider this: with more than 1 million Long Haul trucks on our roads, and 40% of this market already using AVL applications, increasing penetration into the owner/operator and independent fleets is now taking place. There are also over 18 million short haul delivery vehicles – and this market is less than 5% penetrated today! With innovative and customizable solutions appearing from independent applications providers, this market is rapidly expanding, based on cost-effective, widespread coverage, digital GSM networks.

As applications advance from simple ‘where are we?’ services to more integrated applications supporting logistics services, so there is a growing need for elastic and cost-effective capacity in the network. For example, health regulations are driving constant monitoring of chilled foods in transit, while border security initiatives are allowing drivers to “call ahead” – sending updated manifests to border agents to speed cross border transit times. These applications can only be implemented cost efficiently using today’s cellular services.

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