



Powered By Aeris IoT Services, In-Car Cleverness Provides Innovative End-To-End Telemetry Solutions



CASE STUDY

“Once we had established that the operation of the Aeris SIM offering was as good as, and in many respects better than, traditional carrier performance, we turned our attention to the commercial offering that included the whole of the EU on one tariff. This was a defining point in our engagement with Aeris as we seek to expand our business, particularly with Europe in mind.”

Mark Canning, Director of Product and Services Integration, In-Car Cleverness

Fleet telematics has evolved. Automotive personnel realize that the focus now is on understanding what the car can tell you. The issues have moved beyond simple tracking and fuel consumption data offered by most telematics providers. Today’s systems can accurately, cost-effectively, and remotely extract and present data from the engine management systems of a vehicle in an intuitive format. It then can process and analyze that data to deliver tangible operational and, more importantly, financial benefits to its customers.

Case in Point: In-Car Cleverness

In-Car Cleverness provides vehicle telemetry services for fleet management, car rental companies, and dealership groups. The company delivers an innovative end-to-end solution that enables companies to enhance customer engagement and improve profitability by continually analyzing data from the car.

This data then can provide a range of different solutions depending on the customers’ needs. For instance, In-Car Cleverness can offer insights into a person’s driving habits and this information can be used to help manage fuel consumption and lower the impact of wear and tear. Alternatively, it can send an alert as soon as a person is involved in a crash. It also can be used to rapidly send data to rental operators or other commercial fleets following a crash, enabling the pinpointing of probable cause and extent of any damage.

The company offers its customers, which are made up of businesses in the UK, Ireland, and the rest of Europe, a reliable solution that provides seamless feedback, full visibility, and consistent coverage, no matter where in the world the cars are being driven. In-Car Cleverness provides low cost, adaptable, and device-agnostic solutions to all markets. But to accomplish this, the company needed reliable global GSM and CDMA

connectivity, without the burden of data roaming charges. Additionally, as its solutions expanded globally, customers required a flexible and reliable data network solution, wherever they might be, and for whatever systems they might use.

Aeris IoT Solution:

In-Car Cleverness found that Aeris could provide a reliable mobile network optimized to meet the demands of worldwide fleet management systems. The Aeris IoT Services platform allowed In-Car Cleverness customers to roam across Europe, or even the world, without additional charges, and with continuously consistent connectivity.

Aeris' global support of major cellular technology standards, such as GSM, CDMA, and LTE, enabled In-Car Cleverness to offer its customers flexibility and the potential for worldwide growth. In addition, Aeris' flexible pricing models and minimal upfront commitment meant that In-Car Cleverness could move to Aeris without the burden of a large, initial financial outlay.

Powered by the Aeris IoT Service platform, In-Car Cleverness now can provide a solution, regardless of location, for telematics and fleet management customers that want to lower data costs and improve operational efficiencies with data analytics.

The fact that the instances of data transfer delays are reduced given the in-country roaming capabilities of the Aeris SIM, coupled with the peace of mind that vehicles can roam across Europe without incurring additional charges, will have a significant impact in terms of client perception and In-Car Cleverness' return on investment.



In-Car Cleverness provides vehicle telemetry services for fleet management

Customer Benefits



LOWER DATA COSTS



IMPROVED OPERATIONAL EFFICIENCIES WITH DATA ANALYTICS



CARRIER AGNOSTIC WITH GSM, CDMA CONNECTIVITY, INCLUDING 2G, 3G, AND 4G LTE



FLEXIBLE PRICING MODELS AND MINIMAL UPFRONT COMMITMENT



GLOBAL GSM AND CDMA CONNECTIVITY

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ABOUT IN-CAR CLEVERNESS:

As part of the Automotive and Insurance Solutions Group, In-Car Cleverness benefits from many years of experience regarding the needs of the UK motor industry. Having been an early adopter of vehicle telematics with a 100% coverage policy since 2003, the Group has developed an in-depth understanding of how to interpret and maximize the use of vehicle telemetry. This has enabled In-Car Cleverness to enter the market with a bold, informed, and non-traditional view of the uses and benefits it could offer its clients, including revenue stream opportunities and enhanced CRASH technology.

Visit www.incarcleverness.co.uk or follow them on Twitter [@incarcleverness](https://twitter.com/incarcleverness) to see their progress and get in touch with them.

Contact them at info@incarcleverness.co.uk or **01675 435 169**.



ABOUT AERIS:

Aeris is a technology partner with a proven history of helping companies unlock value through IoT. For more than a decade, we've powered critical projects for some of the most demanding customers of IoT services today. We strive to fundamentally improve their businesses by dramatically reducing costs, accelerating time-to-market, and enabling new revenue streams. Built from the ground up for IoT and road tested at scale, Aeris IoT Services are based on the broadest technology stack in the industry, spanning connectivity up to vertical solutions. As veterans of the industry, we know that implementing an IoT solution can be complex, and we pride ourselves on making it simpler.

Visit www.aeris.com or follow us on Twitter [@AerisM2M](https://twitter.com/AerisM2M) to learn how we can inspire you to create new business models and to participate in the revolution of the Internet of Things.

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