

Rich set of telematics solutions

Rapidly growing tech firm Geotab is a proven industry leader in telematics, providing customers worldwide with advanced web-based analytics to better manage their fleet. The company recently updated its Marketplace online solutions center for fleet management; this is where its customers can find a range of solutions from apps to in-vehicle cameras through to Bluetooth asset tracking, all integrated with Geotab's open telematics platform. The enhanced Marketplace site is easier to navigate so visitors can quickly find the solutions they need, as Joey Marlow, Executive Vice President, US Operations, Geotab explains.

Founded almost two decades ago, Geotab today sells its products in over 100 countries around the world. With Geotab's completely open and scalable platform, Profit 500 companies, and some of the largest fleets in North America rely on Geotab to keep their businesses running. Geotab boasts a growth rate that exceeds that of the telematics industry overall. In a recent article published by ABI Research, the company was recognised as a top 5 global provider of telematics technology, and, in 2016, Frost & Sullivan awarded Geotab with the industry's best portable telematics product.

Mr. Marlow joined Geotab in October, 2015, immediately focusing on building one of Geotab's top differentiators, the Geotab Marketplace. Under his leadership, the Marketplace has grown to over 40 industry-leading providers. "The launch of the updated Marketplace offers Geotab customers added convenience and a user-friendly navigation experience," he points out. "We have implemented a new design and intuitive features such as one-click install solutions and reports, filters, and suggested solutions based on previously installed, or previously visited pages."

The goal of the Marketplace is simple — to provide a richer set of solutions for Geotab customers. Long ago, the company made a decision to focus on making its hardware and software platform the best it could be, and to rely on partners for everything else. Mr. Marlow confirms that partnerships are the foundation of Geotab's business. The company relies on a global network of authorised resellers, allowing it to focus its own resources on developing and building products and services that are capable of adapting to rapidly changing customer and market conditions. This is important as the telematics industry is changing: the data produced by telematics are increasingly seen as a strategic business asset. "We have seen our customers shift from viewing a vehicle as an operating expense to now seeing it as a profit driver," says Mr. Marlow. "With a strong focus on extending telematics data from fleet expense management to enriching the data with back office software, telematics is becoming a key source of business intelligence."

Collecting more than 1.7B data records daily, Geotab plans to continue to lead and innovate in the collection, sharing, and implementation of vehicle data for fleet, consumer and city-wide use. The company is well on its way to reaching its goal of hitting 1 million subscribers by the end of 2017.





Geotab
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