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Quick Reference Guide: **Fleet Management** *Solutions by Geotab*

Customer Need	Fleet Management Solutions
Fleet managers need insights that lead to better strategy in the areas of fuel and maintenance costs reduction, better productivity, improved driver safety, and stronger compliance.	T-Mobile for Business Fleet Management Solutions provide organizations with real-time data to help fleet managers make informed decisions and optimize across the entire fleet.
Problem Statement	Solutions
It's a difficult job keeping a fleet of vehicles and equipment running. With so many details to track, fleet managers can struggle to keep their fleet running efficiently.	T-Mobile for Business offers industry leading Geotab fleet management solutions. This solution helps simplify fleet management, coach for safer driving behaviors, and ensure vehicles are well-maintained by providing managers visibility to their fleet through a web-based portal, accessible by PC or mobile device.
Pain Points	Personas
Lack of visibility: Without a fleet management solution managers do not know the whereabouts of their vehicles and drivers at any given time making it difficult to dispatch effectively. In addition, they lack any record to show where the drivers were, if they were on time, and how long they were there. Safety: Aggressive driving behaviors can waste fuel, cause accidents, and require more frequent vehicle repairs. And because many businesses have their name and phone number on the side of the vehicle, the actions of their drivers can impact the reputation of the entire business. Fleet management solutions can help provide the guidance and coaching needed to improve driver behaviors and to improve compliance with safety regulations. Operational efficiencies: Cutting down on unnecessary idling can save a company a considerable amount of money. Minimizing driver downtime, dispatching the closest worker, and cutting down on personal errands are other ways a manager can improve efficiencies saving time and money. Fleet management solutions provide the data and insights to help managers identify ways to improve in these areas and more.	Fleet Manager/Operations/Business leader • Simplify management • Gain visibility of location and status of all their people and things • Get actionable insights on expenses, fuel usage, and activity Safety & Compliance • Gain insights into driver behaviors and coaching tools • Ensure proactive vehicle maintenance and repairs • Dispatch help quickly if there is an issue • Help ensure compliance with company policies/ gov regulations Procurement • Streamline vendor management requirements • Simplify vendor contract execution and ongoing billing (not regional) • Cost control IT

		• Data security • Ease of integration • Future proof technology
Value Pillars		
Operational Efficiency • Access simple dashboards for real-time location, activity, status, and trend data for help running a better more efficient operation.	Productivity • Track your fleet virtually anytime anywhere with GPS technology to help optimize dispatch, minimize downtime and personal errands, and ensure drivers are on time.	Safety • Proactively manage your drivers with enhanced capabilities that alert them of potential safety and compliance violations.
Competitive Landscape		Differentiators
Primary competitors – Verizon, ATT, Trimble Verizon • Verizon acquired two market-leading telematics providers, Telogis (Aug '16) and Fleetmatics (Mar '13), making them a market leader in the U.S. • Verizon provides extensive consultation sessions prior to even obtaining a quote. AT&T • AT&T resells Geotab so they can promote the same capabilities we can. Their main disadvantage is their cumbersome scoping process, so we'll have to rely on our onboarding processes as well as our "no contracts/Un-carrier" approach. Other Competitors For local service, delivery, and government, two-thirds of the remaining market is comprised by the following: ▪ Trimble ▪ Teletrac Navman (Danaher Corp.) ▪ GPS Insight ▪ NexTraq ▪ Samsara		• T-Mobile's nationwide LTE network covers 99% of Americans. • T-Mobile for Business offers a one stop shop for end-to-end solutions. • T-Mobile solution experts can help a company determine the best solutions for their company, implement it and provide ongoing support. This can be a big differentiator in this market where the differences between solutions may not be that obvious. • ABI ranked leaders in Aug 2020: Geotab ranks on top overall, leads in implementation and largest base globally; VZ ranked 2nd overall, Trimble 3rd with broad vertical solutions and large share. (ABI)
Discovery Questions		Objection Handling
• How do you determine that your drivers arrived on time, how long they stayed, and whether non-business stops took place?		I don't have time to learn about new software • We will provide guidance on software based on your needs through a free consultation. I would love to show you how easy it is to build safety scorecards

• What do you have in place to locate the nearest service vehicle when a customer calls? • How do you check how your drivers are driving? • How do you track fuel usage to identify extra cost caused by idling or driving too fast? • What policies do you have in place to address driver behavior related to speeding, seat belt usage, and aggressive driving? • How many instances of unexpected maintenance did you have last year?	from our system; they show you driving behaviors like speeding, hard braking, etc. as well as actual vehicle information like fuel consumption, battery health, and more. These scorecards can also be used from a HR perspective, to help establish a standard of safety. • May I see your driver handbook? We can build the scorecard directly from the requirements within it.
Talking Points	Objection Handling (Continued)
“T-Mobile for Business fleet management solutions help save you time, money, and increase the overall efficiency and productivity of your entire fleet.” “T-Mobile for Business fleet management solutions give you real-time information about where your vehicles are and what they are doing, along with powerful analytics for quicker, better management decisions.” “T-Mobile for Business fleet management solutions have simple, visual dashboards that deliver deep insights that help measure your fleet’s safety, compliance, and productivity.” “With T-Mobile for Business Fleet Management Solutions you’ll get a competitive price and excellent customer service - with no contracts.”	I don’t have time for this Totally understood. Our clients find that this solution saves them time spent managing their fleet so that they can focus on other areas of their business. A little time spent now could be a lot of time saved later. I don’t want to use a GPS tracker. I’ve tried tracking before and it did not work for us Our product is not a GPS tracking application but rather a tool to help improve driver safety and increase transparency into vehicle performance. Our people don’t want to be tracked There are clearly benefits for your company, there are also benefits for your drivers. Acceptance by your driver can depend on how you roll it out and use it. We have a lot of experience with that and can help you implement it so your teams buy in. I already have something I like that is integrated into other systems Our solution is an open platform where we can easily integrate into other systems to replicate or even improve on your current configuration. Our team can absolutely walk through this and show you exactly how easy it could be, does 10 am this <weekday> or <weekday> work for you?
Advice from IoT Sales Specialists	
Focus on cost neutrality • Do not fall into the trap of ROI. Simply work to show how the monthly / annual cost of a unit can be negated in potential savings in fuel or accident reduction (i.e. “Fleet could help you save \$1 a day in fuel or miles driven”).	

- Sell a percentage of the total and let the solution's value bring out the rest.

For larger deals

- Implement one division/region as a test. Look for areas with the most pain/highest opportunity for cost reduction.
- Ensure you are selling to numerous stakeholders such as HR, IT, operations, and finance. Many times, all these stakeholders need to be on board to make these sales happen and stick.

New: Surfsight Dash Cam for Geotab**What is it?**

An AI-powered dash cam that detects unsafe driving and provides visual context into driver actions.

Benefits:

- Reduces risk of accidents and theft. Gain visual evidence to help protect against fraudulent claims.
- Enhances Driver training through reviews of recorded video.
- Improves driver safety

Personas:

- Fleet/Operations Directors: Provides increased visibility and helps mitigate risk with visual evidence.
- Safety and Compliance: Gain insights into driver behavior and habits, while ensuring compliance with corporate policies and government regulations.