

# K-12 Solutions

Student Transportation  
and White Fleet



**T-Mobile offers Geotab  
- the global leader in  
connected  
transportation and  
asset tracking  
solutions. With Geotab,  
we help businesses  
make informed  
decisions based on  
data-driven insights.**

Ranked #1 by ABI Research 3 years running

Ranked #1 Commercial Video Telematics  
provider by ABI



# Ready to meet your needs, wherever you are

**24 years**

driving  
transformation

**2200+**  
**GEOTABBERS**

in 20+ countries

**700+**

Partners globally

**50K+**  
**Customers**

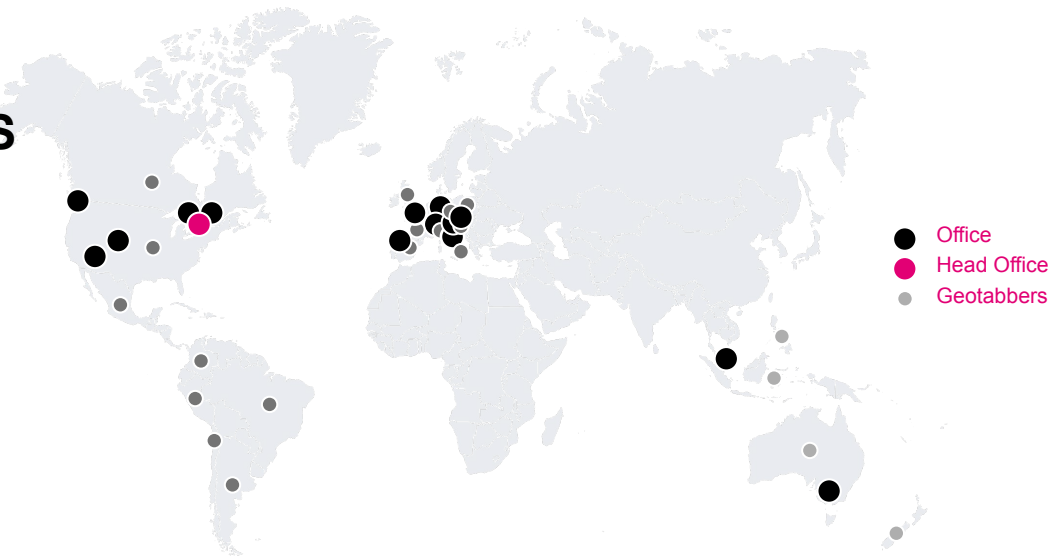
in 160 countries

**4+**  
**MILLION**

subscriptions

**>75B Data**  
**points**

processed daily



Deepest penetration in **Fortune 500**

# Built on a foundation of privacy, security and trust



FIPS 140-3 Validated  
Certificate #4875



We've made it our mission to adhere to the highest security and compliance standards.

And we've got the validation to prove it with pivotal certifications such as FIPS 140-3, FedRAMP, ISO 27001, and the rigorous security requirements of holding the General Services Administration (GSA) single-source contract.

You can control your data and who has access to it.

Your data is yours to use.

You determine the level of access your data has.

Any use of data by third parties requires your authorization.

Transparency is one of our core values.

The cyber threat landscape changes by the minute.

We proactively monitor and protect you from emerging threats through responsible and transparent vulnerability disclosure.

Advancing security and privacy is in our DNA.

We don't just stop at continuously reviewing, improving and validating our own security mechanisms.

We work with leading organizations to advance security across the industry.

The most security-conscious organizations trust us.

From Fortune 500 to federal governments, Geotab is trusted by organizations with the most rigorous privacy and security standards, or national security concerns.

## The leading student fleets rely on Geotab

North America





# K-12 Business Drivers

Who uses Telematics in K-12 and for what?

# What are Student Transportation professionals solving for?

Different users have different sets of needs within the Student Transportation operation:



## Garage

- Vehicle Maint/Safety
- DOT Compliance
- Multiple Fuels
- Mechanic Shortages
- The “Dying Diesel”



## Safety and Operations

- Student Safety
- Parent Communication
- Driver Shortages
- Route Optimization and compliance



## Administration

- Student Success
- Funding Compliance
- Public Relations
- Emergency Operations

# How does Geotab help?

Different users have different sets of needs within the Student Transportation operation:



## Garage

- Robust engine data and predictive maintenance
- Inspections
- Preventative Maintenance cycles
- EV compatibility
- OEM integrations



## Safety and Operations

- Driver behavior
- Accident reconstruction
- Routing integrations
- Student Ridership integrations
- Driver Navigation integrations
- Camera integrations



## Administration

- Driver behavior
- Accident reconstruction
- Routing integrations
- Student Ridership integrations
- Driver Navigation integrations
- Camera integrations

A photograph of three students standing next to a yellow school bus. On the left, a boy with curly hair, wearing a blue denim shirt and tan pants, holds a book. In the center, a student with long blonde hair, wearing a red and white plaid shirt, carries a blue folder. On the right, a girl with pigtails, wearing a blue and white plaid shirt and jeans, carries a yellow backpack and a pink folder. The bus is yellow with black trim, and its door is open. The background is a blurred outdoor setting.

# K-12 Student Transportation Capabilities

A Partner First Strategy

# Student Transportation Safety and Logistics

## Boost Productivity & Control Costs

- Live tracking of fleet vehicles (real-time location)
- Digitize Inspections
- Customized integrated mapping
- Consistent data and reporting across all makes and models

## Expandability

- IOX Technology (Lights/Doors)
- SDK & APIs
- Map and dispatch integration
- Asset Tracking
- Driver ID



## Geotab GO9 Telematics Device

- Fast GPS acquisition time
- Rich, second-by-second data
- Ultra-accurate engine diagnostics
- Self-calibrating accelerometer



## Cut Fuel Costs & Optimize Fleet

- Fuel consumption tracking
- Reduce speeding and unnecessary idling
- Reduce CO2 emissions

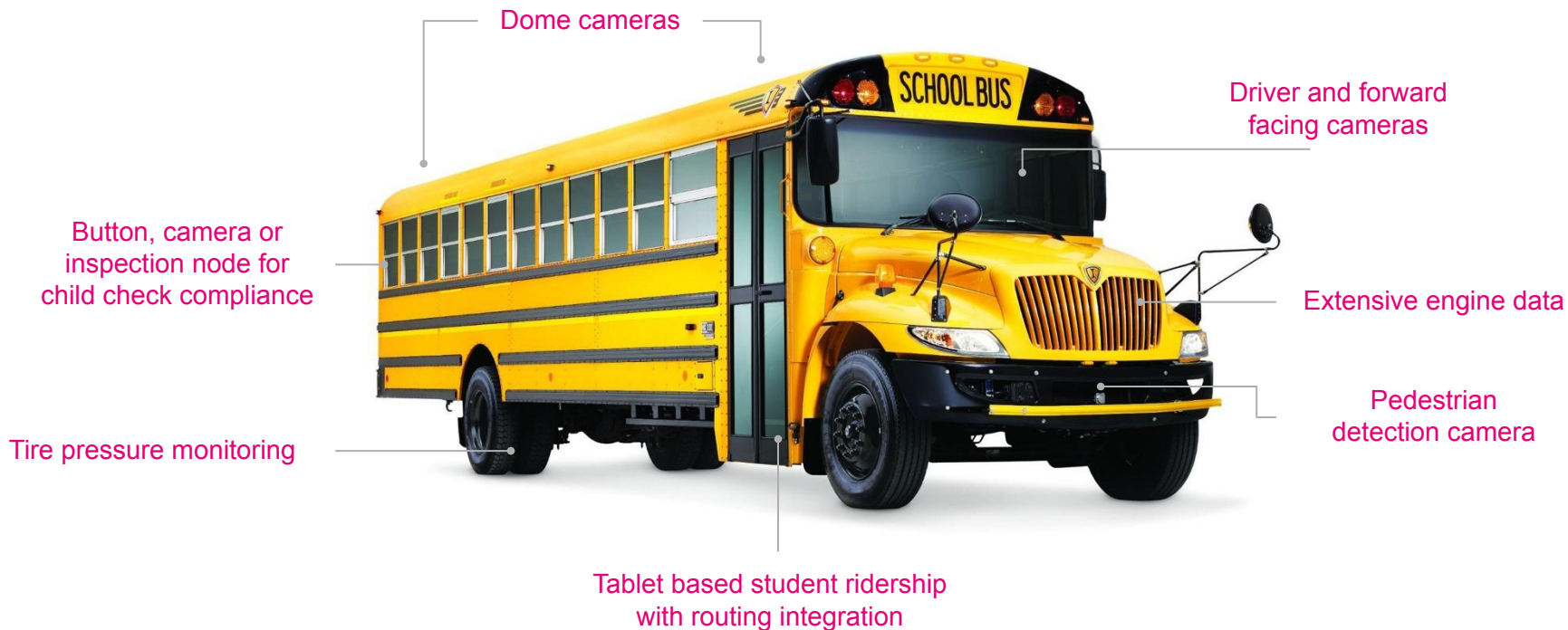
- Detect engine issues
- Minimize wear and tear on vehicles
- Predictive maintenance

## Improve Safety & Compliance

- Risk and safety reports
- Driver feedback
- Instant accident notifications

- Monitor seat belt use
- Set policy rules and alerts

# Geotab and Integrated Partner solutions



## Integrated Partners (examples)

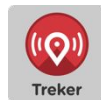
### Routing



### FMIS



### Tablet Based Student



### Dome/Driver Cameras



# T-Mobile and Geotab meet you where you are

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- First time stand alone telematics users
- Replace existing telematics and improve data quality
- Integrate with your existing routing and student ridership solutions
- Pathway to parent apps
- Start with fleet health, safety or operations goals and grow
- Flexible procurement options
- Futureproof with confidence in Geotab's commitment to the student transportation ecosystem



# Examples of T-Mobile Fleet Management from Geotab Capabilities

- Rich vehicle and driver behavior data that translates to real life solutions
- AI based Safety and Maintenance tools that provide context and are actionable
- Deep integrations with the applications you already use to send the right data to the right place
- Flexibility to change integrated solutions

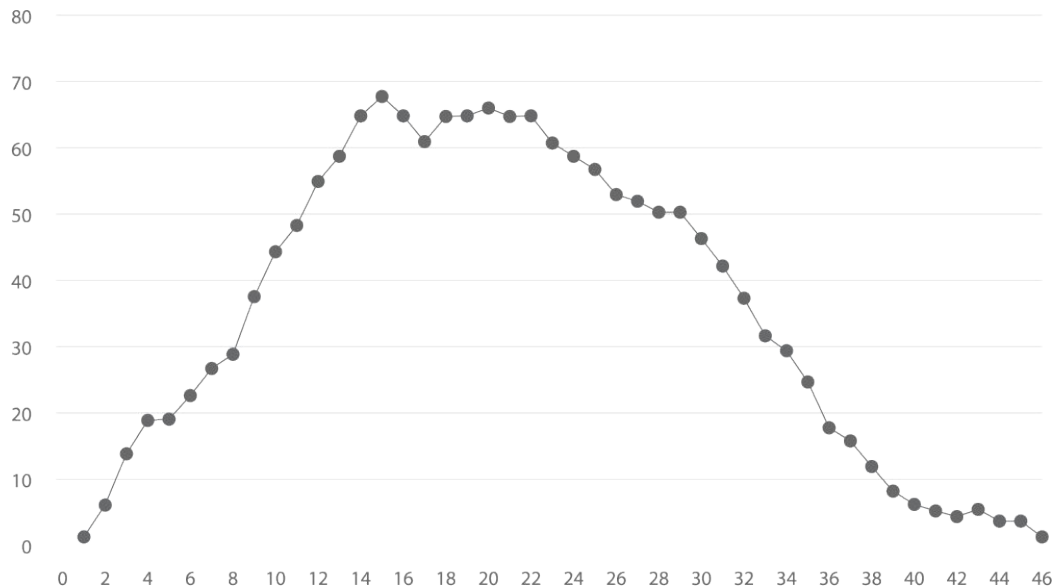


## Curve logging (USPTO 2016 / 0102982)

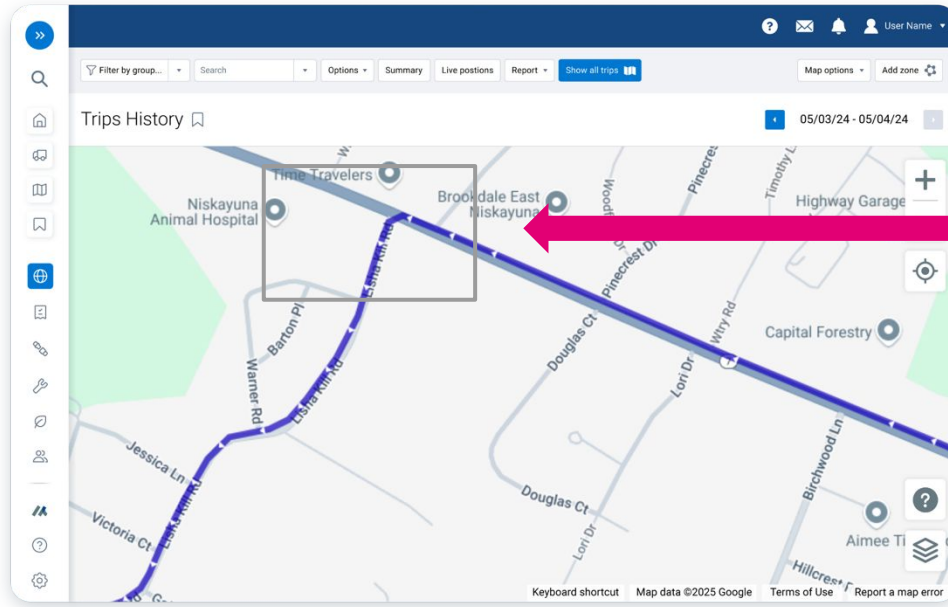
- Patented method of moving data efficiently from vehicle to server
- Key value-add: Data is analyzed on the server rather than algorithms in the device

More Info:

[How it Works \(article and video\)](#)



# Gather Better Data with Curve Logic



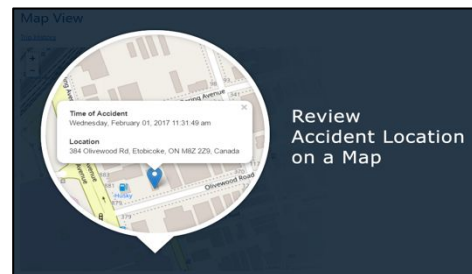
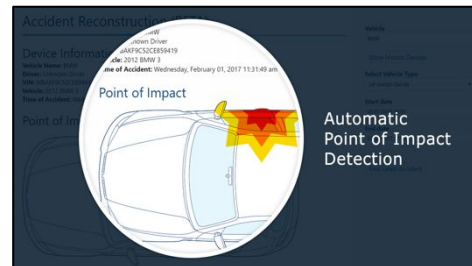
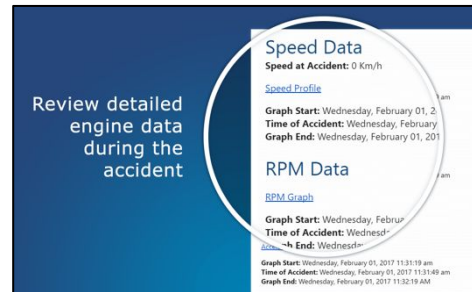
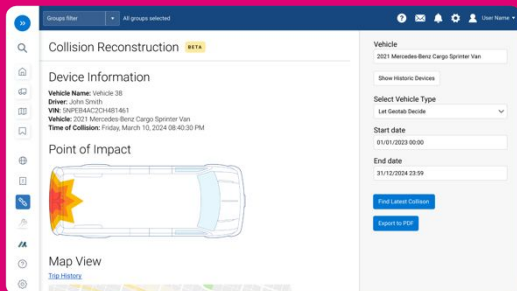
30 seconds

# Collision Reconstruction

Geotab's Collision Reconstruction Add-In allows you to view, analyze and interpret collision data from Geotab tracking devices.

It finds and analyzes known collisions for a given time period and displays all relevant information into a single, easy-to-read document.

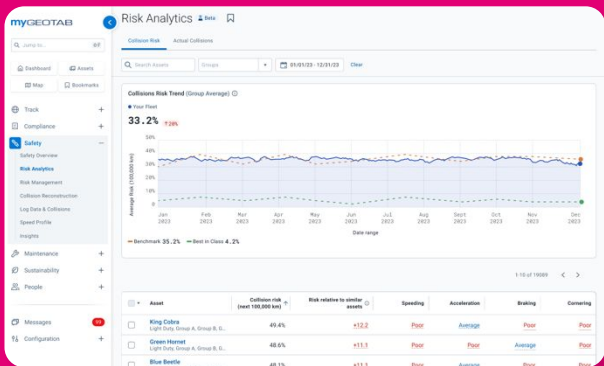
This tool helps fleet managers and administrators view the position and the point of impact of any collision in their fleet, and provides customized links to view the speed profile, RPM and accelerometer data during the collision.



\*Please note: UI subject to change

# Safety Center

Enhancing the way fleets analyze their safety programs with predictive analytics and benchmarking.



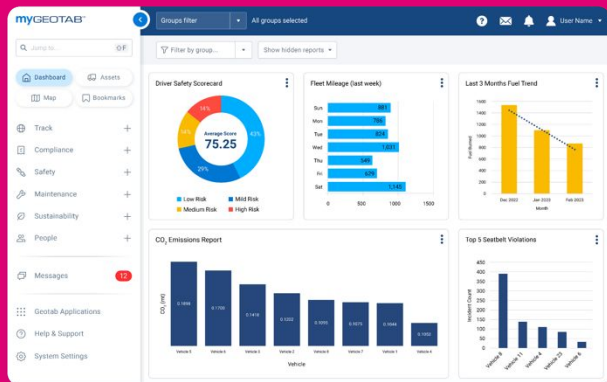
\*Please note: UI subject to change

# Risk Analytics

- One single place to see the overall and individual risk within your fleet
- Gain insights into the risk of collisions with predictive risk analytics and leverage collision detection beta models to improve collision accuracy.
- Discover how a vehicle's risk compares to the overall fleet and other vehicles within your fleet.
- Create data-driven coaching programs to save time and deliver impartial feedback.

# Safety Scorecard

The Driver Safety Scorecard is a powerful, customizable safety report available on the Geotab Marketplace. The Average Fleet Score, Total Scores and Scoring Classifications automatically update based on the new weight assignments. Each driver receives a score ranging from 0-100.



# Driver Insights

- **Identify hidden driving issues:**  
Discover areas for improvement in your drivers' habits that you might not be aware of.
- **Motivate drivers with gamification:**  
Use the report data to create friendly competitions and reward safe driving behaviors, encouraging drivers to improve.
- **Create a driver policy:**  
If you don't have a fleet driver policy, this report can be a valuable tool in developing one.

[Sample Fleet Policy](#)

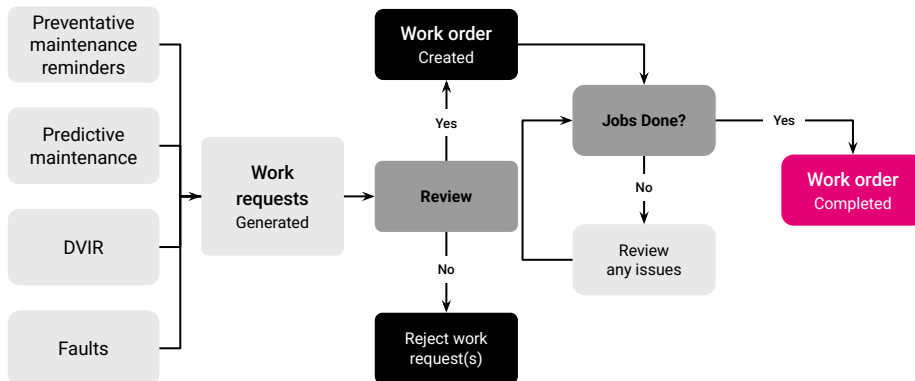
# Maintenance Operations

Geotab's Work Order management product for managing open maintenance work, costs, and measuring downtime.

The screenshot shows the 'Maintenance Operations' dashboard in myGeotab. It features a sidebar with navigation options like Dashboard, Assets, Map, Bookmarks, Track, Compliance, Safety, Maintenance, My Messages, Analytics, Operations, Faults, Measurements, Sustainability, People, Messages, Notifications, Reports, Groups & Rules, General Apps, Help & Support, and System. The main content area displays a table of work orders with columns for ID, Asset, Source, Type, Severity, and Action. The table lists 10 work orders for various assets like 'Van 001 - Metro Express' and 'Van 010 - Express Transit'.

| ID | Asset                                                    | Source                | Type                          | Severity   | Action   |
|----|----------------------------------------------------------|-----------------------|-------------------------------|------------|----------|
| 01 | Van 001 - Metro Express - Light Duty Group A, Group...   | Geotab Insight        | Electrical System Rating      | Low        | See More |
| 02 | Van 001 - Metro Express - Light Duty Group A, Group...   | Scheduled Maintenance | Tire Rotation                 | Critical   | See More |
| 03 | Van 008 - Inter City Lin... Heavy Duty Group 2           | Fault                 | Coolant Level Critical        | Critical   | See More |
| 04 | Van 001 - Metro Express - Light Duty Group A, Group...   | Scheduled Maintenance | Oil Change                    | Medium     | See More |
| 05 | Van 014 - Inter City Lin... Heavy Duty Group A, Group... | Scheduled Maintenance | Tire Rotation                 | Medium     | See More |
| 06 | Van 017 - Secure Packa... Light Duty Group A, Group...   | Geotab Insight        | Lights Issue                  | Medium     | See More |
| 07 | Van 015 - Bulk Order Tr... Light Duty Group A, Group...  | Fault                 | Check Engine Light On         | Low        | See More |
| 08 | Van 017 - Secure Packa... Light Duty Group A, Group...   | Geotab Insight        | Engine Oil Life Remaining Low | Low        | See More |
| 09 | Van 019 - Express Transi... Light Duty Group A, Group... | DVIR Reported         | Cracked Window                | Low        | See More |
| 10 | Van 020 - Suburban Del... Light Duty Group A, Group...   | Scheduled Maintenance | 10K Service                   | Unassigned | See More |

\*Please note: UI subject to change

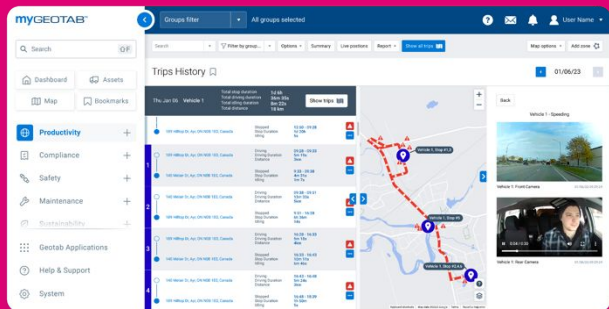


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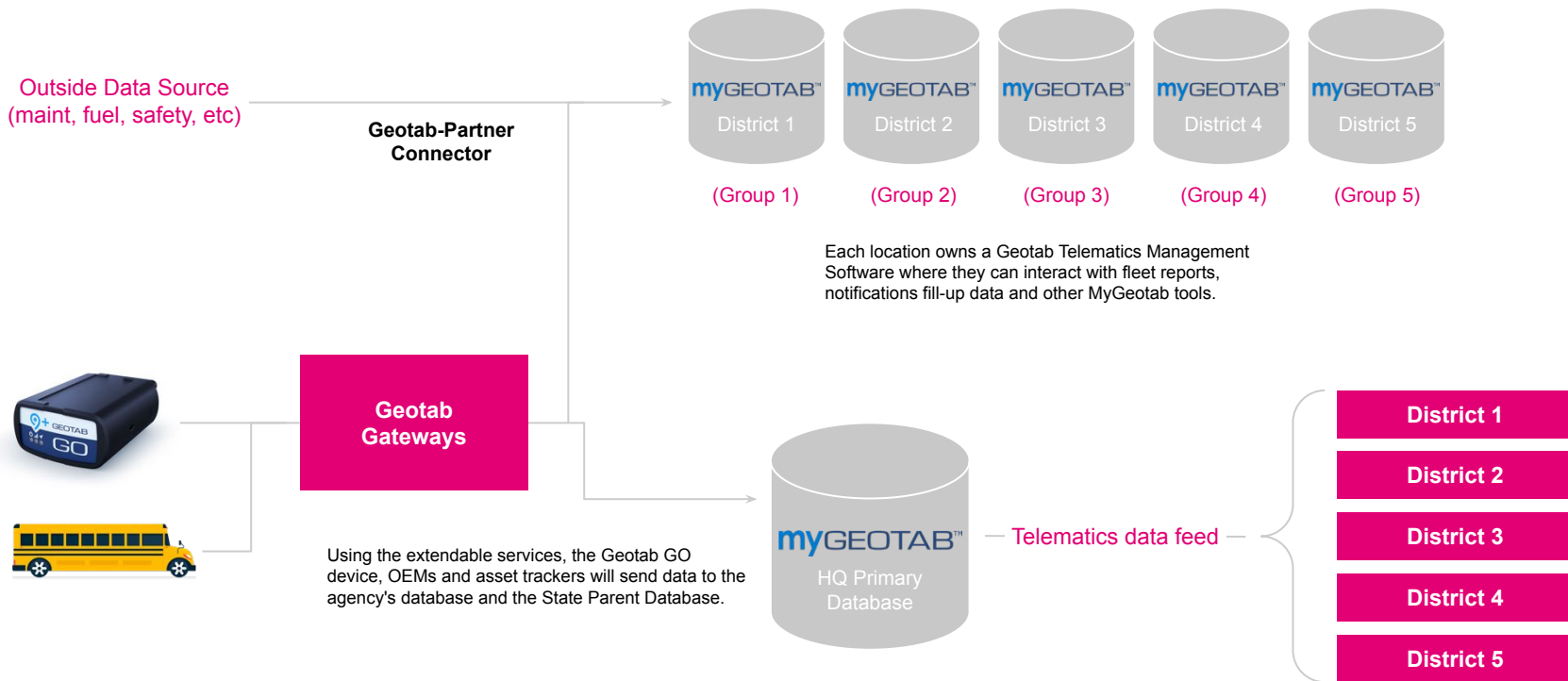
# Driver Insights

- Use integrated video to reconstruct collisions, implement ADAS functionalities, monitor driver distractions and fatigue, and profile driver behavior overall.
- These cameras can also be used to manage standard safety procedures for use of bucket trucks and other specialized vehicles.



\*Please note: UI subject to change

# Data Sharing for Contractors



# Reporting methodology

- Easily customize reports and dashboards in Excel
- Drag and drop formatted report back into MyGeotab
- “Centers” for safety, maintenance, sustainability etc.
- User level customization
- Send data to the tools you use today
- Generative AI powered insights
- Deep grouping structure
- Data Sharing

myGEOTAB™

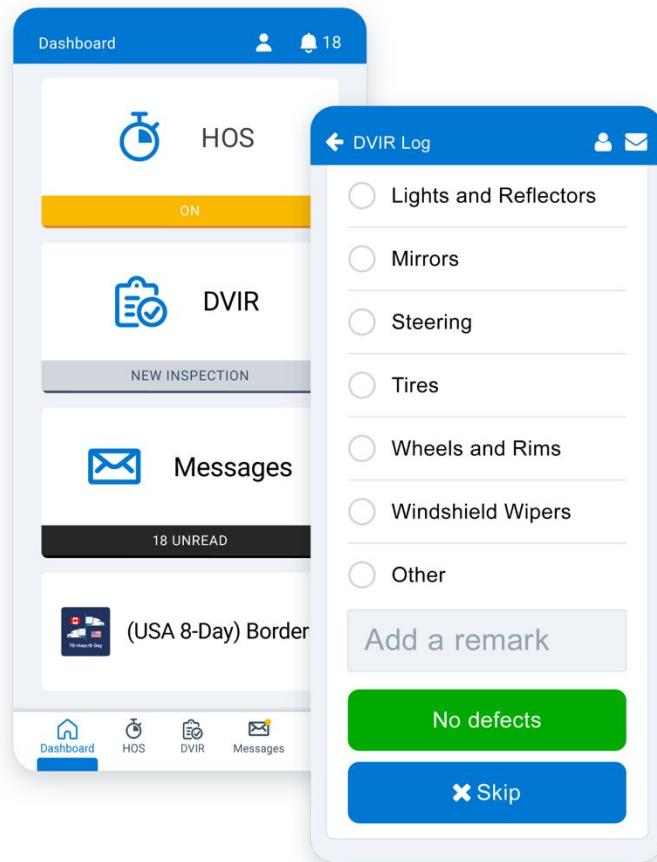


**Power BI**



# DVIR and messaging in Geotab Drive

- Included App-use any Android/Apple
- Fully customizable
- Trigger alerts for integrations
- Combine with zones and other factors for custom rules
- Add on Origo Inspect for step counting and GPS tracking of inspection pathway



VEHICLE  
K12 SCHOOL BUS 08

BATTERY 87%  
TIME 15:34

# Future Vision of K-12 Student Transportation

Partner First, End to End Solutions with Geotab



# Generative AI to unleash your fleet's data

- Analyze fleet data as simply as posing a question
- Easily view key statistics, outliers and important trends through natural language
- Redefine how you interact with your fleet's data for deeper insights into your fleet operations

Richard H. 2:23 PM 

What is my 2022 L/100km vs 2023 L/100km for the entire fleet?

 Geotab Ace 2:23PM

| Fuel Economy Lp100 K M | Year |
|------------------------|------|
| 33.93                  | 2022 |
| 32.31                  | 2023 |

To answer your question about the fuel efficiency of your entire fleet for the years 2022 and 2023, I looked at a table that summarized monthly vehicle performance data. This table included information such as the start date of each month, the total amount of fuel used by each vehicle for that month, and the total distance driven by each vehicle for that month.

I assumed that you wanted to compare the average fuel consumption for the entire fleet across the two different years. To do this, I calculated the fuel efficiency by dividing the total fuel used by the total distance driven, and then standardizing this figure to represent liters per 100 kilometers (L/100km), which is a common measure of fuel efficiency.

I grouped the data by year to separate the values for 2022 and 2023, and I ordered the results chronologically. This gave you a clear comparison of the fleet's fuel efficiency for each year.

\*Please note: UI subject to change

A yellow school bus is stopped on a street. A red octagonal stop sign with the word "STOP" in white is mounted on the side of the bus. Several students are walking past the bus. One student in the foreground is wearing a grey jacket and white leggings. Another student is wearing a blue plaid shirt and brown pants. The background shows a residential street with a red car and a utility pole.

## Case Studies / References

## Case Study

# All County Bus: Managing risk and improving operational efficiency

**Industry:**  
Student  
Transportation

**Types of vehicles:**  
Type A buses

**Fleet size:**  
212

**Fleet focus:**  
Safety

### Challenge:

- Needed a solution that could provide real-time insights and proactive safety measures.
- Wanted to prevent pedestrian collisions.

### Solution:

- All County Bus integrated Roscoe Vision and Mobileye into the Geotab platform
- By harnessing the power of AI technology, All County Bus can now detect and prevent potential accidents with forward collision alerts, pedestrian detection, and insights into driver behavior.

### Results:

- Zero pedestrian collisions since solution deployed.
- One source of truth: Geotab pulling data together from integrated solutions.

"Pretty much every solution we've looked at has been able to run through the Geotab platform, so that is critical to us to have their dashboard pulling all the other parts together." - Donald Gregory, Owner, All County Bus

[View full case study](#)



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