

End-to-end connectivity for construction

On highway, off highway – one solution.



The problem with construction fleet data

Most construction fleets run on fragmented visibility. On-road vehicles tracked in one system, off-road assets in another – or not at all. The result is predictable: underutilized machines, contract overruns no one catches, and decisions made on incomplete information.

Geotab Build is the end-to-end solution purpose-built to close that gap.

What we bring to construction

A world-class software platform, extended for the jobsite

The construction interface within MyGeotab is built on a foundation that took 25 years and 2,400+ engineers to build. It powers fleet management for 55,000+ customers across 150 countries, processes 80 billion data points daily, and connects to 700+ third-party systems through an open API architecture.

We didn't start from scratch with software – we started from the top. That enterprise-grade platform is now the springboard for Geotab Build's construction-specific interface: a single pane of glass delivering unified visibility across on-road vehicles and off-road assets, without switching systems.

Hardware built for the jobsite from the ground up

GO IRON is not automotive telematics adapted for off-highway conditions. It is purpose-built construction hardware – designed for the reality of active jobsites.

Rated IP67 & IP69K and shock-resistant, GO IRON supports dual CAN bus protocols (J1939 + CANopen) alongside Modbus for specialty equipment, with a 10-day backup battery and 48V native compatibility. Where off-highway machines have historically forced compromises – connectivity gaps, incompatible protocols, hardware that wasn't built for the abuse – GO IRON eliminates them.

**Built for impact. Engineered on 25+ years
of proven telematics infrastructure.**

Decision-grade insights out of the box

Raw telemetry is not intelligence. Geotab Build's Advanced Insights normalizes machine data across 100+ equipment types, turning run hours, load cycles, and powertrain signals into standardized productivity metrics. For the first time, a rental company can compare telehandler utilization against boom lift productivity on a single scorecard – and make decisions they can stand behind.

This is the only telematics solution that delivers true productivity metrics as a standard out-of-the-box offering.

Why Geotab Build

25+ years of telematics engineering

On-road vehicles and off-road assets, unified in one platform. No secondary system. No data silos.

Decision-grade insights, standard

Normalized data across machine types — not a premium add-on. Built into the platform.

Purpose-built hardware

GO IRON was designed for the jobsite, not adapted from passenger vehicle telematics. IP67 & IP69K. Shock-rated. Dual-CAN protocol. Modbus.

Open and extensible

700+ integrations. Open API. Connects to the tools construction operators already rely on.

Single pane of glass

On-road vehicles and off-road assets, unified in one platform. No secondary system. No data silos.

Proven with enterprise customers

Trusted by Tier 1 OEMs, and some of the top 10 rental and construction companies in North America.

Why GO IRON

Primary Focus	Off-Highway Vehicles (OHV), targeting high-volume, specialty, and compact machinery
Power Source	Wired (+10-day backup battery)
Voltage Range	12V-48V (Max 6V - 58V) (90V with heavy electric harness)
Interfaces	Harness detect, IGN, Dual CAN, BLE 5.4, MODbus, IOX expansion
Radio	LTE Cat-1BIS, BLE 5.4, WiFi
Collision Data	Impact and accident reconstruction
Insights	Productivity: Normalizes machine-specific telemetry (load, elevation) into standardized productivity metrics Safety: Detects hazards including elevated tilt and platform overload. • Service: Monitors engine health, Cold Idle risks, and battery charging cycles

Who it's for

Rental companies

Eliminate revenue leakage from unauthorized usage, get true utilization metrics across your entire mixed fleet, and extend equipment lifecycle with decision-grade maintenance insights.

OEMs

Shift from reactive to proactive aftermarket sales. Factory-fit GO IRON to deliver customers a telematics-ready machine backed by enterprise infrastructure, without the engineering overhead.

Contractors

Real-time visibility across jobsites and machine types. Accurate job costing, reduced downtime, and unified reporting across every asset on the project.

geotab.com/geotab-build

