

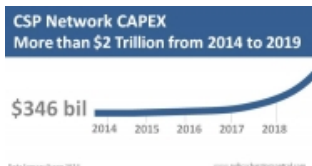


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# 4G To Boost Telematics Market, Closer Collaboration with Operators Expected in 2015 - Geotab

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By Neil Cawse, CEO, Geotab

In 2014, telematics solutions brought a new wave of innovative M2M technology to top enterprise fleet managers across the world. These solutions helped enterprises reduce fleet management costs by bringing vital real-time safety, productivity and fuel management data directly to fleet managers, allowing enterprises to make informed business decisions to benefit their enterprise. We see aftermarket telematics solutions leading the industry to new heights in the year to come. 2015 will bring new challenges and opportunities to telematics solutions providers that we must all combat and capitalize on.

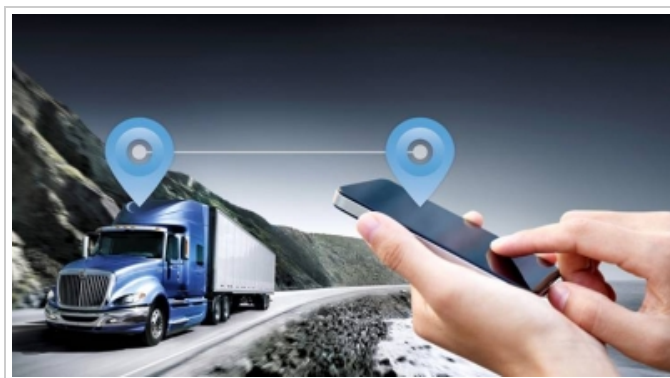


Image Credit: Geotab

### #1: STANDARDS WILL BE KEY FOR INTEGRATION OF TELEMATICS TO THE BUSINESS'S INTERNAL SYSTEM

The M2M space as a whole does not operate in unison, with multiple alliances and consortiums pulling standards in different directions, there is no telling what technology will become the be-all and end-all answer. The telematics space is no



different. An open ecosystem and simplicity will become as important as ever in 2015. The growth of SDK interoperability amongst solution providers will be key to allow users to integrate fleet management data with other solutions and within a company's internal system. Industry leaders will need to unite to provide standards for the benefit of their customers and partners.



## #2: MORE CARS, MORE PROBLEMS

Everyone loves the new car smell, but new vehicles mean more data for telematics solutions providers. Every year auto manufacturers release new models with changed/new engine codes that communicate vehicle data. This vehicle data, or CAN-BUS data, allows microcontrollers and devices to communicate with each other. Telematics solution providers will need to normalize the CAN-BUS data in order to communicate effectively with the growing number of potential

vehicles in a fleet.

## #3: 2G TO 4G WIRELESS NETWORKS

Mobile network operators are constantly striving to improve their network's reach, reliability and speed. But with each network improvement, there comes a price – less room for older features, networks and operational costs. As GSM 2G wireless networks face extinction and 4G becomes the network of choice for wireless operations, how do telematics solutions make the switch seamlessly? Telematics solution providers will need to work closely with operators to ensure their solutions make the switch smoothly. A transition to stronger, faster wireless 4G networks means fleet managers will receive their data in more areas, have a future-proof solution and ultimately lower their costs.

## #4: AFTERMARKET SOLUTIONS BECOME THE MORE AFFORDABLE AND SCALABLE SOLUTION

Aftermarket plug-and-play telematics devices provide flexibility for fleet managers by reducing installation costs and out-of-service vehicle time while immediately improving fleets' productivity. Aftermarket devices normalize all data even though every manufacturer presents their proprietary data differently. Manufacturers don't support other competitor's vehicles and therefore aftermarket devices are needed for mixed fleets. The bottom line: aftermarket devices are more cost-effective for fleets of all sizes.

## #5: INTEGRATION BETWEEN BACK OFFICE APPLICATIONS

Customers are demanding more than just a telematics solution. Customers need their

fleet management data to integrate with their enterprise's back office systems. Telematics solutions should have a flexible and scalable platform to integrate with these back office applications, incorporating data from as many external systems into one interface as much as possible. Aftermarket solutions providing a platform to enable customers and partners to "add in" applications to their interface will be ahead of the game in 2015.

#### **#6: GROWTH IN DRIVER APPLICATIONS**

As smartphone and tablet adoption grows amongst fleet drivers, companies are providing their drivers more choice in business applications. We see the increasing demand for a flexible driver platform that incorporates different applications depending on fleet needs. While we don't see BYOD as becoming widespread in 2015, company and driver acceptance of Android and iOS based devices is setting the stage for widespread implementation of driver applications beyond. We see driver applications including Hours of Service, Vehicle Inspection Reporting, and Job Management in the near future.

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#### **About The Author:**

**Neil Cawse is chief executive officer of Geotab Inc. He is an electrical engineering graduate who has been starting and running his own businesses since 1992. These companies include Vircom – a software development company sold to Datatec in 1998 which had over 100 software engineers when sold. He started Geotab Inc. when moving to Canada in 2000 and built the company from nothing to now being in the top 50 fastest growing tech companies in Canada and top 200 in North America. Geotab Inc. is a family business. Neil at his heart is an engineer and is involved day to day in the engineering decisions and work. Neil prides himself on the company's integrity and its forward thinking ideals – including making sure the customer gets the right solution ahead of the company's profits.**

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