GEOTAB®

Corporate Profile

2020

GEOTAB

Company

Products and Solutions

Culture

Resources

Company

"

We are committed to advancing technology, empowering businesses and making the roads safer for everyone.

– Neil Cawse

"

Letter from the CEO

Revolutionizing fleet management

Increasing connectivity is transforming the way we live and the way we do business. With telematics, it is now possible to process huge amounts of valuable data. How can we help customers get the most out of it?

Connecting IoT devices in your vehicle for barcode scanning or temperature tracking, and integrating it with your telematic system is one way. Automating business processes, taking the cost out of doing business, and increasing customer service – that's the power of IoT combined with telematics for business.

The Geotab open platform for fleet management offers unlimited possibilities with our Software Development Kit, APIs and IOX expandability. Businesses can unlock more value from their solution with our growing ecosystem of partner solutions.

Big data offers new opportunities such as live traffic prediction, benchmarking, identifying dangerous intersections, insurance discounts and machine learning.

One of our core values at Geotab is to innovate and continuously seek ways to improve. We are committed to advancing technology, empowering businesses and making the roads safer for everyone.

Neil Cawse
CEO
Geotab Inc.

About Geotab

Geotab is advancing security, connecting commercial vehicles to the internet and providing web-based analytics to help customers better manage their fleets.

Geotab's open platform and Marketplace (marketplace.geotab.com), offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data assets.

As an IoT hub, the in-vehicle device provides additional functionality through IOX Add-Ons. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, optimize fleets through the reduction of fuel consumption, enhance driver safety, and achieve strong compliance to regulatory changes.

Geotab's products are represented and sold worldwide through Authorized Geotab Resellers.

Learn more: Geotab.com | Geotab.com/Blog

Connect with us

Stay up-to-date by following @Geotab on social media and visiting. Listen and subscribe to the Connected with Geotab podcast and join the Geotab Community.

Awards and recognition

Geotab has been ranked the #1 Commercial Telematics provider in the world by ABI Research and consistently ranks among the top leaders in technology innovation.

Locations

Head Office

Geotab Inc.
2440 Winston Park Drive
Oakville, Ontario
L6H 7V2, Canada

Canada

Geotab Inc.
137 Glasgow Street,
Unit 340
Kitchener, Ontario
N2G 4X8, Canada

United States

Geotab USA, Inc.
770 E. Pilot Rd, Suite A
Las Vegas, Nevada
89119, USA

Mexico

Av. Paseo de la
Reforma 296
Juárez, 06600, CDMX,
Mexico

United Kingdom

Geotab GmbH
3 Waterhouse Square
138 - 142 Holborn
London, EC1N 2SW
United Kingdom

Spain

Geotab GmbH
Calle de la Princesa,
42 2ºD 28008 Madrid,
Spain

France

Geotab GmbH
67 Avenue de Wagram
Paris, 75017, France

Germany

Geotab GmbH
Kaiserstr. 100
52314 Herzogenrath,
Germany

Italy

Geotab GmbH
Viale Citta d'Europa 39
00144, Rome, Italy

Australia

Geotab Australia Pty Ltd
Level 24 Westpac House,
91 King William Street,
Adelaide SA 5000,
Australia

China

Room 707, Mai Ke Long Building,
Science and Technology Park,
Nanshan District, Shenzhen,
Guangdong, China 518057

Geotab by the Numbers

2+ million   Subscriptions

40 billion   Data points processed daily

140 million   Miles driven daily by
Geotab-connected vehicles

1100+   Employees worldwide

10+   Office locations around the world

40+   Patents

600   Authorized Geotab Resellers

200+   Solutions on the Geotab Marketplace

Our Story

Geotab: From grassroots to global leader

In the late 1990s, a significant milestone occurred in GPS technology that would change the way business was done and set the stage for Geotab. The range of accuracy for a GPS location went from 100m to 10m. This leap in technology and precision meant that GPS suddenly became a viable source of data for businesses. In 2000, Geotab was officially founded in Oakville, Ontario, Canada. The company name signifies the blending together of the concepts of geospatial (Geo) and tabulation (tab).

Technology breakthrough paves the way for success

It wasn't until GPS technology was made freely available in the 1990s that the vision for Geotab could become a reality. Telematics started out as a niche market, mainly because it used expensive satellite communications to relay data. Back then, customers were hindered by the high cost of data, obtaining only a limited amount of information.

Geotab solved that problem through design. Rather than using satellites to relay information, the initial Geotab GO module stored vehicle data in its memory, which could be transferred to a computer via a memory key. This architecture eliminated the cost penalty associated with fleet tracking. With access to affordable, accurate information, customers could gather much greater insight on their fleet.

In the beginning, very few people in the market knew about telematics or GPS technology. Eventually, the clear competitive and operational benefits of telematics persuaded the market and sparked widespread enterprise adoption.
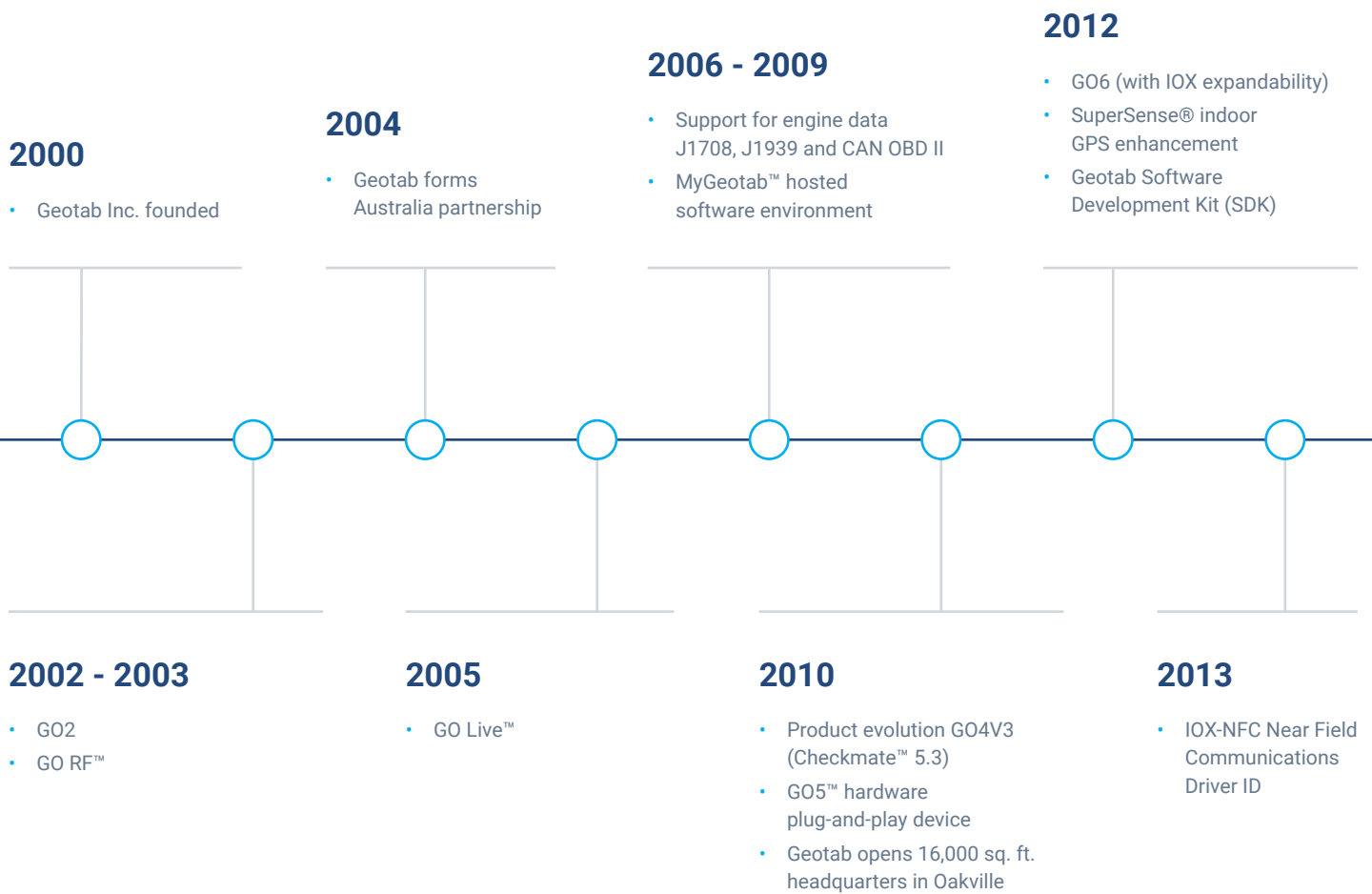
Worldwide growth and expansion

Global demand for telematics is increasing and Geotab is rising to the challenge. Geotab is expanding its reach by developing relationships with professional services partners, wireless carriers, and value-added resellers across Europe, Australia, Africa and Japan. We continue to grow the ecosystem of business apps and solutions and are focused on becoming the industry's standard platform for smart, flexible and secured fleet management.

Company History

Explore the evolution of Geotab from one device to a diverse partner ecosystem for fleet management.

2012

- GO6 (with IOX expandability)
- SuperSense® indoor GPS enhancement
- Geotab Software Development Kit (SDK)

2006 - 2009

- Support for engine data J1708, J1939 and CAN OBD II
- MyGeotab™ hosted software environment

2004

- Geotab forms Australia partnership

2000

- Geotab Inc. founded

2002 - 2003

- GO2
- GO RF™

2005

- GO Live™

2010

- Product evolution GO4V3 (Checkmate™ 5.3)
- GO5™ hardware plug-and-play device
- Geotab opens 16,000 sq. ft. headquarters in Oakville

2013

- IOX-NFC Near Field Communications Driver ID

2014

- GO7 (increased automotive protocol expansion)
- Geotab sponsors OpenStreetMap project
- Geotab partners with Telefónica

2015

- Geotab Marketplace launched
- Geotab acquires Strategic Telecom Solutions
- Launches: GO TALK, Active Tracking
- Geotab moves HQ to 30,000 sq. ft. production and R&D facility
- Geotab expands partnership with Telefónica Germany
- DEV Channel goes live
- Geotab expands data visualization with MapsBI

2016

- Update to Geotab Marketplace unveiled
- Launches: GO RUGGED, IOX Bluetooth
- New Las Vegas office building opened

2017

- Geotab registers FMCSA-compliant ELD solution
- Platform opened to third-party device integration
- MyGeotab app available on Apple App Store and Google Play Store
- Geotab GO8 launched
- U.S. Dept. of Homeland Security awards Geotab a five-year blanket purchase agreement for telematics

2018

- 1 million subscribers
- Geotab acquires FleetCarma
- Geotab awarded NJPA contract
- Launches: Personal Mode, Geotab Garmin ELD Bundle, Buy Now for Geotab Marketplace, Support Services
- Data.geotab.com goes live
- Geotab telematics technology reaches 7 continents
- Frost & Sullivan names Geotab 2018 North American Commercial Fleet Telematics Company of the Year

2019

- Launches: GO9®, GO 8 RUGGED, Data Science Package, Flex solar-powered asset tracker, Support Services, Data Innovation Services and Torque Labs accelerator program
- Geotab acquires BSM Technologies and Intendia
- Geotab named #1 telematics vendor worldwide by ABI Research
- Geotab achieves FedRAMP Ready status and FIPS 140-2 validation for the GO device
- Grand opening of new 87,000 sq. ft. HQ building in Oakville
- New offices open in Paris, Rome and Adelaide, Australia
- New offices open in Paris, Rome and Adelaide, Australia
- Geotab selected as sole telematics provider by the State of California
- Geotab awarded world's largest telematics contract by GSA
- Geotab Integrated Solution for Ford Vehicles launched
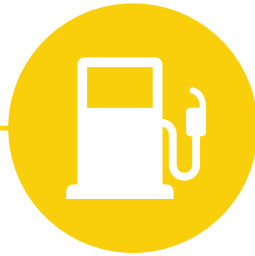- Geotab Drive for Volvo and Mack Trucks launched

2020

- 2 million subscriptions milestone
- Launches: EVSA, EV Battery Degradation Tool, Ignition
- New integrations: General Motors (GM), Eleos (UNIFY), Lytx, John Deere
- Geotab Community launched
- Geotab enters off-road market
- Geotab celebrates 20-year anniversary

20 YEARS
DRIVING INNOVATION
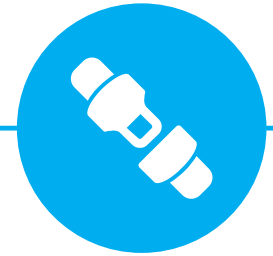
Products & Solutions

Our Pillars of Innovation

Productivity

+ Customer service times
+ Identify unexpected stops
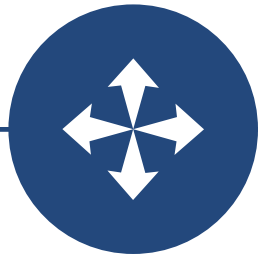+ Accurate arrival and departure times
+ True trip miles

Optimization

+ Increase fuel efficiency
+ Decrease idle time
+ Track speeding
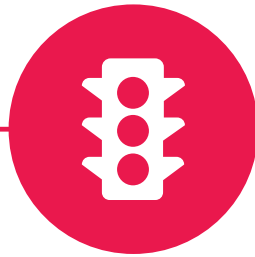+ Record engine diagnostics
+ Vehicle maintenance

Safety

+ Collision notifications
+ Risk management reports
+ In-vehicle coaching
+ Seat belt use
+ Driving in reverse

Expandability

+ Flexible technology
+ System integration (Software Development Kit)
+ Hardware Add-Ons & Software Add-Ins

Compliance

+ Electronic driver logs
+ Tax reporting
+ Vehicle inspection reports

Sustainability

+ Reduce fuel consumption
+ Track CO_2 emissions
+ Fleet electrification
+ EV performance monitoring and reporting
+ GO Recycling Program

Measure your environmental impact and take data-driven steps to reduce it. Read about sustainability at Geotab at geotab.com/fleet-management-solutions/sustainability/.

Powering Connected Vehicles

Geotab is committed to providing fleets with the most advanced connected technologies – including for electric vehicles – and contributing to the transformation of the logistics industry.

Intelligent design and continuous innovation

Recognizing the critical need of fleets to manage costs, long ago Geotab began developing smart, patented algorithms and other techniques that determine the most important data points for each customer's business objectives. That architecture minimizes the amount and expense of cellular traffic uploaded by each Geotab GO device, without diminishing the quality of information.

Geotab owns all IP for the device hardware and firmware, and for the software that powers the server and customer-facing tools. This means Geotab can quickly add features to meet emerging customer needs and market opportunities, unlike firms that outsource IP and development.

"We put superior engineering at the forefront of everything we do. We make our own devices, build our own software and manage our own firmware."
– Neil Cawse

Security first

Geotab takes a rigorous approach to data security following the principle of continuous improvement. To protect our customers and partners, Geotab is constantly reviewing, improving and validating our security mechanisms and processes so our systems remain resilient to intrusion and disaster. Geotab collaborates with leading stakeholders to advance security across the industry. As we grow, more industries, fleets and customers will benefit from Geotab's uncompromising stance on data security. Geotab is also the first telematics company to achieve FIPS 140-2 validation for its telematics device.

Learn more: www.geotab.com/security

Geotab GO9 GPS vehicle tracking device

The next generation of vehicle tracking, built to support your fleet now and into the future.

MyGeotab fleet management software & MyGeotab App

Get real-time insights on fleet activities and trends at work or on your smartphone or tablet.

GO RUGGED ruggedized telematics device

Designed to IP67 standard for harsh conditions or external installation.

GO TALK in-vehicle verbal coaching solution

Delivers instant, spoken alerts to drivers for events to help fleets increase safety, productivity, and control costs.

Input-Output Expansion Technology

Connect to Driver ID, Bluetooth® asset tracking, Garmin HOS and messaging, iridium satellite and other options.

ACTIVE Tracking

See fluid vehicle movements on a live animated map, ideal for first responders or any fleets requiring close monitoring.

PERSONAL Mode

MyGeotab/Geotab Drive Add-In to hide vehicle location information.

Do More With Your Data

The Geotab Marketplace is your go-to source for all your fleet management needs. Our extensive ecosystem of valuable, business-focused applications are all fully integrated with the Geotab telematics platform. Customize your platform with third-party mobile apps, software Add-Ins, hardware Add-Ons, integrated software solutions and custom reports. Online purchasing is available through Buy Now.

Popular solutions include:

+ Driver Safety Scorecard
+ Mobile Video Camera
+ Remote Diagnostics

+ Vehicle Panic Alarm
+ Advanced Collision Prevention
+ Route Optimization

GEOTAB. | Marketplace

GEOTAB. | Ignition

Leverage public intelligence insights with fully anonymized Geotab Ignition. The datasets available can be leveraged to help improve city-wide efficiency, discover key infrastructure challenges and guide deployment of automated solutions for issues such as congestion, parking and poor road conditions.

Electric Vehicle Fleet Management

As you electrify your fleet, Geotab is there to support you.

Go Electric

EV Suitability Assessment
Thinking about replacing fuel cars with EVs in your fleet? Find out which EVs are best suited to your fleet needs with our EV Suitability Assessment.

Operate Electric

MyGeotab EV support
Monitor the performance of your Electric Vehicles (EVs) and Plug-in Hybrid Electric Vehicles (PHEVs) through MyGeotab.

Trust Geotab for Your Government Fleet Management Needs

Geotab is the preferred fleet management solution for federal, state, provincial and local government agencies. As the first SaaS telematics platform to achieve a FedRAMP certification, Geotab provides a secured solution you can trust. With real-time fleet insights, you can work towards meeting road safety initiatives while accomplishing sustainability goals and reducing your operating costs.

Geotab provides government agencies with key advantages, including:

+ Automated reporting and billing for regulatory compliance
+ Active tracking for first responders
+ Collision detection with real-time notifications
+ Compatibility for hybrid and electric vehicles (EV)
+ CO2 emission calculations and reporting, plus EV suitability and ROI analysis
+ Route optimization for reduced mileage
+ Idling and fuel consumption trend reports
+ Preventative maintenance
+ Robust public works solution

Telematics provider for all levels of government

Geotab was recently awarded the world's largest telematics contract by the General Services Administration. The GSA fleet will equip its 217,000 vehicles with Geotab's trusted fleet management technology. Geotab's award-winning technology will also be available to all California state, municipal and county fleets as part of its selection as the sole telematics provider by the State of California. And, at the local level, the NYC Department of Citywide Administrative Services (DCAS) is using Geotab's technology and telematics platform to help the city meet its Vision Zero initiatives.

Learn more at Geotab.com/government.

Smart city insights: Urban analytics for intelligent cities

With the advancements of next-gen wireless communications, cities can now realize the full benefits of IoT technologies. Improve city-wide safety and efficiency with dynamic insights and urban analytics from one of the world's largest telematics-based data sets. Discover key infrastructure challenges and deploy automated solutions or issues such as congestion, parking and poor road conditions.
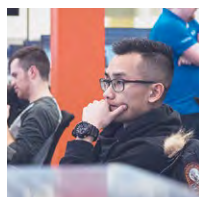
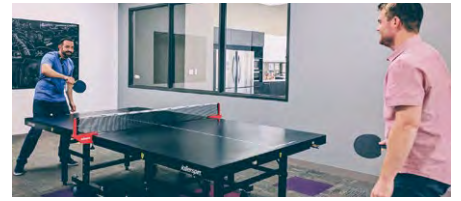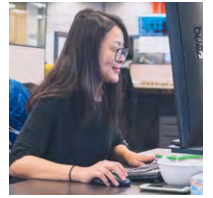Visit data.geotab.com to explore the possibilities.

Smart city datasets:

+ Hazardous Driving Areas
+ Searching for Parking
+ Areas of Idling
+ Cell Coverage Dark Spot
+ Intersection Metrics
+ Road Impediments
+ Hyper-local Temperature
+ Hyper-local Barometric Pressure
+ Hyper-local Precipitation

People

Our Values:

Innovate.

Go above and beyond.

Embrace change.

Develop for the future.

Collaborate and strive for transparency.

Do the right thing.

Work hard. Play hard.

Keep it simple.

Geotab Life

Geotabbers innovate and seek creative ways to continuously improve. Using leading technology, we are advancing the world of telematics. We love being ahead of the curve!

We put our Geotabbers first. Continuous learning is fundamental to Geotab's success. Challenging the status quo and continually seeking creative and effective ideas is what we do best.

Focus on employee well-being

To support employee satisfaction and health, Geotab has implemented many progressive initiatives, including an inventor reward program, customer experience and support incentive program, social events, theme days and team building activities. Geotab provides employees with ergonomic workstations, breakfast, Friday lunch and snacks, a games room, nap pod, and subsidized fitness membership.

Employee training and development

Each Geotab employee has a set of Key Performance Areas (KPAs) aligning with Geotab's goals, which develop individual capability and help achieve organizational goals. The measurable KPAs are evaluated annually. Geotab makes significant investments in employee training and encourages ongoing development through company-initiated training including weekly Lunch & Learn sessions and tuition reimbursement for continued education.

Follow us at: @InsideGeotab on Instagram, Twitter and Facebook.

GEOTAB Cares

Community Engagement

Powering meaningful change through innovation.

Geotab has – since its inception – abided by the adage, "Always do the right thing." As such, Geotab encourages and supports community involvement through a wide range or company-sponsored programs and initiatives. These efforts have been designed to positively impact our communities by working to create a better place for everyone to live.

Safety: Continuously advancing technology to create safer roads

At Geotab, we strongly believe in the power that technology has to create positive change, especially in the areas of driver safety. However, we also want to call attention to the importance of being aware while using technology, in particular when walking and driving. Geotab is a member of Together for Safer Roads and Vision Zero, two organizations bringing companies together while utilizing their unique assets in order to advance best practices and create a world where roads are safer for all people.

The Responsibility on Both Sides of the Wheel initiative encourages pedestrians and drivers to put their #PhonesDownEyesUp and focus on the road. Read more about the Phones Down, Eyes Up Benefit Concert at geotab.com/phones-down-eyes-up.

STEM: Educating for the future

Geotab is dedicated to contributing to the burgeoning STEM (Science, Technology, Engineering, Mathematics) job market. In addition to developing programs that are geared toward the development of STEM skills – such as the free Geotab Research and Development Program for undergrad students, graduate students and faculty – we also hire students for summer internships.

Community: Leading by example

We understand that community counts, which is why we choose to lead by example. We support local and global organizations that work towards making our communities a better place to live. Through time, resources and financial contributions, we have developed meaningful relationships with great partners in our communities.

Sustainability

Helping businesses reduce their carbon footprint

At Geotab, we take a comprehensive approach to environmental responsibility. We invest our efforts into preserving the earth's natural resources through constant innovation and the efficient use of materials in our daily productions. Our advanced telematics technology and solutions make it possible for businesses to minimize their environmental footprint, by helping them reduce fuel consumption, lower CO2 emissions, optimize routing, reduce idling and aggressive driving and maintain optimal vehicle engine performance.

Sustainability initiatives:

Electric vehicle advocacy – Our offices are equipped with EV charging stations to promote the use of eco-friendly vehicles. The Geotab EV Incentive Program subsidizes the cost of EVs for our employees.

Recycling program – We're committed to producing as little waste as possible, by using recyclable/compostable promotional products, recycling all the electronic components used in our daily production, and reusing any packing materials delivered to our offices.

Commuter benefits – Geotab offers 100% reimbursement for employee transit costs and priority parking to carpoolers.

RESOURCES

Press kit and brand resources

Visit Geotab's press room to read the latest in company news and updates. Additionally, journalists and partners can easily access Geotab's press kit via the press room which includes our corporate fact sheet, third-party press release policy, leadership bios and more.

For media inquiries or questions surrounding partner or third-party press releases please contact: pr@geotab.com.

Developer Kit

Break down barriers. Expand your business. Trust in an open fleet management platform you can build on.

Learn more about Geotab's Expandability solutions and leverage real-time connected vehicle data feeds and build your own custom applications using Geotab's aggregated data.

Extend platform functionality with Geotab's Software Development Kit (SDK). Take advantage of our growing partner network and seamlessly integrate third party hardware solutions from the Geotab Marketplace to meet your business goals.

Marketplace Partner Inquiry

Build your integration today with Geotab by visiting our Marketplace Integration page.

Become a Reseller

Geotab provides premium end-to-end solutions focusing on simple and intuitive products and services that are capable of adapting to rapidly changing customer and market conditions. Our data architecture is open and through the SDK, partners can gain access to valuable information and build new business-specific solutions.

Interested in becoming a Geotab Reseller? Fill out our Reseller inquiry form to get started.

Geotab Community

Ask questions, share experiences, learn from industry peers. A place for fleet professionals and Geotab experts to connect.

+ Crowdsource answers from the fleet community and Geotab's technical experts
+ Browse how-to videos, support articles, product guides and more
+ Join discussions

Become a member today.

Sign up at: community.geotab.com

www.geotab.com

Geotab.com/blog

facebook.com/geotab

linkedin.com/company/geotab

twitter.com/geotab

youtube.com/user/MyGeotab