GEOTAB

Smart Freight Presentation

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A world leader in GPS fleet management

From grassroots to global leader

- In 2000, Geotab was officially founded in Oakville, Ontario, Canada

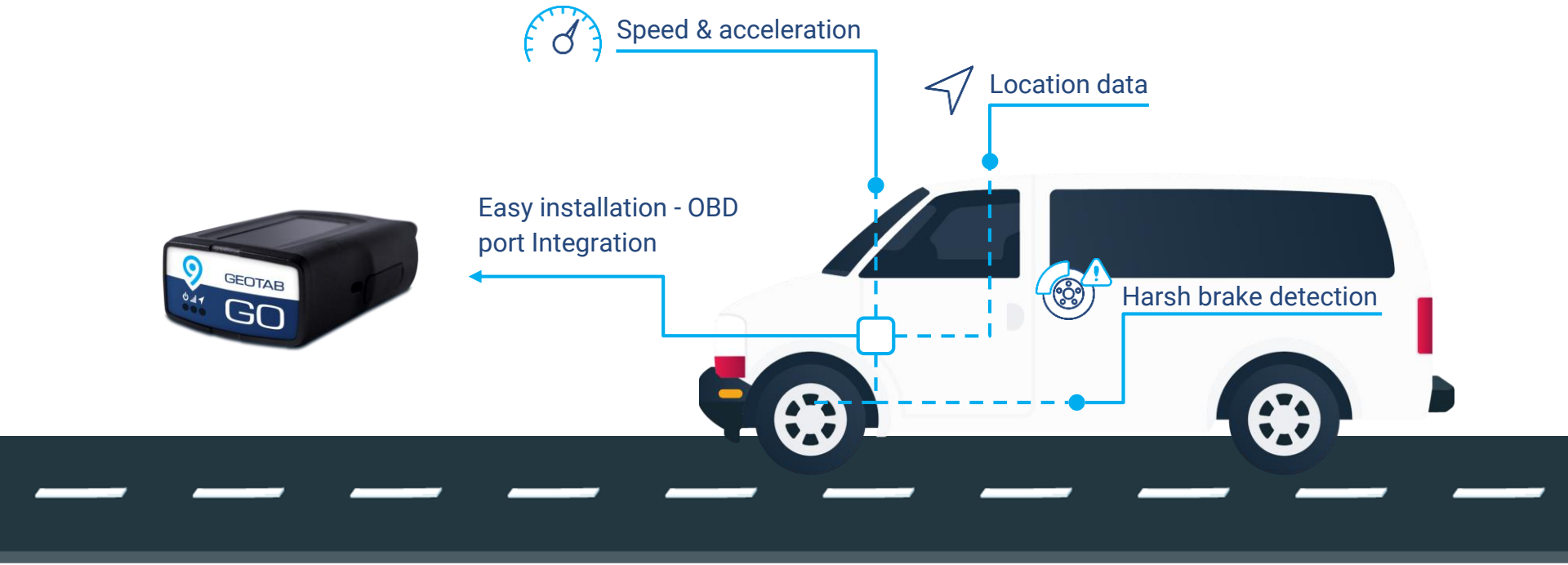
Technology breakthrough paves the way for success

- With the Geotab technology stack, customers gather much greater insights on their fleet.

#1 Telematics company in the world

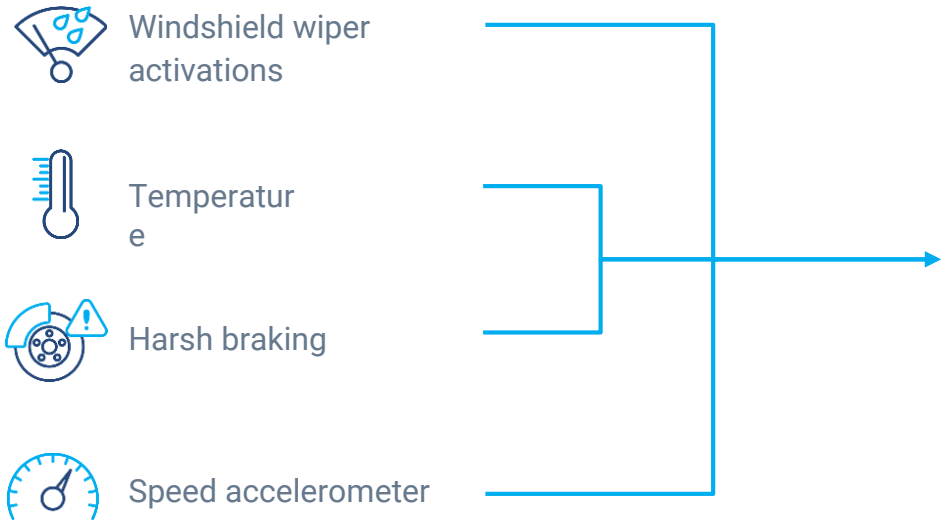
- Now recognized as one of the fastest growing technology firms
- Consistently ranks among the top leaders in technology innovation.

Geotab technology



The Geotab GO device collects various types of vehicular data everyday to empower fleet management

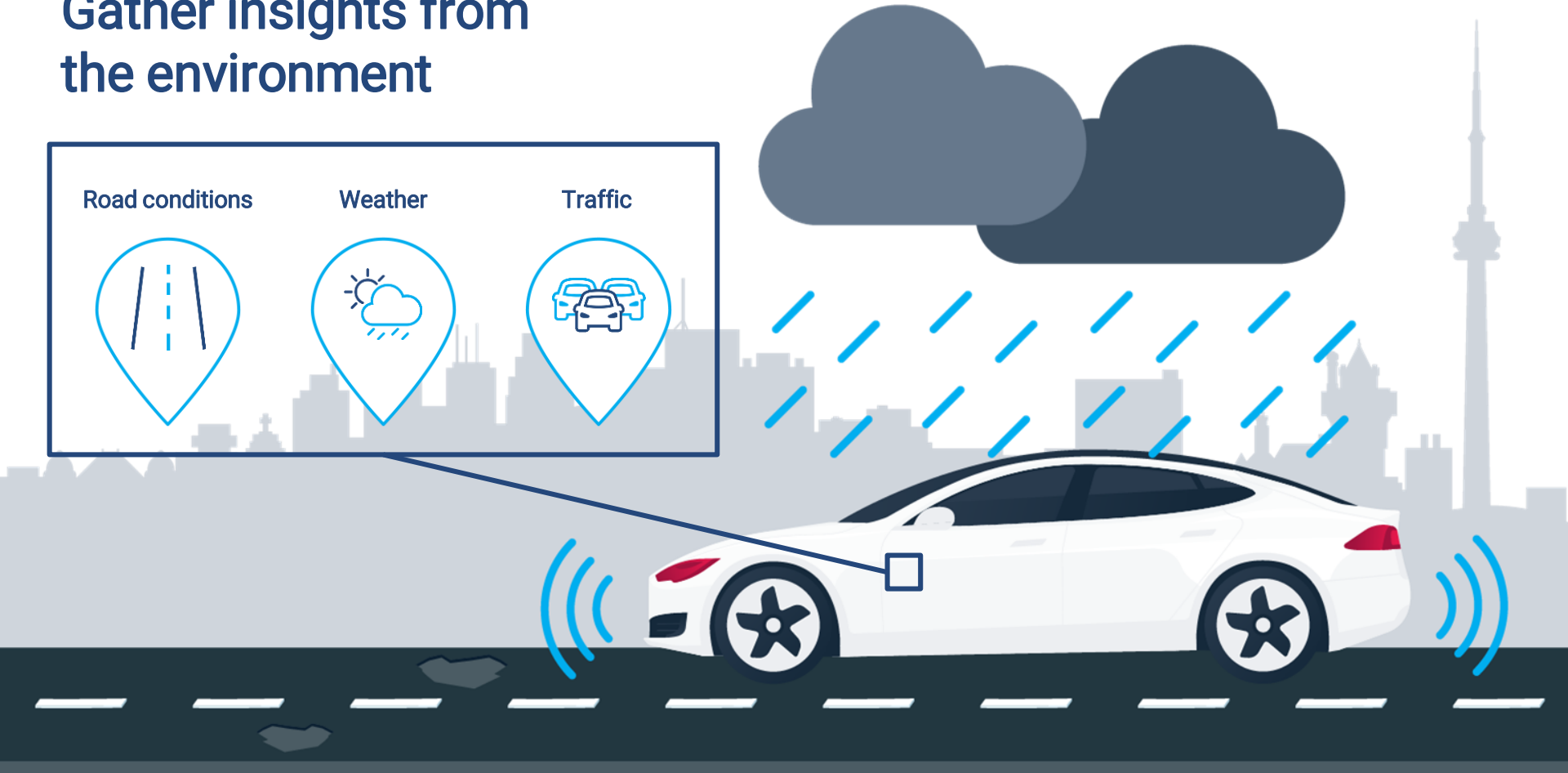
Turning raw data into sensed data

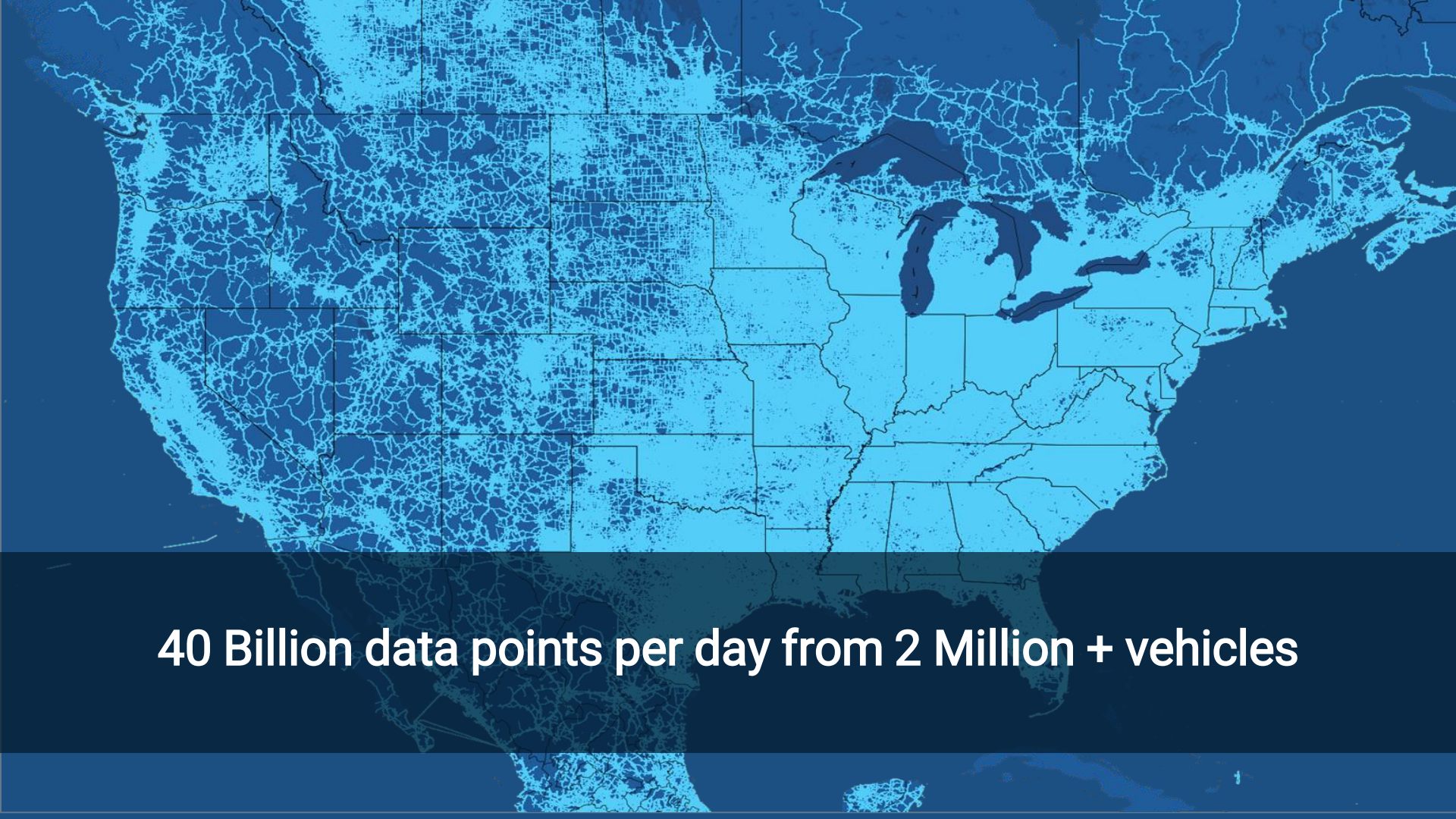


Leveraging power of big data

GEOTAB

Gather insights from the environment

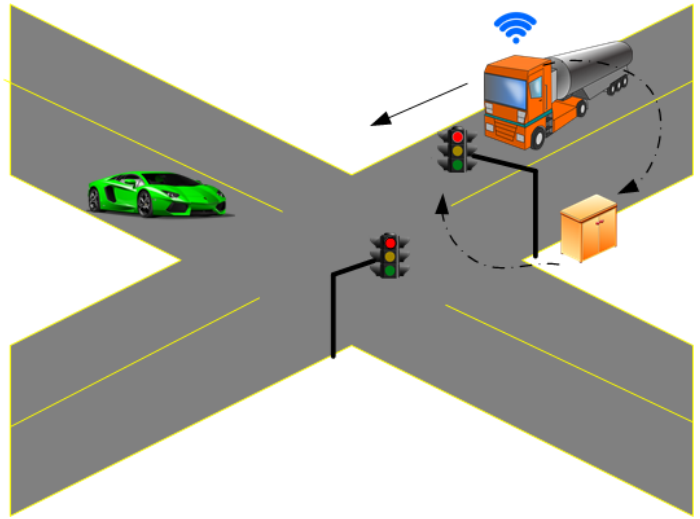



40 Billion data points per day from 2 Million + vehicles

Freight Signal Priority

- A low intrusion signal timing strategy to improve the efficiency and safety of freight movement.

- Methods:
  - Green extensions
  - Red Truncation
  - Adaptive
  - Route based



Benefits

Fleet Operator

- Travel Time and Stoppages
- Fuel Consumption
- Trip Reliability

Citizen

- Safety
- GHG/Pollution
- Traffic Delay (can be negative)

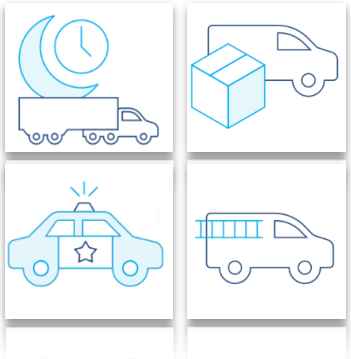
City

- Economic Development
- Income Stream
- Infrastructure Repair

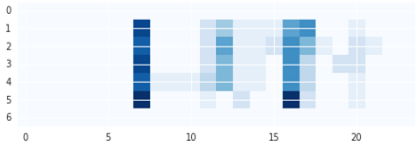
Intersection Insights

Vehicle Vocation

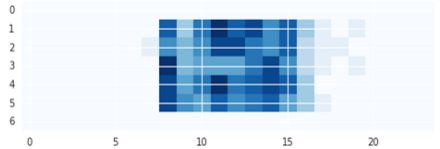
- Analyzing driving behaviours to group vehicles into vocations
- New way of benchmarking fleets by purpose instead of industry



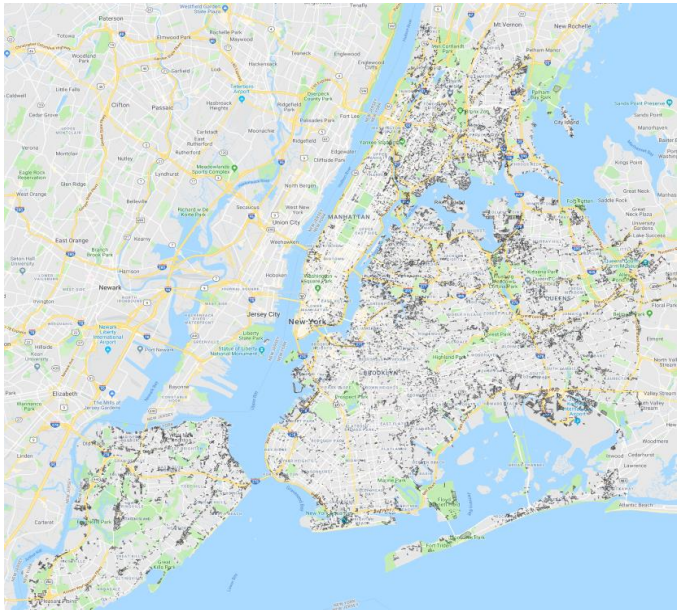
Office Worker



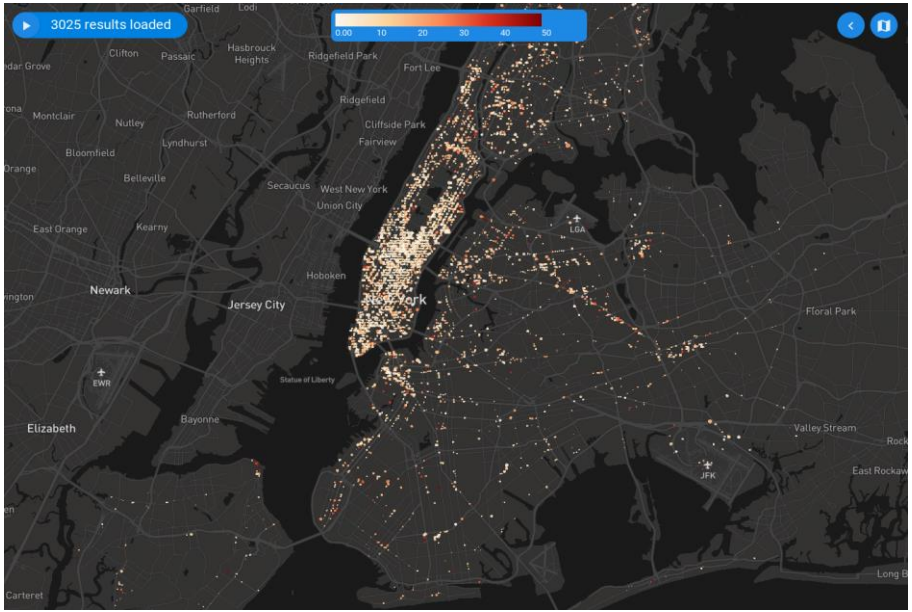
Delivery/Service



Searching for Parking

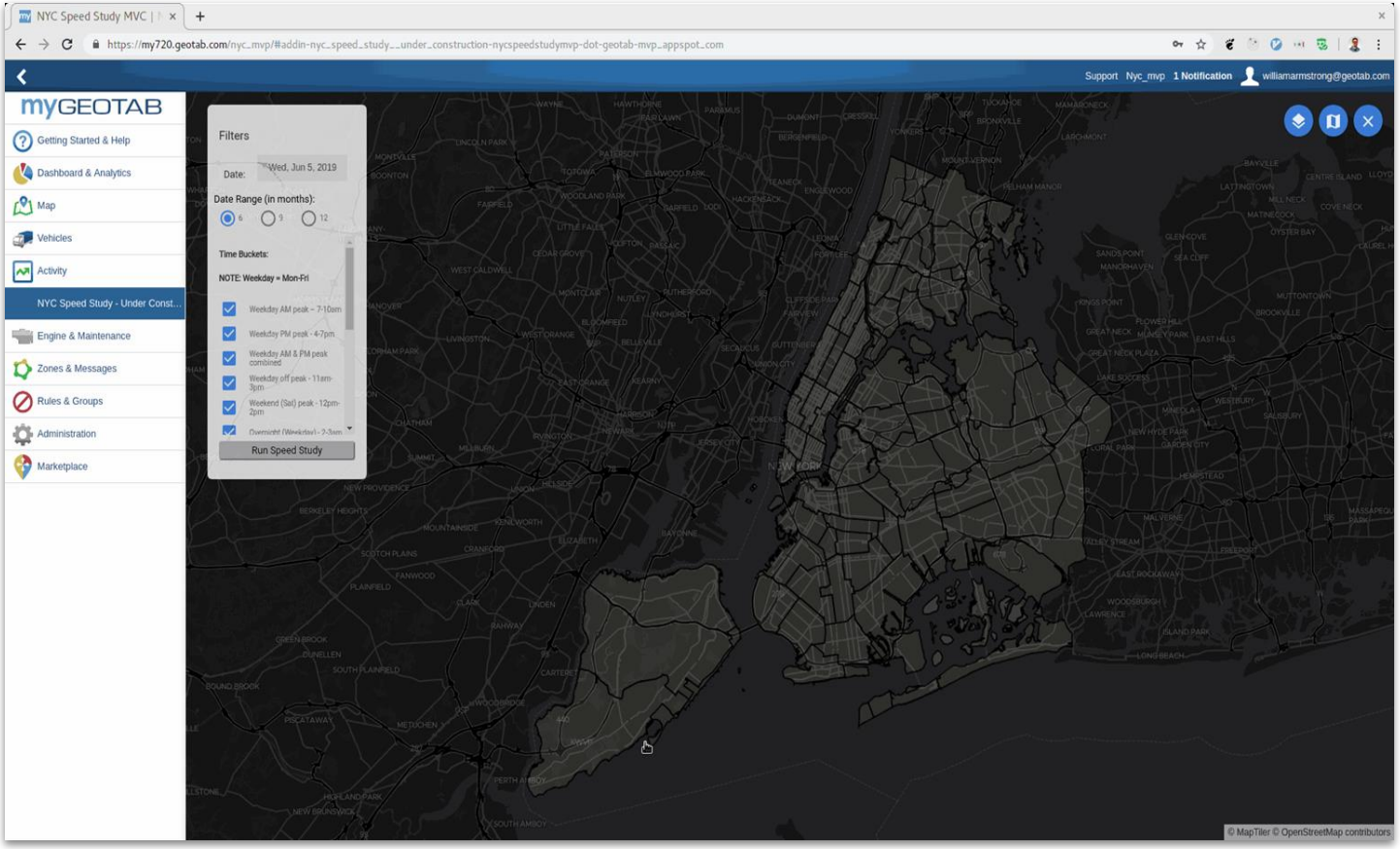


NYC Open Data



New York Searching for Parking Location

Safety


NYC Speed Study MVC
https://my720.geotab.com/nyc_mvp/#addin-nyc_speed_study__under_construction-nycspeedstudymvp-dot-geotab-mvp_appspot_com
Support
Nyc_mvp
1 Notification
williamarmstrong@geotab.com
myGEOTAB
Getting Started & Help
Dashboard & Analytics
Map
Vehicles
Activity
NYC Speed Study - Under Const...
Engine & Maintenance
Zones & Messages
Rules & Groups
Administration
Marketplace
Filters
Date:
Wed, Jun 5, 2019
Date Range (in months):
6
9
12
Time Buckets:
NOTE: Weekday = Mon-Fri
Weekday AM peak - 7-10am
Weekday PM peak - 4-7pm
Weekday AM & PM peak combined
Weekday off peak - 11am-3pm
Weekend (Sat) peak - 12pm-2pm
Run Speed Study
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Electric Vehicle Suitability Assessment

Challenges

Data Silos

- Data is being collected by different stakeholders
- No method for sharing
- No ‘will’ to share

Data Access

- Data access restrictions
- Not all data collected
- Not all data stored
- Different sampling methods

Data Formats

- Different data formats
- Differ by manufacturer

The Road Ahead……

- Drive a culture shift around openness of data
  - Data has no ‘value’
  - Multiplicative value of data
- Explore ‘data trusts’
  - Privacy and ethics first
- Standardize data collection and storage
  - Work with fleets, governments, citizens
- Build research testbeds
- Open sourcing of essential algorithms

Corporate headquarters

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