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.
The Geotab GO device collects various types of vehicular data everyday to empower fleet management.
Leveraging power of big data

Turning raw data into sensed data

Windshield wiper activations
Temperature
Harsh braking
Speed accelerometer

Road conditions
Surrounding traffic
Weather conditions

Leveraging power of big data
Gather insights from the environment

Road conditions  Weather  Traffic
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

Benefits include:
- Travel Time and Stoppages
- Fuel Consumption
- Trip Reliability
- Safety
- GHG/Pollution
- Traffic Delay (can be negative)
- 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 Diagram](image)

![Delivery/Service Diagram](image)
Searching for Parking

NYC Open Data

New York Searching for Parking Location
Safety
# Electric Vehicle Suitability Assessment

## Vehicles with Suitable EV Recommendations

<table>
<thead>
<tr>
<th>Model</th>
<th>Vehicle Name</th>
<th>Group(s)</th>
<th>Recommendation</th>
<th>Type</th>
<th>Range Capable?</th>
<th>Lifetime Savings ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob</td>
<td>2019 Honda Accord</td>
<td>Sales, Field Ops</td>
<td>2019 BURU 10</td>
<td>BEV</td>
<td>Yes</td>
<td>12,122</td>
</tr>
<tr>
<td>TopG24</td>
<td>2014 Renault Megane</td>
<td>Field Ops</td>
<td>2019 Nissan LEAF</td>
<td>BEV</td>
<td>Yes</td>
<td>9962</td>
</tr>
</tbody>
</table>

## Electric Vehicle Suitability Assessment

### Range Assurance

<table>
<thead>
<tr>
<th>Model</th>
<th>2019 Nissan Leaf</th>
<th>2014 Renault Megane</th>
</tr>
</thead>
<tbody>
<tr>
<td>Range under extreme conditions</td>
<td>30 mi</td>
<td>40 mi</td>
</tr>
<tr>
<td>Typical daily driving distance</td>
<td>30 mi</td>
<td>40 mi</td>
</tr>
</tbody>
</table>

### Cost Efficiency

- Current cost: 0.24 S/km
- Get EV cost: 0.04 S/km

### Lifetime Cost

- Lifetime Savings: $22,000

*ZPF (1/3), holding station to use throughout the day*
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
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