



# FLEET COMPLETE

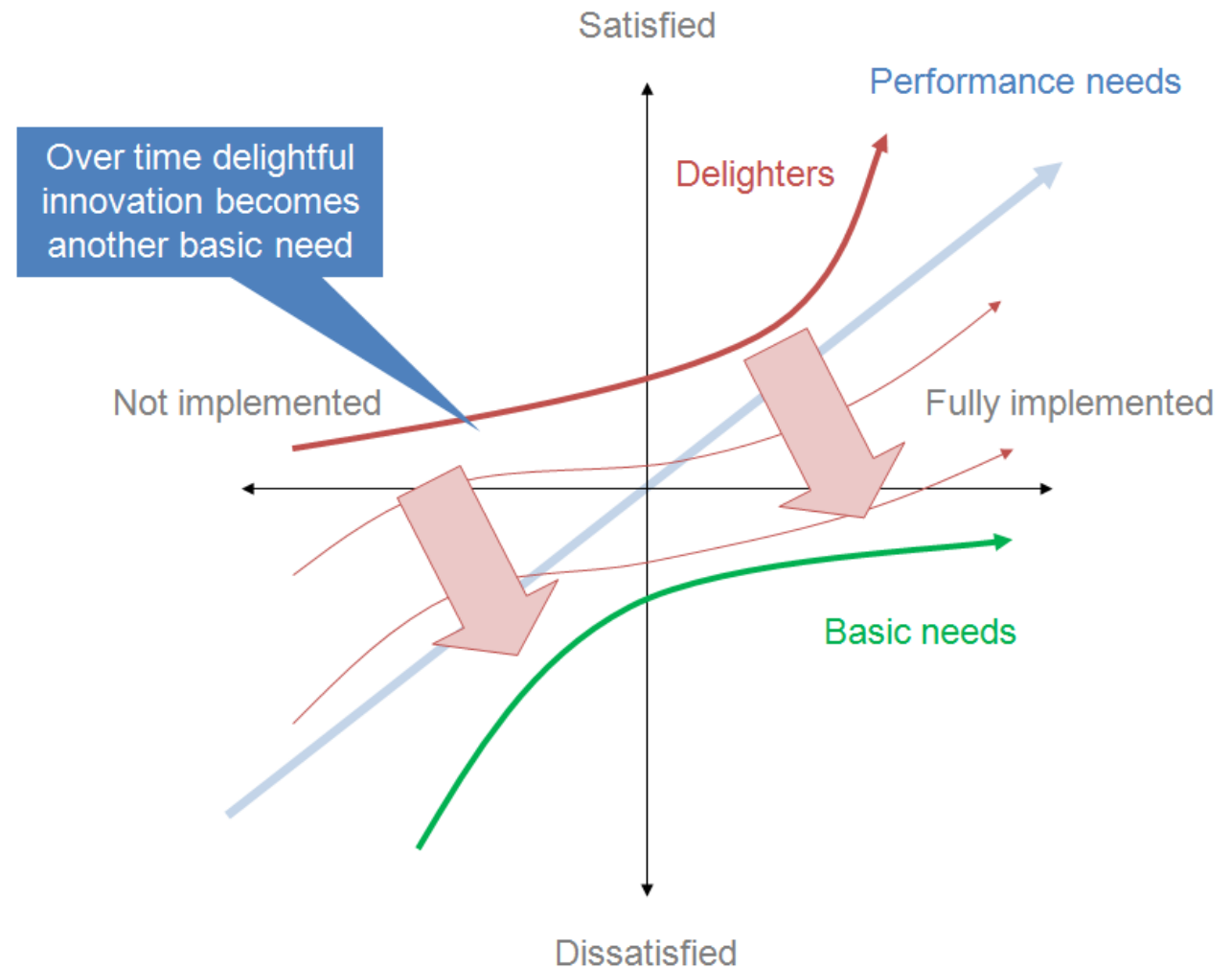
REAL TIME LOCATION  
SOLUTIONS

CHINMAYA MADAN



# SCENARIO & ASSUMPTIONS

- Fleet Complete's competitors are differentiating themselves by providing real-time asset tracking services
- Real time asset tracking is now a basic need for customers
- The sales team does not have any other benefits that can overcome the real-time asset tracking service



# THE CUSTOMER

## Radius

### With Radius, you get:

- A dedicated Customer Service Representative
- Expertly integrated logistics over air, land, and ocean
- Affordable logistics solutions
- Custom reporting based on real-time data
- Competitive pricing on courier services
- Experienced cross-border and international transportation specialists
- Peace of mind knowing the Radius Logistics team can handle any challenge that comes our way

### Radius Offers:

1. **Ground Freight:** Truckmate software (Real-Time Dispatch, Operations and Accounting Software)
2. **Air Freight:** Time Critical and Urgent Shipments
3. Ocean Freight
4. **Special Commodities:** Project Scheduling
5. **Radius Courier:** Fulfillment and Tracking
6. **Warehousing & Distribution:** Warehouse management system for inventory tracking
7. **Special Projects:** On-demand reporting, offers timed deliveries (multiple handoff points)
8. Reverse Logistics
9. Display Services

# RADIUS CUSTOMER TOOLS

## Tools to get what you need done.

When you partner with Radius, you learn to expect convenient resources at your fingertips, 24 hours a day. Find everything you need to know about your shipment, including pricing, fuel surcharges, rate quotes, accessorial charges, and more. For help with account and login-in information, call us today at 877-541-1910.

### Get a Rate Quote

Use our web rater to get quick pricing on a shipment. Get a rate quote now.

[GET A RATE QUOTE](#)

### Track a Shipment

Feeling stressed not knowing where your shipment is? Track your shipment here.

[TRACK YOUR SHIPMENT](#)

### Courier

Any courier, any service: we find the best price and you choose. We interface with a variety of couriers and pass the discounts on to you.

[FIND A COURIER](#)

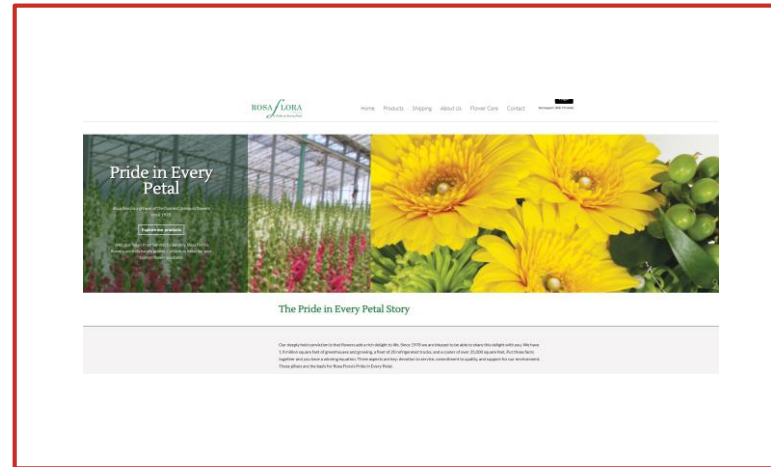
### WMS Login

If you need to set up an account, please contact us.

[WMS LOGIN](#)

# ROSA FLORA

- *“Hydration from harvest to delivery in treated water gives the longest vase life possible for all of our flowers.”*
- Cross-border shipping
- 17 Owned assets (refrigerated trucks) and Local Trucks
- 12 Hr delivery (including cross-border)
- Route optimization
- Fresh-cut flowers (spoilage)
- High C-Sat scores



- Track the real-time location of workers, vehicles and critical assets and dispatch tasks to the nearest mobile worker

**Customer testimonial video:**  
Rosa Flora is a flower producing and delivery company located in south western Ontario. Rosa Flora uses TELUS Fleet Tracker to help manage their delivery routes across Canada and the North Eastern US.

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## KEY NEEDS (GPS TRACKERS)

- **Object Tracking (especially Moving Objects)**
- Time Management
- Small and Large Fleet Size Management
- Driver Performance
- Improved Safety
- Geo-Fencing

# CLARIFY THE PROBLEM



**Sales Team**



**Customer Surveys**

## Sample 5-Why's Framework

- Why are customers unhappy with trackers updating every 10 seconds?
  - Possible Reason: Because customers need to co-ordinate deliveries with the warehouse.
- Why do customers require real-time asset tracking capabilities?
  - Possible Reason: Because I need to co-ordinate where my warehouse associates are positioned to receive deliveries.
- Why do customers need to track warehouse associate locations in real time?
  - Possible reason: Because it takes a long time for an associate to get to the other side of the warehouse, and 10 second delays multiply over the work day.
- Why does it take so long for an associate to cross to other side of the warehouse?
  - Possible reason: Because they don't know where the nearest kart is located, and often end up walking over.
- Why don't associates know where the nearest kart is located?
  - Possible reason: Many karts on the warehouse floor don't have trackers on them and are sometimes not located where the dot on the map says they should be.

What is the minimum update interval threshold for customers looking for real-time asset tracking? (7 secs? 5 secs? 3 secs?)\*

*\*assuming true-real time tracking doesn't exist*

# CLARIFY THE PROBLEM CONTINUED



**Sales Team**



**Customer Surveys**

## **Additional Question**

- Are customers willing to pay more for the real-time tracking feature?
- Are customers willing to use a 3<sup>rd</sup> party solution recommended by Fleet Complete?



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# PROBLEM VALIDATION

- Over 75% of the top 50 fleet management solutions offer real time asset tracking
- More than 50% of the highest-rated fleet management solutions listed real-time tracking as a key product feature
- ~60% of the reviews on one of the highest rated Fleet Management solution mentioned real time tracking as a pro (Samsara)

# FLEET COMPLETE REVIEWS

**Fleet Complete**  
by Fleet Complete  
★★★★☆ 4 / 5 198 reviews  
Free Demo  
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**Fleet Complete Features**  
Fleet Management Features ▾  
View full list of Fleet Management Software

- ✓ Dispatch Management
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*“Real time tracking, with the addition of Big Road all in the same system to access and monitor makes my life so much easier! With tracking in all vehicles, we had been able to use the tracking of not only location but asset speeds to help in an insurance claim that saved us serious money!”*  
- JJ D. (Oil and Gas), 5/5

*“Cons: Slow to update ( 2 minutes) We wish it could be real time”*  
- Chad C (Glass, Ceramics, Concrete), 4/5



## 'Do not use if you need live tracking!'

Dec 20, 2017

Ingra A.

CEO - Owner

Consumer Services, 11-50 employees

Used the software for: Less than 6 months

Reviewer Source

Source: Capterra

3/5

Overall

★★★★ 3/5  
Ease of Use

★★★ 2/5  
Features & Functionality

★ 1/5  
Customer Support

★ 1/5  
Value for Money

**Pros:** Nice interface on PC, Plotting Points on the map is nice. Geofencing if you need it. Poor customer service and locked in contracts.

**Cons:** First, the delivery was delayed by about 1.5 months, then the equipment we received required professional installation, it was not plug and play. The interface was lovely, unless you are using a phone app or a macbook. It only works with the nice interface on a PC. The vehicle diagnostics is not available. We cannot get live vehicle tracking.

**Overall:** Occasional vehicle tracking. But I needed LIVE vehicle tracking.

### Vendor Response

by Fleet Complete on December 22, 2017

We strive to provide best possible service and honest feedback from our customers helps us improve on our product and service. Our Loyalty team will be reaching out to you today.

Thank you,  
Fleet Complete Team



## 'GPS sytem does not track in real time if it tracks at all. Phone app only works half the time.'

Dec 22, 2017

Kevin S.

Owner

Used the software for: 6-12 months

Reviewer Source

Source: Capterra

1/5

Overall

★★★★ 1/5  
Ease of Use

★★★ 1/5  
Features & Functionality

★★★★ 1/5  
Customer Support

★★★★ 1/5  
Value for Money

**Pros:** There is nothing good I can say about this company. They will not let you out of your contract even though they do not hold up there end of the contract. When trying to get out of the contract since the system wasn't working properly I got the run around. They put me in touch with four different people. They also told me they would contact me in 48 hours but after a week of waiting I had to contact them.

**Cons:** Was misled by the rep that it tracks in real time. The devices don't even track my trucks. Very unreliable. I've used other GPS systems that are MUCH more reliable.

### Vendor Response

by Fleet Complete on December 28, 2017

We are sorry to hear about the challenges you're experiencing. Our Loyalty and Retention team is currently assisting you to resolve your concerns. Thank you for taking the time to provide your feedback, we take it very seriously and will do everything we can to help you.



## 'Deputy Chief'

Feb 26, 2019

Steve G.

Deputy Chief

Public Safety, 51-200 employees

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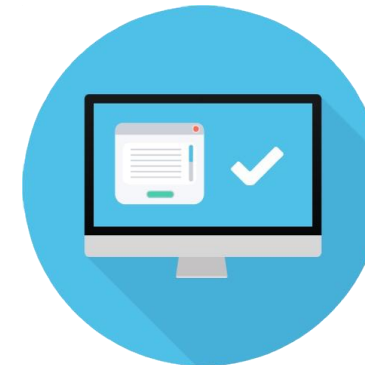
# PROBLEM SPECIFICATIONS



## Hardware

### Hypothesis:

1. Current tracker doesn't support real-time tracking (only 10 sec intervals)
2. IOT Device Issue (i.e. Integration)
3. Network Gateway/Telco/Service Provider issue (i.e. Traffic/Load Monitoring)



## Software

### Hypothesis:

1. API Integration issue (i.e. Application level)
2. Platform Issue (i.e. database server or web server)
3. Infrastructure Issue (i.e. not enough resources)
4. Mapping Software Issue

# STORY AND CRITERIA

**Scenario 1:** As a warehouse manager, I want to be able track floor worker and floor vehicle locations in real time, so that he/she can schedule freight pickups/deliveries, co-ordinate worker locations in relation to the pickups/deliveries and provide real time freight locations to clients.

**Scenario 2:** As a business owner, I want real-time updates on where my products are, so that I can reroute drivers in case they are likely to encounter traffic on their route.

## Acceptance Criteria

- 1) The tracking dot should be within a 0.5m radius from the point on the map or should have the same level of accuracy as the existing solution.
- 2) The maximum latency (or update interval) should be no greater than 7 seconds. (Very Short Term)
- 3) The maximum latency (or update interval) should be no greater than 5 seconds. (Short Term)
- 4) The maximum latency (or update interval) should be no greater than 2 seconds. (Long Term)

## Prerequisite

- 1) The tracker always needs to maintain a cellular connection or connectivity is not a problem.

# OPTIONS ANALYSIS



## Build:

Use internal engineering time to reduce the interval time.

Pros	Cons
No long term costs	Initial Investment of Time and Money
Can be rolled out to the entire customer base (new + existing)	Unclear problem scope – difficult to plan for surprises
Control	May take weeks or months to implement



## Buy and Integrate:

Purchase a white-label OTS solution.

Pros	Cons
Low Initial Cost (Maybe)	Potential Integration Challenges
Quicker to implement	Maintenance and Support
	Customers are unlikely willing to pay more
	Ongoing Licensing Costs



## Acquire

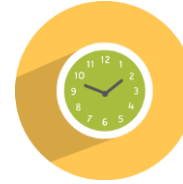


## Outsource

# ROADMAP & PRIORITIZATION



**Urgency**



**Time-to-completion**



**Cost**

## Clarification Questions

1. How many (or what share) of new customers are un-willing to purchase the solution, without real-time tracking capabilities?
2. How many (or what share) of existing customers require real-time tracking capabilities? *(look at support tickets, feedback, reviews)*
3. Are customers willing to pay more in the short term, for a real-time tracking solution? (Third party)
4. Has any effort been made in the past to reduce latency/update interval times? If yes, what happened?
5. How many customers are likely to sign up as a result of implementing this feature? (1 month, 3 months, 6 months, 1 year)
6. What is the payback period if the solution is implemented using the in-house engineering team's time?
7. Does this issue already exist in the roadmap?

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# APPROVALS

## Main Stakeholders

- Product Lead
- Software Engineering Manager (or Development Lead)
- Executive Team



# BUSINESS CASE/FINANCIALS (ASSUMPTIONS)

## Cost(s)

	6 months	1 Year
Implementation/ Integration		
Buying		
Building		
Outsourcing		
Hardware Upgrade(s) (i.e. new sensors, server costs)		
Acquisition		

## Revenue/**Churn**

	6 months	1 Year
Existing Customer Churn	(5-10%)	(15-20%)
Conversion Rate	(25-50%) less conversions	(50-75%) less conversions
Customer Lifetime Value	No Change	5-10% less likely to upgrade
Customer Acquisition Cost	No Change	(20-25%) higher
Customer Engagement	(10-15%)	(10-15%)

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# IN-MARKET SCHEDULE

Depends on the decisions made internally:

1. Build/Buy/Outsource/Acquisition
2. Relative urgency
3. Size/Scope of problem
4. Available internal engineering resources
5. Priority on roadmap

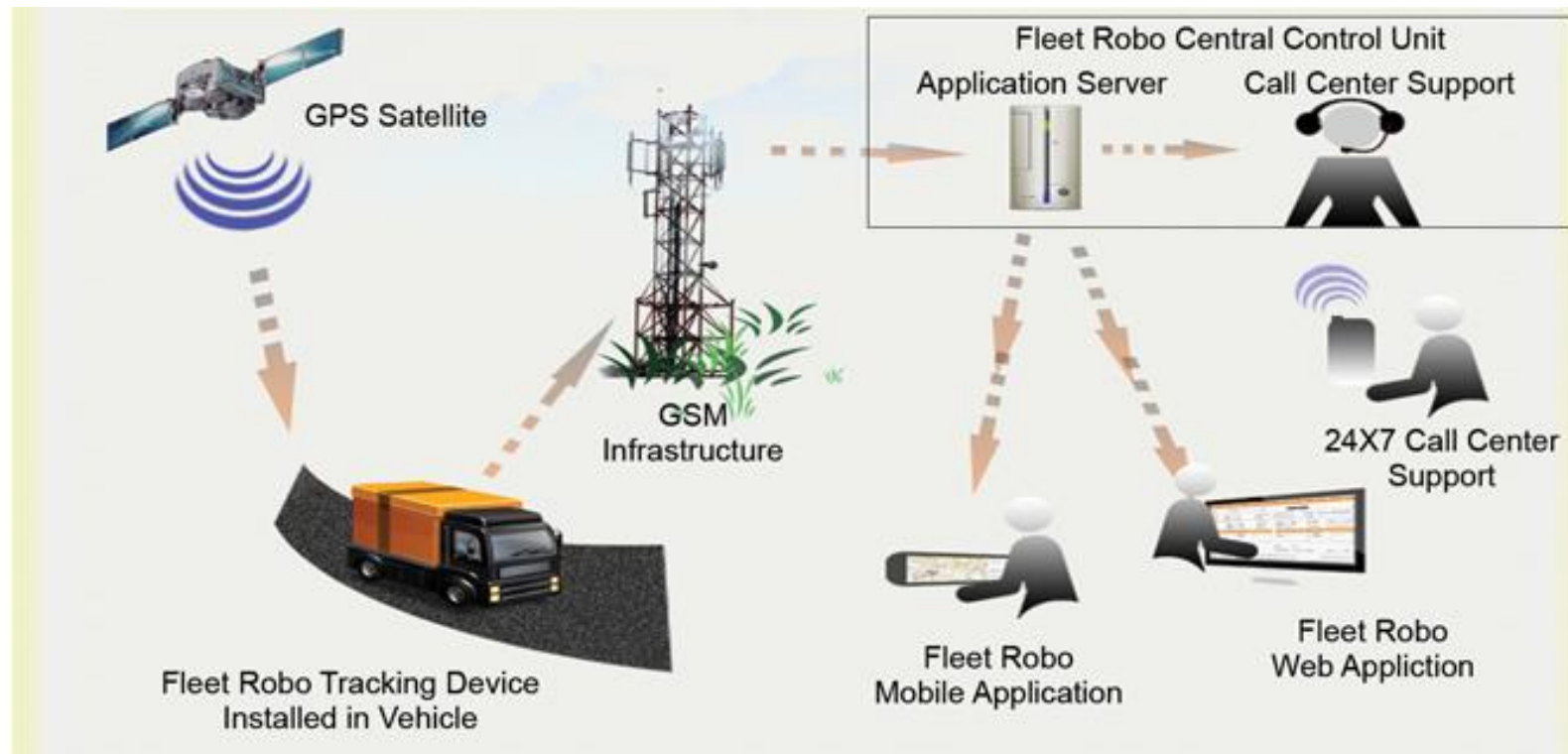
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## GO-TO MARKET STRATEGY (WITH MARKETING TEAM)

- Update sales team collateral
- Update branding/messaging
- Call down/email existing customer base
- Respond to any reviews that mention real-time tracking as a con

# APPENDIX

# MODERN GPS SYSTEM INFRASTRUCTURE

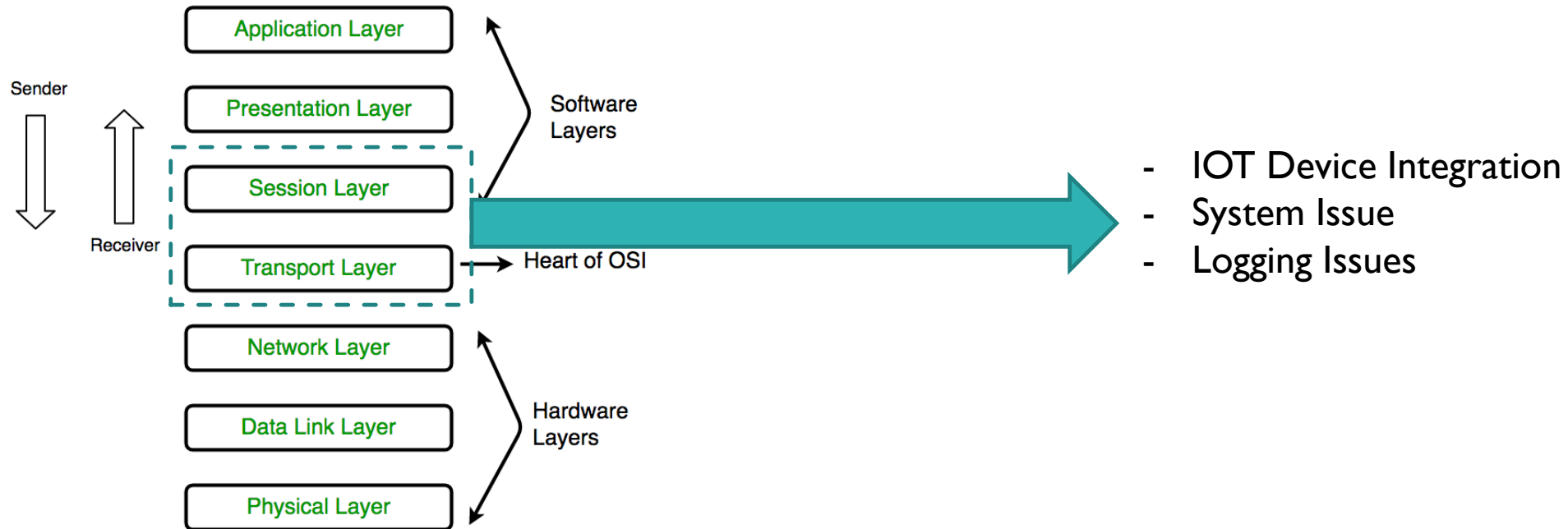


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# COMMON WEB APPLICATION ISSUES

1. DNS issues and network connectivity
2. Slow servers and loading time
3. Poorly written code
4. Lack of load balancing
5. Traffic spikes
6. Specific HTML title tags
7. Failing to optimize bandwidth Usage

# ARCHITECTURE



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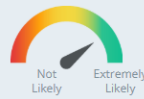
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