

Telefonica

Taking Fleet Management to the next level_

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Lets start defining what is fleet management...

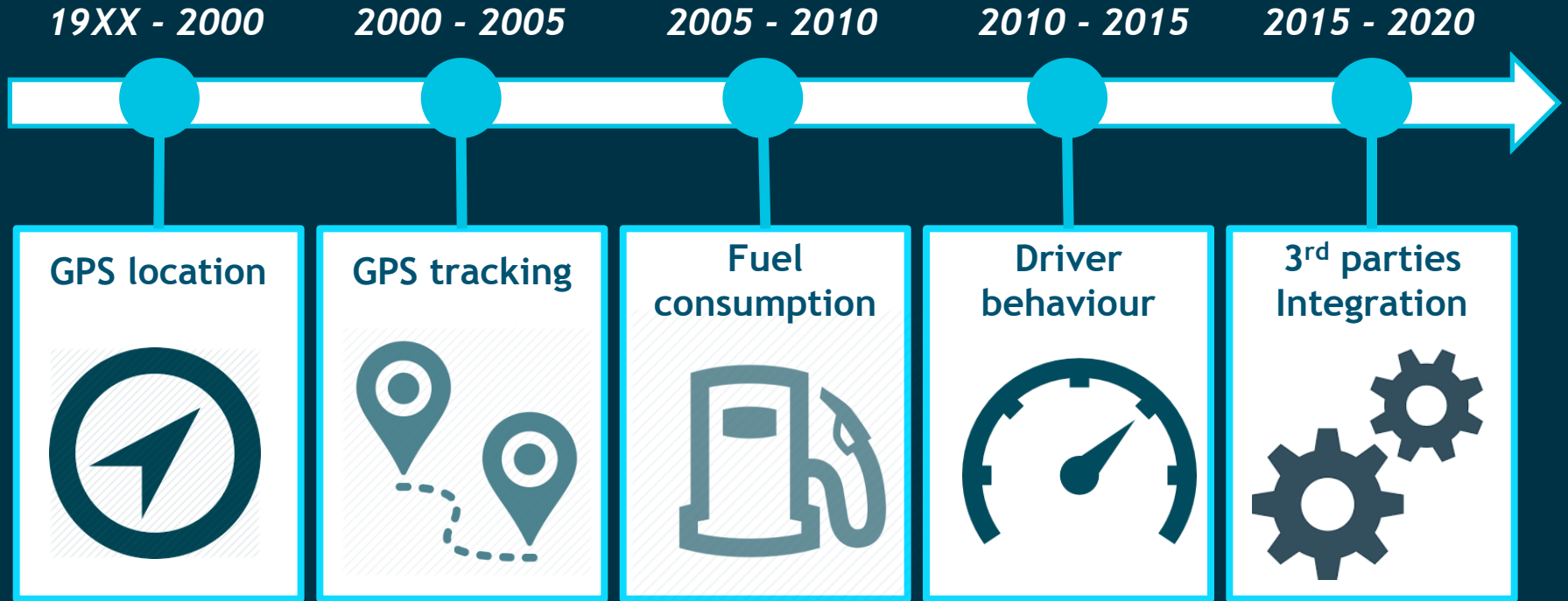


“Fleet Management is an enterprise IT solution that provides processed and valuable information to key business areas to improve revenue and efficiency”

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It is one of the oldest M2M solutions but in constant progress...



...and goes beyond transport and logistics industry

Transport



Distribution



Rent-a-car & Leasing



Courier

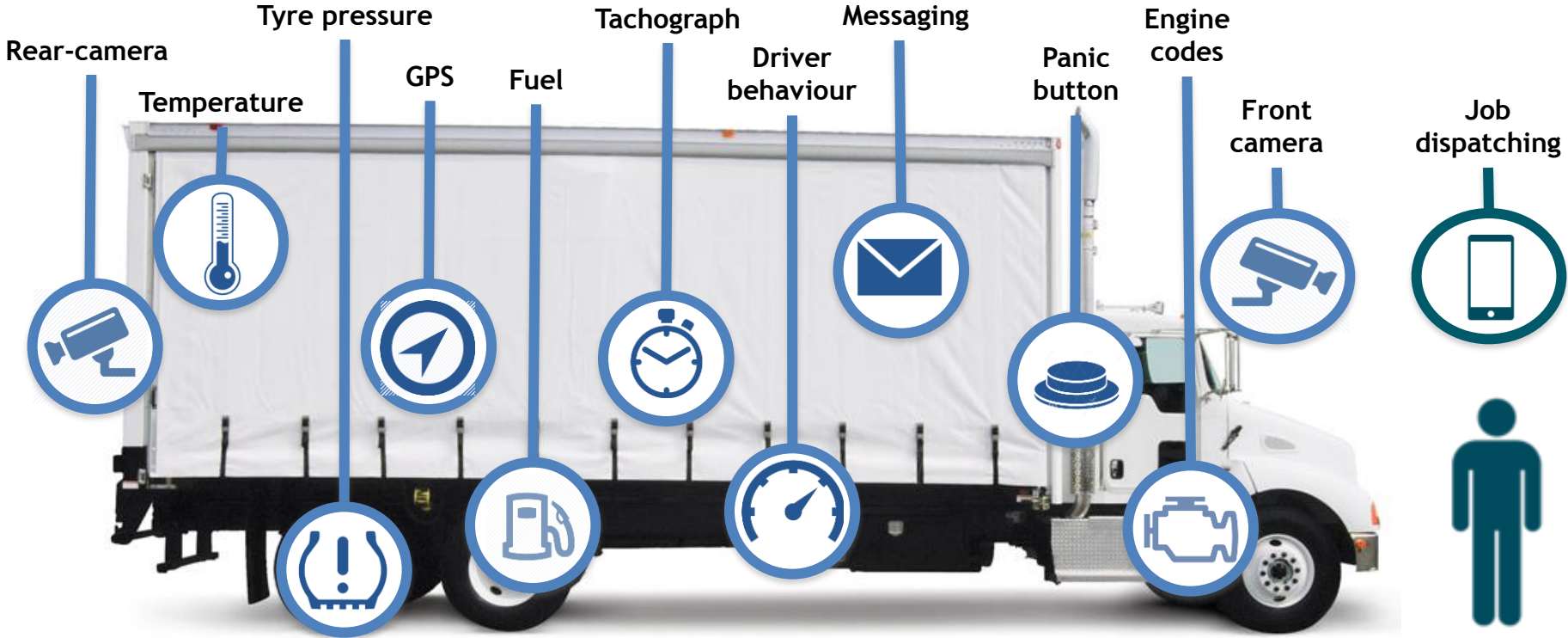


Others

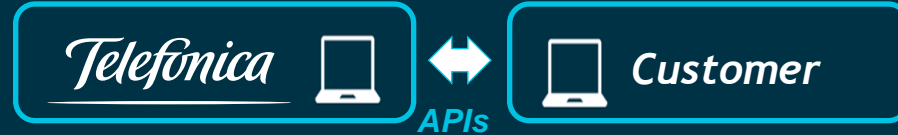


Cross-functions (sales, field force,...)

Today a truck can have multiple accessories connected...



...but value comes from data transformation into business info



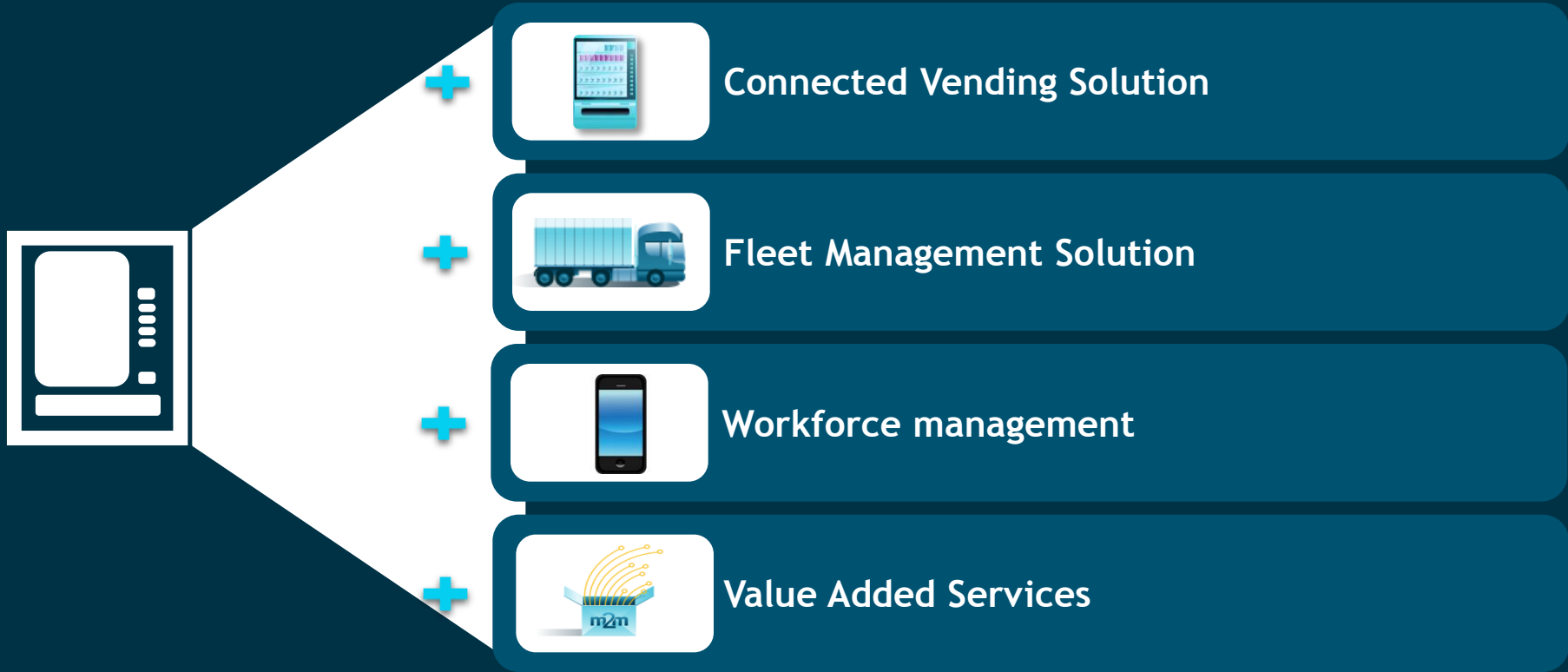
Key users

- CFO (ROI, opex, travel expenses)
- CMO (visits, time per customer,..)
- COO (deliveries, time per visit,..)
- CIO (enrich systems)
- HR (un-authorized uses, seatbelt)
- Fleet Manager (maintenance, fleet reduction, leasing contracts)



Combining different M2M industry solutions...

ILLUSTRATIVE CASE STUDY
VENDING INDUSTRY



...can have economic impact with positive ROI

ILLUSTRATIVE
NON EXHAUSTIVE

Cash Income

+15%

- ✓ Fraud reduction thanks to cash accounting and real time monitoring (2)

Sales

+10%

- ✓ New payment methods (1)

Fuel savings

-15%

- ✓ Reduction of traveled distance and driving behavior (2) (3)

Fleet reduction

-3,5%

- ✓ Route optimization and fleet reduction to cover the same workload (2) (3)

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- (1) Internal estimations
- (2) Based on real cliente experience
- (3) Might vary by size, composition and fleet usage
- (4) Based on data from analysts

Great moment to be in the business

- **High-growth in the next years:** commercial vehicles & non-traditional industries
- **Industry consolidation** through M&A
- **More devices and sensors connected** to the vehicles
- **Integration with 3rd parties** (example vending industry)
- **Fleet data as input for core business areas**

Thank you!

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