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Geotab Response for Resellers to RFP FL03-21

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Executive summary / Letter of introduction

Argos Connected Solutions, LLC is a full service fleet management company based in Indianapolis, IN. Argos is a national leader in telematics, providing industry-best fleet management solutions to commercial and public sector fleets of all sizes.

Our top focus is providing the best customer service and support available. Geotab has developed the best telematics equipment and software in the world, it is our job to deliver this solution to propsective clients across the United States. We do this seamlessely every day by focusing on not only the major details but the minor ones.

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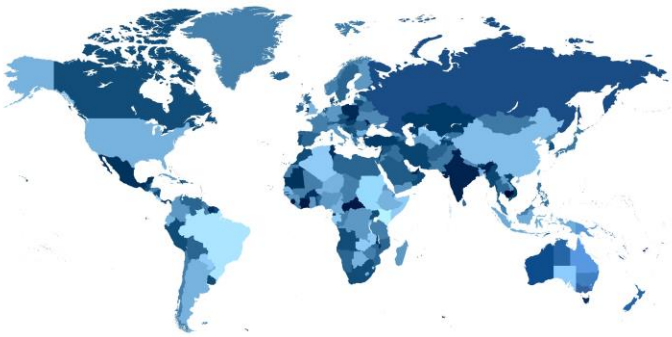
About Geotab

Geotab is a Canadian headquartered company that has created an end-to-end telematics and secure data platform that provides the fleet ecosystem with insights designed to support a fleet owner in making operational improvements, provide profit opportunities as well as socioeconomic benefits, and by enabling innovation built on data.



Geotab counts many Fortune 500 companies and North America's largest public sector fleets among its growing roster of customers. Geotab continues to meet and exceed revenue goals year over year and has become the world's fastest growing telematics company by monthly additions globally. Geotab is connected and operating in over 130 countries with offices in the U.S., Canada, Mexico, U.K., Germany, Spain, France, Italy, China, Hong Kong, Australia and staff presence in Latin America. Our workforce of over 1,300 employees continues to grow as we enter new markets and expand our global presence to further support growing service providers and partners. We are regularly expanding our presence in response to business requirements, as well as part of our strategy to increase safety for drivers worldwide. Over 80% of the 2.1 million Geotab-connected vehicles are deployed in North America, making Geotab the largest connected-vehicle company in the region.

Geotab is a global leader in telematics, providing industry-best fleet management solutions to commercial and public sector fleets of all sizes. As the world's largest secure and open connected vehicle platform, Geotab has a unique focus on rich, high quality data, and applying the analytics necessary to transform this data into actionable intelligence to help our fleet customers minimize total cost of ownership and maximize operating efficiency, safety, and environmental sustainability. With more than 40,000 global customers, and as the largest provider of fleet management solutions to Fortune 100 fleets, Geotab connects more than 2.1 million vehicles, collecting and processing more than 40B uncompressed raw data points every day. This is the largest organically grown vehicle data set in the world.

Emphasis on security

Geotab takes a rigorous approach to data security following the principle of continuous improvement, and provides one of the most secure telematics solutions available on the market today. In order to protect our customers' critical data, Geotab has a dedicated Chief Security Officer (CSO) and security team focused on developing industry-leading cybersecurity technology.

As one of our core pillars, Geotab takes security seriously. We are constantly reviewing, improving and validating our security mechanisms and processes so our systems remain resilient to intrusion and disaster. Geotab uses encryption to protect all data at all times during collection, transmission, storage, and use. The GO devices use AES 256 to encrypt all Data At Rest (DAR). Geotab's cryptographic module has achieved the FIPS 140-2 certificate #3371, with Geotab being the first telematics company to achieve FIPS 140-2 validation. Customer data in the MyGeotab solution is encrypted at rest using AES 256 disk encryption provided by Google, and is

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encrypted in transit with TLS 1.2. As we grow, more industries, fleets and customers will benefit from Geotab's uncompromising stance on cybersecurity.

Geotab participates in a number of industry committees such as SAE, IEEE, W3C, Auto-ISAC, NMFTA, and ATA, and other related special projects in order to remain at the forefront of cybersecurity developments. Geotab collaborates with leading stakeholders to advance security across the industry, and our security team regularly engages with global thought leaders and experts in the vehicle cybersecurity space, and even hires white hat penetration testers to attempt to uncover hidden vulnerabilities within our telematics systems and validate security enhancements. This focus on security has resulted in involvement in multiple federal agency projects with DOT-Volpe, DHS, FBI, NHTSA, and NIST. All of this work has been leveraged to achieve full FedRAMP PMO Authority To Operate (ATO) certification. As innovation continues to outpace regulation, Geotab remains committed to being an authority in the security space and a leader in connected-vehicle technologies.

Core pillars

Six core pillars drive Geotab's ongoing innovation and success, which help businesses make impactful operational improvements and minimize operating costs: productivity, optimization, safety, sustainability, compliance and expandability.

Recent Contract Awards on the MyGeotab® Platform

State of California — In May 2019, the State of California was awarded a single-source Blanket Purchase Agreement (BPA) to supply the State and participating local government agency fleets with a fully integrated, best-in-class telematics solution. As part of the State's goal to promote a reliable, environmentally responsible, and cost-effective fleet, Geotab's award-winning technology will be available to all state, municipal, and county fleets. The State of California has recently introduced several green initiatives targeted at improving fleet

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operations, and in particular reducing harmful environmental impact. To measure success, ensure effectiveness, and improve overall fleet efficiency, the State's Sustainability Roadmap identified that a centralized telematics program is needed to help reduce fossil fuel usage, improve vehicle utilization, and reduce operating costs.

Geotab Selected as Sole Telematics Provider by the State of California

General Services Administration (GSA) — Geotab was awarded the largest single-source telematics contract to date by GSA Fleet, a division of GSA, which provides centralized procurement for U.S. federal agencies. With one of the largest non-tactical fleets in America, GSA Fleet will equip its 217,000 vehicles with Geotab's trusted fleet management technology.

Geotab Awarded World's Largest Telematics Contract by General Services Administration

Department of Homeland Security (DHS) — Geotab was awarded a 5-year blanket purchase agreement (BPA) by the DHS for their 52,000-vehicle fleet. The benefit of this award is that all DHS hardware device security enhancements are passed through to all our clients.

United States Department of Homeland Security Awards Geotab Blanket Purchase Agreement for Telematics

New York City (NYC) — Geotab is the chosen telematics solution provider for all NYC vehicles, making up a diverse fleet of over 30,000 vehicles. Geotab is working directly with New York City's Department of Citywide Administrative Services (DCAS) and the Department of Transportation (DOT) to advance NYC's Vision Zero goals of eliminating traffic-related fatalities and severe injuries. NYC uses Geotab to encourage safe driver behavior in its large municipal fleet, as well as the resulting telematics data to analyze road speeds for a myriad of safety and road design initiatives. For more details on NYC's Vision Zero initiatives, read Telematics as a Vision Zero Tool.

State of Utah — Geotab is the telematics provider for the State of Utah's State Motor Pool. Geotab is now working with cities and counties all throughout the State of Utah to expand this program. For an overview of the State of Utah's initial telematics deployment, read the full white paper.

State of North Carolina — North Carolina's Motor Fleet Management department chose the Geotab telematics solution for their entire State Fleet of 7,000 motor pool vehicles, and soon to be an additional 7,000 DOT vehicles.

Geotab has numerous other federal, state, and local fleet customers, which ADOT can make available upon request.

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Geotab's hardware: The GO9 device

Geotab is a global leader in telematics, providing open platform fleet management solutions to businesses of all sizes. The Geotab solution is unique in the industry for its rich, high quality actionable data sets, helping businesses and government agencies of all sizes manage safer and more efficient fleets.

Geotab's GO9 telematics device is the most powerful yet, offering a 32-bit processor, 64-Mb non-volatile flash memory that can hold up to 80,000 logs in offline mode (out of coverage), and accident data memory that can record over 100 minutes of second-by-second data (8,000 logs) of which the last 1.2 minutes are sent instantly on accelerometer-triggered accident-level events. The GO9 also provides state-of-the-art GPS technology, g-force monitoring, Geotab IOX (input output expander) expandability, and engine and battery health assessments.

Vehicle tracking

Using Geotab's patented tracking algorithm, the GO9 accurately recreates vehicle trips and analyzes incidents. As opposed to collecting data on a scheduled basis (better known as "ping rates"), the Geotab GO telematics device uses intelligent and patented logging algorithms to identify when to record speed, position, and other engine diagnostics. This is critical to ensuring that all data elements are collected in a manner that allows for downstream analytics. The device is constantly monitoring various inputs, including: second-by-second GPS data, intra-second accelerometer readings, proprietary engine diagnostic, and auxiliary inputs/outputs. The device monitors the data and determines the appropriate values to transfer and store. This patented curved-based algorithm is applied to all Geotab data and distinguishes the solution from every other vendor solution on the market, resulting in the industry's most granular and actionable datasets.

The GO9 also offers in-vehicle alerts to instantly notify drivers of infractions and — with hardware add-ons — provides live coaching for driver's on-road performance. The GO9 does not require a dash-mounted antenna or any wire splicing.

Top features

- Easy installation
- LTE Connectivity (select regions)
- Small form factor device
- Intelligent in-vehicle driver coaching
- Breakthrough accident detection and notification
- Built-in auto-calibrating accelerometer and gyrometer
- Near-real-time vehicle data
- Support for GPS+GLONASS connectivity

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- External device expandability via IOX (in out expander) Technology
- Additional native support for more vehicle protocols
- End-to-end cybersecurity
- Fast GPS acquisition time using Almanac OTA support

Further details on the technical specifications and features can be found in the GO9 support document.

Security

Geotab's platform security is designed for end-to-end protection of your data.

Key implementations include:

- GO device and network interfaces use authentication, encryption, and message integrity verification
- GO devices are individualized — each device uses a unique ID and non-static security key making it difficult to fake a device's identity
- Over-the-air updates use digitally-signed firmware to verify that updates come from a trusted source
- Independent third-party experts to validate the platform from end-to-end
- FIPS 140-2 validated by NIST (certificate #3371)
- Geotab achieved full FedRAMP PMO Authority To Operate (ATO) certification in August 2020

Expandability

Featuring an Input/Output Expander (IOX) port directly on the side of the Geotab GO device, the Geotab platform can be customized to address specific business needs with hardware add-ons available in the Geotab Marketplace. With IOX hardware, fleets can readily integrate and power new solutions to further drive profitability. A number of IOX solutions are available, including device communication over the IRIDIUM satellite network, Bluetooth® asset tracking, Driver ID with NFC technology, GO TALK live in-vehicle verbal coaching solution, and others.

A complete list of available hardware add-ons for the GO device can be found in Geotab's Marketplace.

Easy installation

Geotab's GO9 device can be self-installed by simply following the steps below.

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1. Locate the vehicle's engine diagnostic port, typically found in the driver's area at or below knee level. Note: Heavy-duty vehicles use a different connector system. Contact your Authorized Reseller for heavy-duty connector applications or for extension harnesses should it be necessary to replace your device away from the engine diagnostic port location.
2. Align the receiver end of the device with the engine diagnostic port and push in place. Please ensure the device is well connected to the diagnostic port. Once connected, the device emits six quick beeps.
3. Once the device is connected and receives power, the LEDs on the front of the device start blinking, then turn solid once completing the actions below:
    - Red LED: device configuration
    - Green LED: cellular network connectivity
    - Blue LED: GPS network connectivity

    Note: The device should be in good cellular coverage during installation process.

4. The device emits two quick beeps every 60 seconds during set-up. Initial startup may take several minutes to complete. Once all three LEDs turn solid and you hear 10 quick beeps, secure the device using the provided cable tie.

    Note: The device starts updating when the green and blue LEDs turn solid.

Harnesses

For professional installation of the GO device, various harnesses are available for different vehicle cases, makes and models, including when there is no OBD port available. The most common harness is Geotab's Universal T-Harness (HRN-GS16K2). This harness enables users to hide the device and leave an OBD port available. Geotab also has a multi-adapter kit consisting of a T-harness (HRN-BM16T2) and 12 different mounting adapters for use in most light-duty, medium-duty, and heavy-duty vehicles, and is compatible with most models globally.

The GO-RUGGED device (for heavy duty)

The GO RUGGED is a ruggedized telematics device ideal for: heavy equipment, yellow iron, agricultural machinery, and oil field equipment; the tracking of powered trailers and assets; and installations where the Geotab GO device is exposed to the elements. The GO RUGGED offers state-of-the-art GPS technology, g-force monitoring, Geotab IOX expandability, and engine and battery health assessment. Using Geotab's patented tracking algorithm, it accurately recreates a vehicle's trips and analyzes its incidents.

Top Features

- Support for most major engine protocols
- Built to IP67 standards for protection against dust and water

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- Additional cable length on the GO RUGGED device allows for external installation away from the diagnostic port. Connects to the OBD port or existing harnesses via HRN-RS12S2 (sold separately)
- Supports all current IOX via HRN-RX06S4 (sold separately)

Additional Features

- Intelligent in-vehicle driver coaching via IOX-BUZZ or IOX-GOTALK
- Breakthrough accident detection & notification
- Accurate engine diagnostics, DTC, and proprietary engine data
- Near-real-time vehicle data
- Fast GPS acquisition time using Almanac OTA support
- Built-in accelerometer

Harness Options

- HRN-GR09K1— Universal Rugged Heavy-Duty T-Harness Kit (IP67)
- HRN-RMRCA1 — Required for connecting to CAT vehicles (requires HRN-GR09K1)
- HRN-RS12S2 — Required for connecting to the vehicle diagnostic port or to an existing harness.
- HRN-RW03S4— Required for connecting to an external power source
- HRN-RX06S4 — Required for connecting your GO8 RUGGED to any IOX.

For more information on GO RUGGED's detailed technical specifications and installation, please see the GO RUGGED Spec Sheet.

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Geotab’s software solution: MyGeotab

MyGeotab is a web-based software and mobile application that harvests rich vehicle data, and provides full insight into the health and performance of all your vehicles. MyGeotab is a fleet management software that allows fleet operators and drivers to have powerful visibility into their vehicles, including service interval alerts, automated odometer mileage for business vs. privacy reports, and vehicle fault diagnostics to immediately alert when something breaks in the vehicles. MyGeotab takes the complexity out of collecting data and transforms it into useful information that businesses can act on. By reviewing and analyzing the captured data through Geotab’s user-friendly dashboards, companies can avoid costly vehicle downtime, improve employee safety and productivity, and increase revenue.

Geotab's system allows our customers unfiltered access to the data that is generated by their vehicles. This information can be viewed via our web-based software, MyGeotab, our application programming interfaces (APIs) for back-end system integrations, and for sharing data to a third-party to provide great insight into the data. Geotab is an open platform fleet management solution, and does not put up roadblocks with providing clients with access to their data. We understand that data belongs to our clients, and they can share or utilize it as they see fit.

Additionally, MyGeotab is available in 10 different languages: English, French, German, Japanese, Italian, Dutch, Polish, Spanish, Brazilian Portuguese and Simplified Chinese, and is available as an app for iOS and Android.

Key features

Some of MyGeotab’s key features include:

Advanced reporting: Geotab offers advanced reporting flexibility. Start with Geotab’s standard reports, and make them more meaningful by tailoring them to your exact fleet needs. Geotab uses Microsoft Excel as its report writer — so your staff’s existing Excel skills can be leveraged in building any of your own reports. Reports and features include, but are not limited to:

- 40 built-in reports
- Customizable dashboards and reports
- Trending dashboards and reports
- Report scheduling
- Accident
- Low battery warning
- Engine misuse (over-revving)

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- Private vs. business mileage
- Driver scoring reports
- Customer stops by zone report
- Driver congregation report
- Accident reconstruction report
- Customizable work hours
- Time-off and timecard reports
- Speeding
- After-hours usage
- Back-up when leaving
- Engine diagnostics and issues
- Seatbelt usage
- Risk management reports (insurance use case)
- Productivity (idling, arrival/departure times, etc.)
- Find nearest vehicle to location including distance
- Dangerous driving (acceleration, braking, cornering)
- Maintenance reminders scheduled by time or distance, or engine data parameters
- North America specific: Color-coding to signify the status of Garmin-equipped drivers on a map
- North America specific: IFTA fuel tax reports

Ad hoc reporting gives users the ability to build ad hoc dashboard reporting. Dashboards are customizable for all Geotab plans (Base, Pro, and Pro-Plus.) These reports have rich reporting functionality — editable, customizable, trends, etc.

Alerts: The Geotab® system can be configured with driver and supervisor email addresses for alert purposes. When exception rules are broken, you have the choice to send out automatic notifications to the relevant parties. A notification can be sent out in the following ways:

- An email to one or more recipients
- An alert that is displayed inside the application to a specified user. An audible in-vehicle alert from the Telematics Device Additional alerts — such as SMS — as made possible by third-party systems

Note: There may be a minor delay between when data is sent from the vehicle to when the server sends a notification depending on the type of notification and exception being handled. Alerts can be sent for speeding, unauthorized or after-hours usage, productivity (idling, arrival/departure times, etc.)

Driver behavior management: Influence safe driving behavior with in-vehicle driver feedback and coaching tools. Drivers that share vehicles are still individually identified with Geotab's Driver ID NFC technology. The MyGeotab System provides driver behaviour reports in relation to speed, idling, harsh cornering, harsh braking, harsh acceleration and excessive RPM usage.

Maintenance reminders: Geotab offers a very reliable maintenance reminder platform that can be used to track maintenance events for any and all kinds of vehicles. This feature can be set up to automatically remind you of all individual maintenance events for your entire fleet, regardless of their make, model, and size. The main component for any maintenance event is the frequency for which it needs to be performed. The frequency determines the rule's conditions for each maintenance reminder. The Advanced Reminders report is a great tool that works in conjunction with the maintenance reminder rules feature. You can also use MyGeotab to record maintenance completed, which may be important if your company policy requires you to document and verify maintenance activities.

Robust engine data reporting: Geotab collects and responds to common status information in your vehicle. This includes engine RPM, engine light, seatbelt, odometer, engine hours, emissions, VIN, and vehicle battery voltage. Note that the robustness of the information collected is based on the make, model and year of the vehicle.

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GPS vehicle tracking: See where your vehicles are in near real-time or choose a custom date and look back to see where your fleet has been. Geotab's patented algorithms provide you with accurate, detailed trip information. Active Tracking with Pro Plus Active Tracking is made possible with increased data logging frequency and animation in MyGeotab. The animation feature displays estimates of the real-time location of the vehicle onto the live map. Viewers are able to watch a simulated icon of the vehicle as it is moving. This new feature provides dispatchers and fleet managers with a very accurate depiction of where a vehicle enabled with this technology is at any given time.

Zone Coverage: Geotab offers a solution for when the vehicle is out of cell coverage. The GO device will store the data in its internal flash memory. The flash memory is capable of storing up to 80,000 logs, roughly comparable to a month's worth of data. Once the vehicle returns to cell coverage, all stored logs are automatically uploaded to the MyGeotab server.

In order to determine potential "dead zones", Geotab can use big data analytics to identify areas where GO devices have experienced past issues communicating over the cellular network. This analysis will help you determine where certain vehicles may experience intermittent outages. If vehicles are ever out of coverage for long periods of time (greater than a month), Geotab provides an Iridium satellite failover for periodic location data and "panic button" communications.

Route optimization: Reduce vehicle mileage and fuel consumption by creating zones and routes for your drivers. Also, Geotab's fleet management software lets you compare actual versus planned routes.

Engine health and maintenance: Be alerted to potential critical engine health issues and easily prioritize the repairs for your vehicles. Focus on proactive vehicle maintenance by detecting issues early on and set-up vehicle maintenance reminders. The OBD is a valuable tool for repair technicians, vehicle owners, and fleet managers, as it is used to monitor the health and performance of the vehicle engine and emissions system. OBD stands for on-board diagnostics, an automotive term that refers to a vehicle's diagnostic and reporting capabilities.

Group hierarchy: Geotab has the capability to set completely customizable group hierarchies flexible enough to suit the needs of any business. Groups can be created, modified, and removed at will and can be used as filters. Vehicles and users can be categorized into groups. These groups can be used to structure the user interface as required allowing the user to easily target specific service areas, teams or individual drivers.

Custom mapping: Design your own business relevant maps which are automatically combined with the application's vehicle information. Flexibility in map views, legends and zone shapes and sizes allow for further customization. The application supports custom map implementations based on OpenLayers, such as: ArcGIS 9.3 REST servers; MapQuest; CloudMade; and Tilemill.

Geofencing: MyGeotab refers to "geo-fences" as zones. A zone is a virtual perimeter around a real-world area of interest. Users can use zones to denote locations such as offices, customers, workplaces, airports, gas stations, entire states, home, or even road/highway networks, etc. When combined with rules and reporting, zones become a critical component for analyzing the behavior of a user's fleet. The resulting exceptions which are generated from zone based rules provide deep insight into time spent and distance traveled in and out of any MyGeotab zone.

Telemetry feedback: Audible in-vehicle alerts can improve the on-road driving behavior of your drivers by notifying them of unsafe or potentially risky driving events. You can configure alerts to sound on a number of events including unbuckled seat belts or speeding. If an event is triggered, the driver will need to correct their on-road behavior for the alert to cease.

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Scalability: Geotab has clients with fleets of all sizes, ranging from one vehicle to over 85,000 vehicles, leveraging the same GO device and software foundation to grow on. Geotab is capable of both vertical and horizontal scalability with respect to accommodating all fleet sizes and rapid fleet size growth.

Track of speed readings: Geotab also has the capability of obtaining engine-based road speed from certain vehicle types as well (when it is reported from the engine computer) as well as deriving it from GPS data when this is not present. This vehicle speed data can be compared to posted road speed values obtained (and included free of charge) for publicly available sources like Open Street Maps and others. Idle time is also part of default logic built into the MyGeotab software. Users also have the ability to create custom rules and reports for measuring idling and speeding based on their organization's specific definition of this action.

For further details please refer to the next sections and the Product Guide available online.

Geotab Public Works Solution

Geotab Public Works helps government agencies manage vehicles such as salt spreaders, snow plows, street sweepers, and waste management vehicles. It helps ensure all infrastructure is serviced adequately while controlling costs, tracking material usage and more.

Plowing and salting roads and highways is a critical service delivered by local governments and municipalities. Optimizing your winter maintenance operations maximizes mobility of the traveling public while minimizing collisions due to winter traveling conditions. With real-time reporting on salt usage and winter maintenance activity, roads can be plowed and de-iced as soon as possible.

Automate time consuming workflows: Deliver a high level of service by measuring the activity of every vehicle in your fleet with simplified real-time reporting.

Optimize performance: Know the location and route of your fleet, monitor how much salt is being put down, measure the performance of a truck and the effectiveness of the fleet at large.

Manage operating costs: Get real-time visibility on the performance of drivers and current state of snow removal and deicing to monitor overall operating costs.

The Geotab Advantage:

- Automated reporting for regulatory compliance and billing
- Active tracking for winter maintenance vehicles
- Accident detection with real-time notifications
- Accurately measure winter equipment usage
- Route optimization for reduced mileage
- Idling and fuel consumption trend reports
- Preventive maintenance
- Real-time reporting on salt usage

Geotab Keyless

Geotab Keyless is a technology platform that is revolutionizing remote vehicle management in numerous

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markets such as government and commercial motor pools, corporate car sharing, consumer car sharing, and traditional car rental services. Geotab Keyless leverages the IOX-KEYLESS, a hardware expansion device which enables vehicle command/control functionality for the GO device.

As the trend for car sharing schemes continues to grow, Geotab's IOX-Keyless solution makes accessing mobility easier by providing cyber-secured digitized keyfobs that can unlock, lock, and locate cars via smartphone apps on iOS and Android. The device uses a Bluetooth connection and pre-authorized NFC tags/stickers to pair the user's phone with the vehicle's GO device. The pre-authorized NFC tags allow customers to perform the given functions in locations where there is weak Bluetooth connection, for example, in underground parking garages.

By leveraging the best-in-class telematics technology customers are able to use IOX-Keyless to:

- Control costs with regards to productivity, maintenance, and fuel consumption
- Reduce overhead costs related to replacing lost keys and staff to manage keys
- Maximize utilization by identifying which vehicles are being underutilized
- Accurately locate vehicles using a built in curve logging algorithm
- Allowing quick and easy access to vehicles regardless of staff availability
- Manage vehicles remotely by unlocking vehicles for drivers who are locked out after-hours or locking vehicles after use

IOX-Keyless is a scalable, yet secure, solution that is compatible with all makes and models of vehicles that have an existing keyfob and GO9 device. The solution allows multiple users to have access to the vehicle at the same time. However, in order to reduce loss from theft, only authorized users can lock/unlock the vehicle during the reservation and vehicles cannot be started from a remote location. Additionally, each IOX is unique and can only be used by the vehicle with which the key is paired. For a detailed overview of the Geotab Keyless solution, please click here.

Installation

IOX-Keyless can be self-installed in seven quick and easy steps that are highlighted here. Depending on whether the vehicle has a push-to-start ignition, or a bladed-key ignition, additional hardware will be required to support the installation.

Required components for a push-to-start:	Required components for a bladed-key ignition:
• A GO device (GO9 or newer), • A T-Harness, and • The IOX-KEYLESS or IOX-KEYLESS-NK.	• A GO device (GO9 or newer), • A T-Harness, • The IOX-KEYLESS or IOX-KEYLESS-NK, and • *Optional add-on for starter inhibit:* HRN-CX09Y5 harness.

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Geotab's Software Development Kit / API

The Geotab Software Development Kit (SDK) is a powerful set of tools for automating tasks and working with the data in MyGeotab. A detailed description of its features, as well as a listing of the methods that can be invoked, can be found in here.

This section describes Geotab's integration capabilities and explains the protocols and technologies used.

A summary of the different integration alternatives allowed by Geotab SDK:

- Data Feed: The data feed is the primary method used to synchronize data from the telematics system to another system using the API. The GetFeed method can be polled at intervals to get new and updated data from the system. The feed API works with a token that is passed on every request and sent back with the payload on every response. This allows Geotab to track "up to which point in time" we have already sent the receiver data. It also allows the receiver to stop and seamlessly resume the data feed.
- Embedded version of MyGeotab: Each of the MyGeotab pages has a URL (Uniform Resource Locator) associated with the page that allows that page to be embedded in your own application or linked to. This is a great way to leverage MyGeotab and make it part of your services.
- Integration of third-party devices: MyGeotab accepts data logging from telematics devices not manufactured by Geotab ("third-party devices"). MyGeotab provides a unified interface for all fleet information, enabling the user to manage their vehicles regardless of the telematics hardware they have installed. A MyGeotab database can store information from Geotab GO devices and third-party devices at the same time — allowing for a single point of coordination across a fleet consisting of a variety of devices. More than 25 third-party devices have already been integrated following these mechanisms.
- Add-ins in MyGeotab: Add-Ins are used to extend the functionality provided by MyGeotab and Geotab Drive. An Add-In is JavaScript, HTML and CSS loaded into the MyGeotab or Geotab Drive portal and resides directly inside the user interface. This allows third-parties to create a seamless user experience and provide solutions that would otherwise require the user to visit a different website altogether.

Geotab provides helper libraries for C# and JavaScript; however, any language or application capable of making HTTP (HyperText Transfer Protocol) requests can access its full functionality. Specifically, requests made to the Geotab API are performed over HTTPS. The minimum SSL/TLS version supported by the MyGeotab API is TLS v1.2. API request parameters and the results are transported in the lightweight JSON format. Requests to the API can be invoked using HTTP GET or POST. HTTP POST requests use the JSON-RPC standard.

Warranty Information

Geotab offers a standard one-year limited device warranty on all Geotab GO devices, which is automatically upgraded to a limited lifetime warranty upon activation on the ProPlus rate-plan. For ProPlus subscribers, Geotab will replace a faulty device with a new device that provides the same level of functionality - free of charge - and based on the following conditions:

- Failure of the GO9 device; if the network on which the device operates no longer provides adequate coverage as determined by Geotab;
- If the device has not been tampered with.

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With a consistent failure rate of 0.5% over the last two years, Geotab's devices offer reliability that is well-below the industry average of 7-10%. Firmware updates occur over-the-air (OTA). Geotab also has a very robust system with 99.5% uptime.

Other Geotab features

In this section we will remark on some features that may be of interest to you.

Marketplace

The Geotab Marketplace is the ultimate online solutions center for managing your vehicles and fleets. Our extensive ecosystem of valuable, business-focused applications are all fully integrated with the Geotab telematics platform. Choose from a whole suite of mobile apps, MyGeotab software add-ins, hardware accessories and add-ons, general software solutions, and free custom reports. From in-vehicle cameras and Bluetooth asset tracking, to apps for managing maintenance and fuel tracking, you can find a wide range of solutions for your business, all integrated with Geotab's open telematics platform. We have a solution to suit your every need, from satellite tracking, in-vehicle camera, ELD compliance, driver ID, temperature tracking, and more. Geotab performs industry standard security scans and penetration tests against all new marketplace partner solutions. These security scans and penetration tests ensure our marketplace partners provide solutions that meet the rigorous security standards that Geotab's customers expect. Visit https://marketplace.geotab.com/ for more information.

There are five different types of solutions.

Solutions can be a combination of types.

MyGeotab Add-Ins
Third-party Partner or Geotab-built plugins that run within MyGeotab or the Geotab Drive mobile app.

Hardware Add-Ons
Geotab IOXs and third-party hardware communicating through GO devices.

Mobile Apps
Third-party mobile applications that add value for drivers or mobile workers. Typically pulls data from Geotab.

Integrated Software Solutions
Third-party or Partner backend server systems that interface with the Geotab API, leveraging the SDK without using an Add-In.

Custom Reports
Geotab created reports that can be uploaded to MyGeotab. Download reports into an excel sheet for easy data manipulation and analysis.

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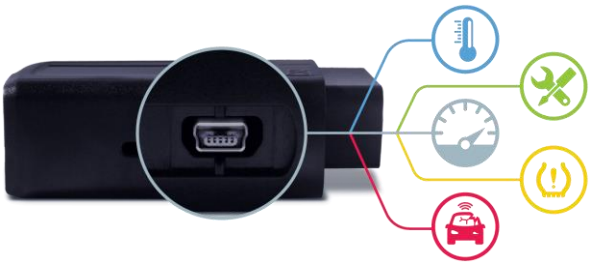
IOX-Expansion



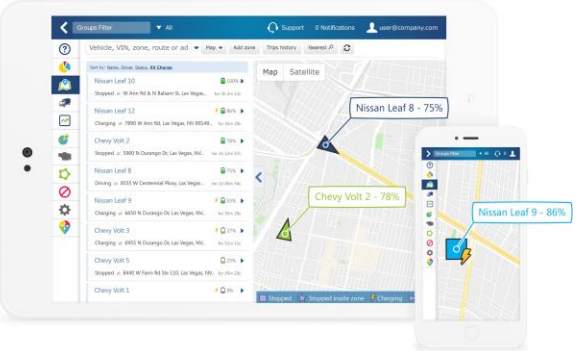
IOXs are hardware add-ons that add functionality to the GO device. This functionality can be used for driver identification, third-party sensors, Garmin, Android and IOS devices, etc. A daisy chain allows up to five IOXs in a row with the current firmware. IOX Expansion Technology makes it possible to connect additional hardware to the Geotab GO via a small expansion port on the side of the device. Geotab platform can be further extended to provide added flexibility and integration with third-party providers. There is a whole range of hardware Add-Ons ready for integration by this method, such as Bluetooth® beacon sensors, driver ID, USB charging, and driver feedback (verbal or buzzer) as some examples.

The advantage of using IOX Technology rests in the ability for business managers to pick and choose only the capabilities that are required, pertaining to their businesses unique needs. In doing so, this helps:

- **Reduce costs.** End users only need to pay for what they need and add on.
- **Reduce in-vehicle hardware space.** There is no need to place another device right next to the Geotab GO device, which ensures that drivers are not restricted by space
- **Allow for Future expandability.** As new IOX harnesses are introduced by Geotab, which help satisfy customer demand for new technologies, future expandability is ensured.
- **Easy installation.** When new capabilities are added, the devices only need to be connected to the GO6 or to the last IOX expander in the chain, eliminating the need for removing the existing device and its connections in order to add more devices and functionalities.

For more information on IOX Expansion, please visit https://www.geotab.com/blog/iox-expansion/

Electric vehicles



Fleet adoption of electric vehicles (EVs) is on the rise globally. With government targets to cut carbon emissions, the continued push to reduce fleet costs, and the increasing choice and affordability of EVs, we believe that this trend will only continue. In response, Geotab acquired FleetCarma in 2018, a proven leader in the EV industry with more than a decade of experience collecting and analyzing EV data. Geotab now provides solutions powered by the world's largest EV performance dataset to aid fleets in the adoption and operation of EVs.

Although electric fleet management and traditional fleet management have many similarities, there are a number of distinct differences. Unlike conventional vehicles, EVs do not follow mandatory telematics data standards, making data access a challenge. Working directly with manufacturers, Geotab has developed unique capabilities to access critical EV data and now supports the largest set of EV makes and models.

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Geotab provides a platform to monitor and optimize a fleet's EVs and conventional vehicles together. The platform contains critical EV reporting capabilities, such as measuring energy efficiency to enhance the range of an EV, and monitoring real-time charging activity to increase a fleet's productivity.

Please visit geotab.com/ev for more information on EV fleet management.

Electric Vehicle Suitability Assessment (EVSA)

Specifically designed to help enable fleets transition to electric efficiently, Geotab introduced the EVSA, a free tool in the Geotab Marketplace. The EVSA helps fleet managers determine electric vehicle suitability by analyzing their existing telematics data and creating an electrification recommendation based on each vehicle's distinctive driving patterns.

Geotab's EVSA solution identifies which electric vehicles meet range requirements, make the most financial sense and will ultimately help make electrification as seamless as possible for fleets. Based on telematics data, fleets are provided with a report which provides lifetime cost and financial analysis, range assurance with best fit analysis, and an environmental impact analysis that calculates fuel and CO_2 emissions reductions.

Please visit geotab.com/evsa for more information on accessing the free assessment.

Collision reconstruction add-in

Geotab's Collision Reconstruction add-in is an all-in-one solution to viewing, analyzing and interpreting collision data from Geotab tracking devices. It finds and analyzes known collisions for a given time period and displays all relevant information into a single, easy to read document.

This tool is helpful for fleet managers and administrators to view the position and the point of impact of any collision in their fleet, and provides customized links to view the speed profile, RPM, and accelerometer data during the collision.

Features

- Reconstruction based on a larger time period
- All-in-one view of an accident without having to sort through and analyze separate sections of MyGeotab
- Point of Impact calculated based on the acceleration values received*
- Simple customized links to go straight into speed profile, RPM graph and accelerometer graph

Benefits

- Fast and easy to use solution for analyzing collision data
- Optimizing and simplifying complex accelerometer data
- Provides critical data to improve logistics and decision-making
- Point of impact can provide a better understanding of the overall accident as it occurred
- Increasing overall fleet safety by reducing potential recurring behavior in drivers
- Reduces potential accidents

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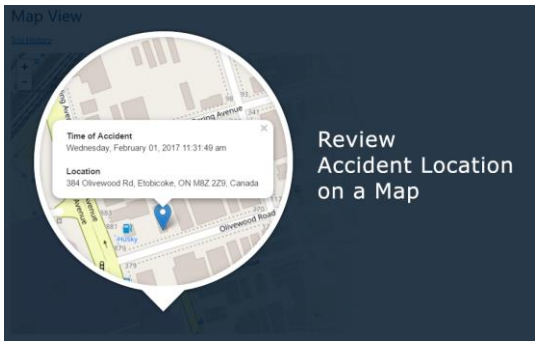

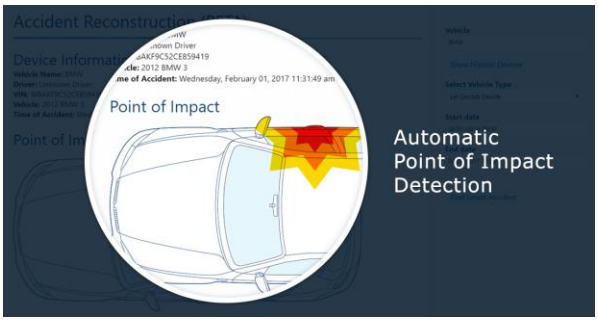

Driving behavior

Risk and safety reporting

Geotab's fleet safety reports provide advanced insight into your drivers' on-road activities. Risk and safety scores are assigned to individual drivers based on various factors: speeding, seatbelt usage, braking habits, degree of corner turn, acceleration, and after-hours vehicle usage. Geotab reports also illustrate daily, weekly, or monthly driving trends to enable managers to develop performance benchmarks.

In-vehicle driver coaching

Geotab is an early innovator in developing interactive alerts that help drivers identify and improve their on-road driving behavior. All Geotab GO devices come standard with audible buzzer notifications that beep in real-time when drivers deviate from company safety

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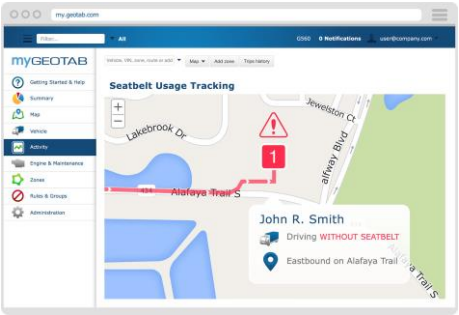
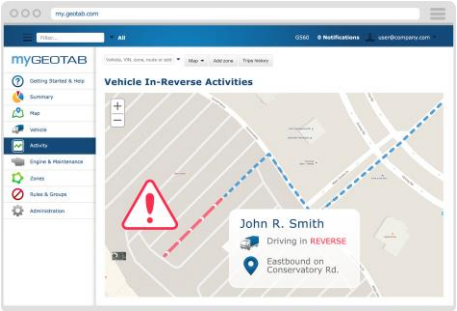
policies. Immediate feedback will improve safe driving practices as drivers can then take corrective actions as events occur.

Improve driver seat belt habits

Geotab's driver and passenger seat belt detection feature, available for most vehicles, reminds drivers to buckle up while on the road. Greater seatbelt usage results in reduced driver injuries, and improves compliance with the law and internal fleet safety rules.





Help prevent driving accidents

Vehicle in-reverse activities are one of the main causes of parking lot accidents. Geotab's patented technology identifies vehicle in-reverse motions and gives drivers a reminder to be extra cautious during this activity.

Reinforce company safety policies

Geotab's risk management report shows how many rules were broken and the total miles driven for the time frame chosen. This important metric shows how many rules were broken over a standard amount of miles across the whole organization. This places all drivers on an even playing field, and allows organizations to enforce fair practices.

A driver safety scorecard report, fully configurable, is freely available at https://marketplace.geotab.com/solutions/safety-scorecard

GO Talk

Geotab GO TALK enhances driver and fleet safety by providing spoken word alerts to drivers while on the road in real-time. Spoken instructions from inside the vehicle inform and empower drivers. Using advanced text-to-speech technology, GO TALK warns drivers of violations so they can immediately correct their behavior.

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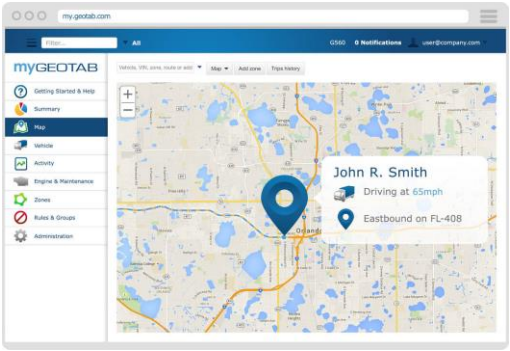
Personal mode

Personal Mode allows drivers and fleet managers to temporarily hide vehicle tracking in the fleet management application. When Personal Mode is enabled, location features that use GPS such as position, trips and speed profiles are not displayed in the application.

Features that do not use GPS such as engine and accelerometer data are displayed in the application. Since GPS data is not accessible in Personal Mode, other features such as reports or Add-Ins may function differently when Personal Mode is enabled.



Personal Mode is intended for market-specific cases in which the driver requires intervals of privacy such as using a work vehicle for personal time

Driving data collected by a vehicle in Personal Mode is stored as “private”. In the event of an accident, private data can be extracted in order to assist with accident reconstruction, provided permission is granted to access this data. Before granting permission, the fleet operator must demonstrate that they have received consent from the driver of the impacted vehicle.

There are two ways to enable Personal Mode:

1) Exception Rules: Set conditions to automatically turn Personal Mode on and off, e.g. after work hours rule.

2) Marketplace Add-In: Install the Personal Mode

Add-In to manually toggle Personal Mode between Personal and Business while using the fleet management application or the Drive App.

For more information please visit: Personal Mode User Guide V2.0

Data analytics

Geotab’s Data and Analytics team consists of over 60 professionals working with 40 billion daily data points coming from over 2.1 million devices. The team is composed of specialists in data engineering, artificial intelligence, UX, and software engineering. The department includes teams dedicated to: data engineering, data solutions, internal analytics, professional services, privacy and data governance, and education and agile services. They work to deliver data insight to fleet customers, adjacent markets in intelligent transportation systems, and support Resellers and Geotab’s internal operations. Geotab aggregate data has also been used in initiatives such as the Commercial Vehicle Recovery Dashboard - a tool that compares current commercial transportation and trade activity against pre-COVID numbers to track COVID-19 recovery.

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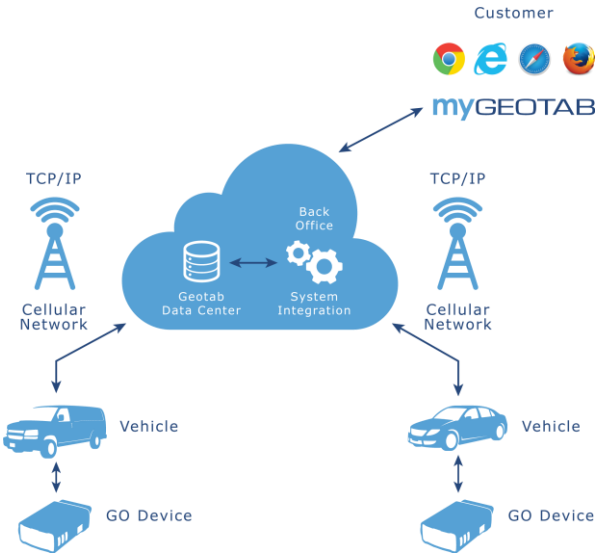
Data storage and usage

Geotab provides its customers with an industry-leading, open platform fleet management solution for collecting and analyzing vehicle and fleet data. With Geotab, customers have power and control over their own data.

Data is collected from the device and sent to Geotab Gateway servers, then to the assigned database (unique per customer). The MyGeotab solution is hosted entirely with Google Cloud Platform (GCP). GCP is available in 200+ countries and territories. A list of GCP Physical Locations are available at: https://cloud.google.com/about/locations.

Geotab's data is encrypted using SSL encryption similar to any major financial institution. The customer defines who has access to their database and what they have access to within it. Geotab employees can have access to databases for troubleshooting purposes only, and this is largely on the approval of the customer. To ensure complete transparency and accountability, all access into a customer database is audited and stored indefinitely within the database audit log for the customer to see. The Geotab API is fully available to Geotab customers.



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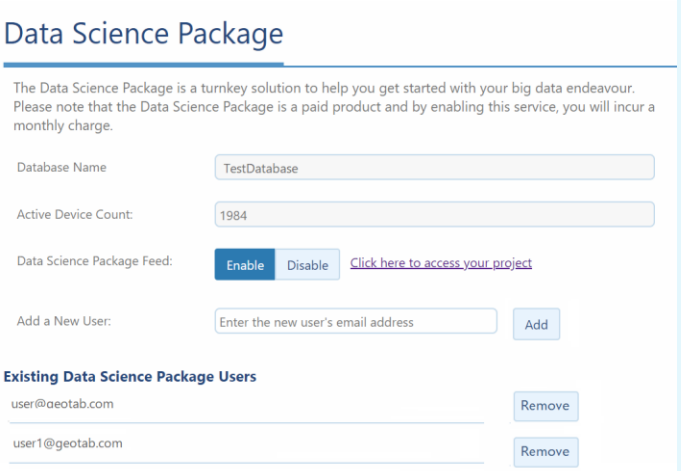
Data Science Package

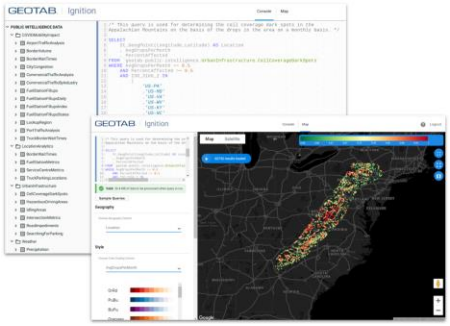
Geotab's Data Science Package provides Geotab's larger customers with a turnkey platform that allows them to take action on their own massive volumes of data and leverage the powerful datasets available in data.geotab.com.

With the Data Science Package, customers will have access to both their own data, and the aggregate data in a ready-made data lake. Every day, Geotab pushes raw, curated, and aggregate data into their customers' very own Google BigQuery instance. This gives customers the ability to query all of their telematics data in seconds, and pull in data from other line-of-business systems directly into their own data lake, and analyse the data for useful insights. Whether it is sales transactions, open data, store locations, routing data, or more, this ecosystem gives customers the tools they need to be successful.

- Query across thousands of vehicles and years of data in seconds
- Easily connect lines of business applications and industry-leading BI tools
- Sample queries and python notebooks in GitHub to get started
- Updated via daily batch into personalized BigQuery projects



Geotab Ignition



Geotab Ignition is a public intelligence data visualization tool consisting of aggregated and anonymized datasets available free of cost. Geotab Ignition aims to help advance customer knowledge and research surrounding smart cities, autonomous vehicles, and intelligent transportation by providing seamless exploration of anonymous aggregate data driven from over 2.1 million connected commercial vehicles. You can take advantage of this easy-to-use platform by registering for a free account at ignition.geotab.com. Once registered and logged into the platform, you can create queries to access and visualize the available data, explore it, and even embed it on your own platforms.

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Predictive maintenance

Predictive maintenance is a tool that uses vehicle data to determine when that vehicle will next need repairs. Fleets can save time and money by preemptively addressing the maintenance concerns, as well as save on the costs of unexpected downtime. An example is electrical system rating for fleets to assess battery health. This machine learning system can predict battery failure before it happens by recognizing signs in the vehicle's voltage patterns, which allows fleet managers to make proactive decisions about their fleet.

Analytics Lab

The Analytics Lab is a marketplace solution where the Data and Analytics team shares their "Experiments" - templates for data insights that can be used to analyze data, discover new trends, make informed decisions, and optimize your fleet. The models are in continuous development and in the future, may be integrated to extend MyGeotab's capabilities. Experiments in Analytics Lab may be changed or removed as they are developed further by the team. Recent Experiments from Analytics Lab include:

- **Fuel Economy Benchmarking:** Leveraging AI, the application compares vehicle performance against other vehicles in their peer group. It can also recommend alternatives for the vehicles with poor fuel economy performance, tailored to your organization's specific needs.
- **API Explorer:** A tool for exploring insight driven from Geotab's data and analytics infrastructure from over 2 million commercial vehicles. With this tool, new API calls can lead to new insights such as fleet benchmarking, fuel performance, intelligent zoning, and more. It brings the power of big data into APIs that can be leveraged by the ecosystem.
- **Traffic Corridor Analysis:** An application that models streets, intersections, and traffic lights that can be used to generate estimates of the time it will take to travel through a series of selected intersections. It can be used for effective route planning, as well as for urban planning considerations.

Data handling and security

Geotab takes a rigorous approach to data security following the principle of continuous improvement, and provides one of the most secure telematics solutions available on the market today. In order to protect our customers' critical data, Geotab has a dedicated Chief Security Officer (CSO) and security team focused on developing industry-leading cybersecurity technology. As one of our core pillars, Geotab takes security seriously. We are constantly reviewing, improving, and validating our security processes so our systems remain resilient to intrusion and disaster.

Geotab uses encryption to protect all data at all times during collection, transmission, storage, and use. Geotab's cryptographic module has achieved the FIPS 140-2 certificate #3371, and we are the first telematics company to achieve FIPS 140-2 validation. Customer Data In Transit (DIT) to the MyGeotab solution is encrypted with AES 256. Once customer data is inside the MyGeotab solution, Geotab uses AES 256 disk encryption provided by Google to encrypt DAR. DIT within the MyGeotab solution uses TLS 1.2. As we grow, more industries, fleets and customers will benefit from Geotab's uncompromising stance on cybersecurity.

Geotab participates in a number of industry groups such as SAE, IEEE, W3C, Auto-ISAC, NMFTA, and ATA; and contributes to industry special projects in order to remain at the forefront of cybersecurity developments. Geotab collaborates with leading stakeholders to advance security across the industry, and our security team regularly engages with global thought leaders and experts in the vehicle cybersecurity space. Geotab employs white hat

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security researchers who attempt to uncover hidden vulnerabilities within our telematics systems and validate security enhancements. As innovation continues to outpace regulation, Geotab remains committed to being an authority in the security space and a leader in connected-vehicle technologies.

Geotab employee policies

Geotab implements measures and policies to ensure that all Geotab personnel are trained and fully aware of all security and privacy-related policies; and that only specific persons have access to specific areas within the network and systems.

All primary Geotab support engineering employees are currently located in Ontario, Canada. Geotab also has engineering employees located in Nevada, USA; Munich, Germany; London, UK; and Madrid, Spain.

For more information please visit: Technical and Organizational Data Security Measures Statement (TOMS)

Segregation of duties

Geotab implements internal controls to minimize the risks associated with Geotab employees gathering excessive privileges within the network. Where possible, privileges are divided among multiple users in order to ensure that no single Geotab employee is capable of completely controlling a process from start to finish. Where this division is not possible, access and usage is reviewed on a regular basis. In addition, all server access requests require approval and access is only granted for a limited period of time. Access logs are maintained for all servers.

Data centers, technology service providers

Geotab stores data in Public Cloud services currently operated by Google (Compute Engine), located in USA, Europe and Asia. These Cloud Providers do not allow third-party on-site visits and only allow authorized personnel to gain access to their own physical server locations. European customer data is stored in Geotab's European data centers.

For more information please visit: Technical and Organizational Data Security Measures Statement (TOMS)

Data transmission control

Geotab implements suitable measures to prevent the MyGeotab and device data from being read, copied, altered or deleted by unauthorized parties during the transmission thereof or during the transport of the data media.

For more information please visit: Technical and Organizational Data Security Measures Statement (TOMS)

Geotab GO device data security

Geotab implements suitable measures to prevent any data from being read, copied, altered or deleted by unauthorized parties during the transmission or transport of any data to and from the Geotab GO device. If a third-party device is attached to the GO device, it is possible that sensitive data may be sent to Geotab's servers

For more information please visit: Technical and Organizational Data Security Measures Statement (TOMS)

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Customer data residency

Customer data will be stored on the following media:

- The GO Device in the vehicle (customer may label the GO device)
- Customer computer (customer may label their own computer)
- Geotab-managed server (Customer data will be separated by logical and virtual means)
- European customer data is stored in Geotab's European data centers
- All other customer data is stored in Geotab's data centers in either Canada, USA or Asia, subject to customer location and optimization parameters

Penetration testing / vulnerability scans

Geotab undergoes annual external penetration testing on all its networks, applications and Geotab GO devices, through trusted security partners to ensure the systems remain secure and contained.

For more information please visit: Technical and Organizational Data Security Measures Statement (TOMS)

Audits

Geotab undergoes regular internal audits on its security policies and procedures. During the audit all Geotab employees are provided security and sensitivity awareness training; internal security policies, security update processes; and server monitoring processes are reviewed.

Information Security policies are reviewed every six months. Employee awareness training and / or testing is conducted regularly throughout the year.

Security incidents

In the event of a security breach, Geotab engineering may cut off some or all access to Geotab services in order to mitigate any possible intrusion damage. Once the threat has been contained or neutralized, a thorough and immediate investigation by high-level Geotab staff will be conducted, specifically to determine names and / or location of attacker(s), method(s) of breach, what kind of data was exposed (if any), and customers who may be affected.

For more information please visit: Technical and Organizational Data Security Measures Statement (TOMS)

Data retention, correction and deletion

Customers can delete and correct data stored on Geotab's systems. On request, Geotab can assist with data exports, deletion and correction under a separate consulting arrangement at then-current hourly rates.

Geotab will only initiate a purge when it is required to preserve the integrity, reliability and availability of the SaaS. If a purge is performed by Geotab, Geotab will still retain a minimum 365 days of data prior to the purge date and will provide advance notice to the database owners. If data is to be purged and you wish to retain your data for longer than a year you are encouraged to retrieve the desired data using one of the API tools provided by Geotab.

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All drives that are decommissioned are wiped clean using industry-standard data destruction tools, or in the event of a failed drive, are destroyed to ensure that no data can ever be retrieved.

Geotab's use of information

MyGeotab

If you created a MyGeotab account, we use your personal data to provide, maintain, improve, and promote the Geotab Solution. We may also use personal data to enable authorized Customers to access MyGeotab, and to send Customers transactional messages in order to respond to comments, questions, and requests or to distribute important Customer information.

Device and vehicle data

If you drive a vehicle connected to the Geotab solution, we receive personal data about you to the extent our Customer provides such personal data to us, and we process such personal data in accordance with our Customer's written instructions or as required by applicable law. To the extent that personal data about you may be inferred from technical vehicle information collected from the device, we process such personal data in accordance with this Policy.

For more information please visit: Geotab Inc. Privacy Policy

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