

Omnicom:

Augmenting Business Value through Fleet Management

The global fleet management landscape has undergone tremendous technological advancements topping charts among progressive sectors of the modern business realm. According to a report generated by Frost & Sullivan in 2017, fleet managers have shown great preference to fleet management solutions, placing fuel management as a key reason to invest in telematics, and vehicle management closely following as the next. Today, the common notion about fleet management and its role of being confined to merely an operational tool for fleet operators is gradually changing. The fleet management is rapidly evolving into a business tool, augmenting the organizational value. Through an analysis of the current business performances and planning of all the inter-organizational changes, fleet management is offering a new ground for businesses to make themselves more efficient.

Capitalizing on this transformation, Omnicomm has established their prominence as a supplier of comprehensive fleet management solution. With more than 20 years of market expertise, Omnicomm specializes in providing hardware—fuel-level sensors and on-board terminals—and a powerful yet flexible software platform. Mohit Mehrotra, MD, Omnicomm India and South Asia says, “With one of the most advanced fuel analytics and reporting in the market, we provide our clients with all the essential tools they need to understand their fleets better and generate ways for optimization and efficiency gains.”

Omnicom offers a complete telemetry-driven fleet management solution that includes OMNICO MM high precision LLS fuel-level sensors, terminals, and displays, as well as the cloud-based fleet management platform OMNICO MM Online. From sensors to software, each component is designed to provide detailed, actionable data to streamline the client’s fleet management functionalities. Expanding its product reach in more than 110 countries, Omnicomm’s technology equips more than 1 million vehicles worldwide.

Having started initially as a developer of fuel-level sensors, Omnicomm today produces the industry’s most reliable high-precision capacitive fuel-level sensors that are highly accurate, easy to install, have a long life, and require no maintenance. Omnicomm has a unique in-house developed algorithm that streamlines measurement variations caused by external conditions such as vibrations on rough terrains. This enables the customers with reliable data while eliminating false alarms or disturbances.

Furthermore, Omnicomm offers the most advanced fuel analytics and reporting that provides the clients with critical information needed to manage costs and track fuel usage trends. This proves helpful in analyzing overall fleet consumption and individual vehicle performance with detailed statistics and accurate reporting. Mehrotra mentions, “We invented the digital protocol in fuel-level measurement that is currently considered to be de-facto industry standard and is being used in all available capacitive fuel-level sensors in the market.”

Apart from tightly integrated software and hardware, Omnicomm also works with a band of partners to provide a host of additional services and solutions, including consulting analytics, reporting preparation etc. Omnicomm’s solution portfolio has helped a series of large companies such as OJSC AK Transneft, Norilsk Nickel, and Wenco International Mining Systems Ltd. to reduce fuel costs, optimize processes, and achieve significant business efficiencies while maintaining a competitive edge.

Establishing an innovative edge by inventing digital data transmission protocol for capacitive fuel-level sensors, Omnicomm has been launching more cutting-edge and reliable products and solutions targeted toward improving the productivity of various fleet businesses. The company plans to launch a range of innovative on-board terminals, and video surveillance systems, interactive displays and many new big-data analytics-driven software features in their cloud-based fleet management platform.

Shifting its focus from solving the specific fuel management challenge to becoming a trusted advisor, Omnicomm aims to help its customers to manage everything related to their fleets and commercial assets. “We see a very bright future for telematics in making our world smarter and greener and we are well placed to offer our best expertise in this regard,” concludes Mehrotra. **ACO**



Mohit Mehrotra,
MD Omnicomm India and South Asia