



TELECOMS: MAKING THE FLEET MANAGEMENT CONNECTION

Telecommunications technology underpins the development of countless emerging innovations, from IoT appliances to autonomous vehicles. With the 5G revolution on the horizon, mobile network operators (MNOs) are in a market with great potential. Taking advantage of the growth of the fleet management market, MNOs are increasingly offering advanced, flexible fleet management solutions for connected vehicles as a quality value-added service.



1.46 trillion
USD

volume of global telecom
services market by 2020

0.1% growth uptick

in EU28 countries

at the end of 2017



Despite predicted

CAGR of 4.6%

ARPU continues

to fall in Latin

America

Average total annual

shareholder returns

dropped to 9%

CAGR

of just 1%

until 2021 in Russia

BUILDING A CONNECTED WORLD

Telecommunications is in a period of rapid change, as connected IoT objects advance in complexity, data transfer speeds advance and markets for wireless technologies open up across more industry sectors.

The global telecommunications services market had a value of around **1.4 trillion USD in 2017**, and is forecast to grow to almost **1.46 trillion USD by 2020**⁷. A closer look at this growth, however, reveals that **revenues for mobile data services are declining** as a result of competition and usage trends.



\$123 billion

IoT is expected to be a critical driver of growth in the telecoms sector. The industrial IoT market is expected to reach \$123 billion in 2021, with a CAGR of 7.3% through 2020⁸.

Connected vehicles, in both private consumer and enterprise fleet markets, are a primary area of opportunity⁹.

The roll-out of **5G technology** will boost the capabilities of MNOs and offer exciting possibilities for new services, but will require **significant capital investment** at a time when growing subscriptions are putting pressure on infrastructure.

In the face of saturated markets and competition from disruptive 'over the top' players operators are focusing on **adding more services** to their products for different verticals and entering into **partnerships with 'over-the-top' solution providers** to enhance basic offerings.

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1. *Annual Economic Report 2017. European Telecommunications Network Operators Association, 2017.*
 2. *Latin American Telecommunications Industry Evolving in the Digital Transformation and Customer Experience Era. Frost & Sullivan, 2016.*
 3. *Lancaster, Henry. Russia – Telecoms, Mobile and Broadband – Statistics and Analysis. BuddeComm, January 2018.*
 4. *Russia: Falling Voice Revenue and Macroeconomic Uncertainty to Slow the Growth of the Telecom Market. GlobalData, August 2016.*
 5. *Middle East and Africa: Telecommunications industry at cliff's edge. McKinsey & Company, 2016.*
 6. *Boniecki, Daniel and Marcati, Chiara. Winning the rush for data services in the Middle East and Africa. McKinsey Quarterly, May 2016.*
 7. *Telecommunication services – statistics & facts. Statista, 2018.*
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 9. *Wigginton, Craig. 2018 Telecommunications Industry Outlook. Deloitte, 2018.*



Advanced fleet management solutions

for connected vehicles and machinery are a key piece of the puzzle for MNOs that serve customers in:



Logistics & Transportation



Passenger Transportation



Railroads



Ships & Vessels



Mining



Construction



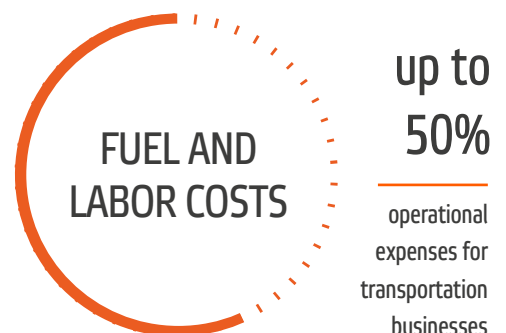
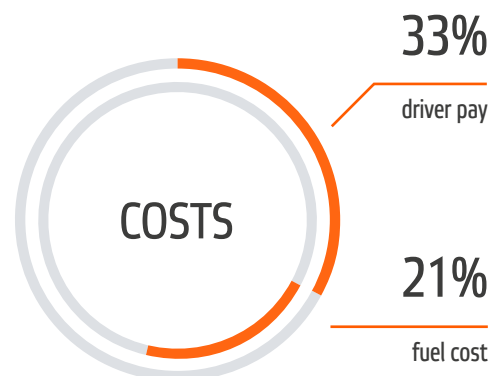
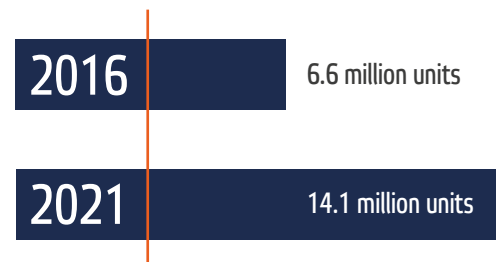
Oil & Gas

OFFERING FLEET MANAGEMENT SOLUTIONS

Faced with challenges such as volatile fuel prices, high labor costs, increased competition, environmental obligations and security issues, businesses that operate fleets of vehicles and machinery are increasingly turning to digital solutions. In Europe alone, the number of fleet management systems in active use is expected to reach **14.1 million by 2021**, up from **6.6 million units at the end of 2016**¹.

MNOs automatically participate in fleet monitoring and vehicles telematics projects because of the demand for connectivity.

Most MNOs already offer some form of fleet management as a value-added service, using white-label solutions or trusted partners, as they recognize the potential for additional revenues from service subscriptions and device sales. However, not all fleet management solutions are created equal. They vary from basic GPS/GLONASS-based location monitoring to advanced systems that incorporate features such as highly accurate fuel-level monitoring, detailed analytics and video surveillance.



Customers of MNOs across many industries face significant fuel and labor cost challenges. Taking just one example, the overall efficiency of road freight businesses **stands at 40-45%² , and in 2016**, the biggest expenses for US trucking companies included driver pay (33% of overall expenses) and fuel (21%)³.

Inefficient use of fuel and employee time hits a fleet owner's bottom line – fuel and labor costs can constitute up to **50%** of operational expenses for transportation businesses⁴.

With figures like these, MNOs that offer fully integrated fleet management solutions that include advanced monitoring of fuel levels and driver behavior can give their customers a competitive edge.

While many MNOs focus on transportation customers with fleets of light commercial vehicles, advanced fleet monitoring solutions allow MNOs to expand their offering to market segments that use heavy vehicles and special machinery.

1. *Executive Summary: Fleet Management in Europe. Berg Insight, 2017.*

2. *NF8A-01 Future of Logistics, Frost & Sullivan, 13 September 2016*

3. *Hooper, Alan, and Murray, Dan. An Analysis of the Operational Costs of Trucking: 2017 Update. American Transportation Research Institute, October 2017*

4. *NF8A-01 Future of Logistics, Frost & Sullivan, 13 September 2016*

OMNICOMM: SMART FUEL AND FLEET MANAGEMENT

OMNICOMM is a leading global developer of complete fuel and fleet management solutions.

OMNICOMM offers turnkey, best-in-class software and hardware fleet management solutions for digital fleet control and smart fleet management, consisting of:

- High-precision fuel-level sensors
- On-board terminals, compatible with both GPS and GLONASS
- LLD indicator displays (optional)
- OMNICOMM Online cloud-based SaaS fleet management software



OMNICOMM SOLUTIONS

Omnicom is a provider of fuel monitoring and fleet management solutions, including OMNICOMM LLS fuel-level sensors, on-board terminals for both heavy and light vehicles, indicator displays and OMNICOMM Online, the cloud-based fleet management platform with advanced fuel analytics.



From sensors to software, every component is designed to provide detailed, actionable data to help fleet operators:

- See exactly where assets are in real time
- Manage labor and fuel expenditure
- Detect fuel wastage and theft
- Reduce accidents and security incidents
- Plan and optimize routes
- Detect adverse driving events and behavior
- Predict maintenance and repairs
- Comply with environmental regulations
- Maximize efficiency to remain competitive



BENEFITS FOR MOBILE NETWORK OPERATORS



BRANDING

OMNICOMM's fleet management solutions can be sold to customers under the MNO's own branding.

FLEXIBILITY

OMNICOMM provides flexible solutions to suit the specific needs of MNOs. An MNO that just needs hardware can integrate OMNICOMM devices with existing software platforms, but OMNICOMM also provides complete fleet management solutions for total replacement/upgrade of existing value-added service offerings.



RANGE OF SOLUTIONS FROM A SINGLE SUPPLIER

OMNICOMM products have been created for all market segments, from small fleet operators to industry giants working in extreme conditions. Offer customers a customized fleet management solution, covering vehicles and assets ranging from light commercial vehicles to trucks, heavy machinery, mining equipment, marines and trains.

NEW MARKET SEGMENTS

With the help of OMNICOMM, MNOs can extend existing mass market fleet management solutions to reach heavy industry customers, offering professional on-board terminals, best-on-the-market fuel management sensors and advanced fuel management software.

OFFER FUEL MANAGEMENT SOLUTIONS

The ability to economize on fuel is a critical feature of fleet management solutions. OMNICOMM's highly accurate fuel sensors, advanced fuel data algorithms and powerful fuel management software can bring any MNO's fleet management offer to the next level and make it more competitive.



ADAPTABLE SOFTWARE

Software settings allow users to switch from a simple at-a-glance interface to professional dashboards, analytics and reports to suit every customer and every demand. It includes desktop and mobile interfaces for both drivers and fleet managers.

SUPPORT AND TRAINING

OMNICOMM offers high levels of customer support, lifetime partner support and training resources.

THE OMNICOMM EDGE



The OMNICOMM Online fleet management platform has an **intuitive, user-friendly, customizable interface** that can easily be integrated with MNO's platforms using its open API. Connected mobile apps increase service usage and popularity.



The **Executive Dashboard** presents all the main parameters clearly in a single screen, including mileage, average fuel consumption per 100km and total fuel consumption. See useful stats for the previous three months, reliable forecasts and advanced reporting and analytics, with 30+ pre-loaded reports and the ability to easily create custom reports.



Fully **scalable and flexible** – add vehicles to the system as needed and continue to monitor developments in real time.



Developed in-house by specialized R&D telemetry experts, our best-in-class data smoothing/filtration algorithm filters out data 'noise' and delivers **meaningful data**. OMNICOMM Online provides the **most advanced fuel analytics on the market**.



High-precision fuel-level sensors measure fuel levels and provide fuel data with extreme precision, offering over 99.2% accuracy.¹



Suitable for a **wide range of vehicles and commercial assets** across multiple industries.



Highly reliable and durable on-board terminals are unaffected by difficult conditions such as vibration, fluctuations in temperature, humidity, etc. There is an ideal terminal for almost every situation, from lightweight mass market to feature-packed professional grade solutions.



MODBUS protocol support enables connection to any existing (non-OMNICOMM) sensors that may be installed, making it possible to collect a wide range of data such as temperature, tire pressure, weight and passenger flow.



Premium sensor quality ensures a long product life with exceptionally rare failure incidents for uninterrupted operation. Our sensors work reliably in extreme temperatures, with no deviations caused by external conditions, and come with a five-year warranty.

1. In a recent project in the Middle East, OMNICOMM engineers fine-tuned the LLS 4 sensor to provide 99.76% accuracy. This is possible in combination with the OMNICOMM Online software.

BEING AN OMNICOMM PARTNER

OMNICOMM are fuel management experts with a global presence. From our business hub in Estonia, OMNICOMM products are distributed to **150 countries** on five continents via our worldwide dealer network. OMNICOMM works with **over 3,000 trusted partners** worldwide to deliver first-class service to end customers.

Companies that become OMNICOMM partners can expect **full product training and certification** for partners, as well as **extensive product documentation and sales and marketing support**. Regular live and on-demand educational webinars focus on different aspects of how OMNICOMM solutions can transform fleet management. OMNICOMM offers partners **comprehensive, lifetime support**, every step of the way, with a **dedicated technical manager** for large scale projects.

Delivering solutions doesn't end with installation. OMNICOMM supports partners so they can offer **installation and basic maintenance services**, as well as value-added services such as **consulting and reporting** for customers.

The results achieved by OMNICOMM partners and customers speak for themselves. The **OMNICOMM casebook** details how satisfied customers save millions annually using OMNICOMM fleet management solutions.



OMNICOMM OFFICES WORLDWIDE





MANAGE MNO'S OWN INFRASTRUCTURE

MNOs can also use OMNICOMM solutions to manage their own infrastructure.

For example, Galooli Group uses OMNICOMM fuel sensors to monitor fuel levels in diesel-powered generators powering remote mobile base stations in Uganda, decreasing fuel costs by 30-40% and saving 5 million USD annually.

galooli

Leading vendor of telematics solutions for remote control, monitoring and security

Operates in Africa and Latin America

Commercial solutions deployed in 22 countries for over 1,500 corporate clients

OMNICOMM OFFERS COMPLETE MODULAR SOLUTION FOR DIGITAL FLEET CONTROL



Cloud-based fleet management platform
to be integrated into the operator's service;
iOS & Android apps

3



GPS/GLONASS onboard terminal

2



Industry most reliable fuel-level sensor

1

// OMNICOMM's flexible components integrate smoothly with third-party software and hardware, and are available as stand-alone products or as a complete fleet management solution that MNOs can offer as a value-added service.

Interested in finding out more about how OMNICOMM fuel and fleet management solutions can enhance your offering to customers?

GET IN TOUCH TODAY!

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