

# Telematics Wire

## Monthly News Magazine

■ Vehicle Tracking ■ Fleet Management ■ Navigation Technologies

### EDITORIAL

It was somewhere in April, I got a mail from Sanjay Mahajan from Sankar Technologies a vehicle telematics company having its offices in India and US. They were entering into an agreement with Zonar and looking forward to bring fuel management solutions in India. Last month I happened to meet him in Delhi, this was after he had tried and tested these products. I was quite eager to know the outcome, more from the point as initiatives like these add on to the vibrant telematics industry segment which we all look forward to. But to my surprise, he was unable to use any of the on-board diagnostics product. The on-board-diagnostics typically requires an electronically controlled engine, which are perhaps part of Euro 3 engines and later in Euro 4 and Euro 5. According to Sanjay, "Trucks from TATA, AMW and to some extent Ashok Leyland vehicles having Cummins engine on board are still running on mechanical technology. The manufacturers have used filters to make them compliant with the Euro III and IV norms". Further he mentioned that the challenging part is that the standards these International manufacturers using in India are different than they use in North America and Europe. In North America all heavy duty commercial vehicles come out with a 'Nine pin Connector' where as in India it comes with 16 or 13 pin combination. There is a need for us to have standards for On Board Diagnostics systems to work successfully.

Last fortnight, we came across an interesting development in the Indian telematics space, the acquisition of Interchain Solutions by Harman International. In candid views shared by Vishnu GS, Interchain Solution's CTO, he says that the company did not start with the vision of telematics, but perhaps was flexible and sensitive to the market opportunities coupled with capability to deliver what user industry is looking for. We are all aware of acquisitions of companies which give MNCs a vehicle to ride into the local market. But what is noteworthy in this acquisition is that Interchain Solutions, had positioned itself as a hardware design company and its just six since its start-up. Maybe over a period of time we would learn the motivating reason for this acquisition: market share/presence or some key IPR in hardware design.

**Maneesh Prasad**  
Editor & CEO



**Shri U Sudhakara Rao**  
Executive Director, ASRTU

Vehicle tracking system should be a policy mandate not only for STUs but for each and every vehicle whether private or public. This is a compulsion of modern living for governance, operations and investigations in the era of high mobility imparted by modern means of transport.

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**Rakesh Kumar Munigala**  
Senior Vice President  
Four Soft Limited

The growth of vehicle telematics will be influenced by development of low cost on-board devices, incentive for such technology adoption and the investments in associated localization (like street mapping, traffic updation systems, etc.)

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### "Indian Vehicle Tracking and Fleet Management Market to 2017"

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**Vishnu GS**  
Founder & CTO  
Interchain Solutions

"With Harman's acquisition of Interchain, we expect to get access to OEM markets in addition to the institutional space where we currently operate."

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#### New Launch

- MyTracks 2.0 GPS App
- Autowatch app
- TPC 7600 unit
- "GLO" a portable GPS and GLONASS receiver

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### PMO looks into usage of **GPS for PDS**



To check pilferage of food grains in the public distribution system (PDS), the prime minister's office is pushing for reforms in it. Prime Minister's principal secretary Pulk Chatterjee, said that the usage of GPS will take stock of the steps being taken for reforms in the PDS system, which include end-to-end computerisation and use of GPS for monitoring of truck movements.

### AP tourism partners with **Mojostreet for tourism app**

Hyderabad: The Andhra Pradesh Tourism Development Corporation (APTDC) has partnered with Mojostreet, a mobile application provider which helps people discover tourist locations nearby. With this partnership with Mojostreet, APTDC will be able to provide all the information needed on places to stay, visit, shop, dine and more. The app will also provide users with contact information and GPS enabled road directions using Google Maps.



### Punjab rural police to get **GPS enabled tracking** of its vehicles

Punjab: The Punjab government has decided to set up a rapid rural police response system on the pattern of urban areas to reduce police response time to distress calls in rural areas by providing state-of-the-art networking of GPS-fitted and manned vehicles with the district control rooms.

## News - India

### Air India SATS Airport Services gets **TAPA "Class A" certification**



Air India SATS Airport Services (AISATS), a joint venture between Air India Limited and SATS Limited has been awarded the TAPA (Transported Asset Protection Association) certification for its Bengaluru Cargo Terminal; making it the first Indian airport services provider to be certified for the highest security requirement i.e. TAPA Freight Security Requirements Class A.

AISATS' Bengaluru Cargo Terminal was certified by TAPA for adhering to TAPA's stringent and high security standards for its warehouse operations, such as tight access controls, secure handling of high-value products, high-tech equipment for cargo handling, and installation of vital surveillance and alarm systems.

### Asim Industries supplies **survey equipment** for forest survey

Nagaland: The Department of Forest and Environment has decided to conduct survey of forest in the state for Forest Management Plan. Principal Chief Conservator of Forest (PCCF) Dr. C.L. Goel informed that Forest Survey of India has conveyed that 12161 sample plots will be surveyed in the 11 districts of the state, using GPS which has been supplied by Asim Industries.



### Russia offers India to jointly **upgrade GLONASS**

Russia has offered India a joint participation in development of its GLONASS satellite navigation system on an equal basis, according to Deputy Prime Minister Dmitry Rogozin.



"We have offered our Indian counterparts not only use of the Glonass system but also participation in upgrading it. We practically see it as a joint effort. I think our Indian counterparts will be interested in it," said Rogozin, who has special responsibility for Russia's military-industrial complex.

### Forest patrol vehicles enabled with **tracking devices** in Ranthambore

Jaipur: Another round of training on the GPS based tracking of patrolling vehicles in Ranthambore and Sariska tiger reserves was completed on July 27.



The new system of patrolling was introduced by the National Tiger Conservation Authority (NTCA) and Wildlife Institute of India (WII) in a bid to strengthen patrolling and surveillance of the endangered tigers.

## HARMAN to acquire Bangalore based Interchain Solution

Bangalore: HARMAN has announced that it has entered into a definitive agreement to acquire Interchain Solution, a technology product company that specializes in developing telematics, fleet management, Android based in-vehicle infotainment and location-based solutions. The transaction is subject to customary closing conditions and it is expected to close in late August.

**Vishnu Sundaram, Founder Interchain Solutions, spoke to Telematics Wire about the road ahead for the company with post HARMAN acquisition and more...**

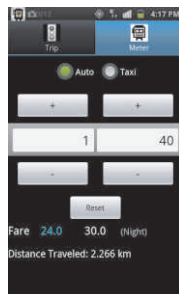


### News India

## Smart Shehar: an app to curb auto/taxi meter tampering

Mumbai: A mobile app that works like a rickshaw or taxi meter has been developed. Meant for Android phones, the app, called Auto Taxi Meter & Card, is free and can be downloaded from Google Play Store.

Developed by Smart Shehar, the app works using GPS in smartphones. The app is available free of cost.



## SatGuide V10 new navigation app from SatNav Technologies

India: SatNav Technologies has released new version of navigation app for Windows, Android and iPhone Mobile devices.



Some of the features of SatGuide V10 are:

- Add multiple way points to generate the route and find the fastest possible way to the destination
- Use the route planner to save routes and reload them later
- Access Day/Night mode to change the background screen, with 6 different options to choose from

**Could you brief about how Interchain Solutions was setup and what was the vision during that time?**

Interchain was founded as a product company to focus on the Location Based Services and mobile applications. Over the course, we transformed into an agile product company with both hardware and software expertise being able to build custom solutions in the Telematics space to capitalise on the large array of institutional business opportunities.

**How did Interchain solution move into the space of vehicle telematics and in-vehicle-infotainment?**

We had mature products and solutions for location capture and sharing on the mobile. We came across a lot of opportunities where we could apply the solution onto a custom designed hardware instead of a mobile phone in the Institutional sector and to address this market segment, we leveraged on the hardware and software capability to build cutting edge products which were ahead of their time. We see In-Vehicle Infotainment as a natural progression of the Telematics product line where we leverage on the connectivity, M2M communication to provide a range of services to the customers.

**How would you term the presence of Interchain Solution so far, in the Indian market space: 'challenging' or 'exciting'?**

It was exciting in deed. We got a chance to create cutting edge products, solutions, we were able to create an identity for ourselves among the competitors in our space with a niche on our technology and cost-effective solutions.

**Could you mention the application of your key products, which can be taken as case study in India or outside India?**

We are looking forward to building platforms that would have global acceptance in the telematics, in-vehicle infotainment and telemedicine space.

**What do you think is most promising user segment in India from present and future perspective?**

With Harman's acquisition of Interchain, we expect to get access to OEM markets in addition to the institutional space where we currently operate. We are also looking at working closely with Harman to build telematics, connectivity and infotainment solutions for Indian markets leveraging Harman's global footprint and technology platforms.



### Recreational & fitness GPS solutions market to touch US\$1.3 billion by 2018

USA: According to Global Industry Analysts global market for Recreational, Outdoor, and Fitness GPS Solutions market is forecast to reach US\$1.34 billion by 2018, propelled by emergence of innovative accessories such as GPS-enabled apparel and wristwatches, as well as smartphone GPS applications. Major players from the commercial GPS industry as well as those outside the industry such as watch and apparel makers are expected to foray into the segment in the near term, boosting the overall market in the near future.



### Chinese light vehicle telematics market to scale \$2.4 billion in 2019

China: According to a recent IMS Research report "The Chinese Market for In-Vehicle Telematics Systems 2012," the total market revenue is projected to reach USD\$2.4 billion in 2019. Although the OEM in-vehicle telematics market is still in an early phase in China right now, IMS Research forecasts it will soon become a billion dollar market. There have been OEM in-vehicle telematics systems in the Chinese market for a while, such as GM's OnStar system, Toyota's G-Book system and Nissan's CARWINGS system. However, in addition to these pioneers, more and more vehicle manufacturers, both multinational and domestic, are planning to launch their own telematics systems within the next two years.



### Frost & Sullivan: Smartphone navigation subscriber base in America to reach 402.2 million by 2016

USA: Frost & Sullivan "Key Trends and Forecasts for the North American and Latin American Automotive Navigation and Telematics Services Market", expects the North American market size for navigation systems to be at 18.7 million units, smartphone navigation subscribers to be at 402.2 million, and telematics service subscribers installed base to be at 31.6 million by 2016. On the other hand, the Latin American market size for navigation systems is likely to be at 5 million units, smartphone navigation subscribers at 160.8 million, and telematics service subscribers installed base at 21.4 million by 2016.

FROST & SULLIVAN

### UK: Black box' motor insurance sales to increase by 15 times in 3 Years



**BIBA**  
British Insurance  
Brokers' Association

UK: A research conducted by the British Insurance Broker Association (BIBA) 'black box' motor insurance sales have increased five fold in the last two years, and are further set to increase to around 500,000 in the next two years.

According to BIBA the 'black box' technology, using vehicle telematics, can offer savings on motor insurance of around 25% to 30% and some young drivers can save up to £1,000. The technology works by recording journeys or driving behaviour so that premiums can be accurately applied to a driver's exact risk profile.

### Frost & Sullivan: Trailer Telematics a catalyst for fleet optimisation

London: Frost & Sullivan strategic analysis of the European Trailer Telematics Market, finds that the potential size of the market is vast and not fully penetrated; less than 5 per cent in a pool of approximately 2.3 million trailers. However, this is estimated to rise to 18.2 per cent in a pool of nearly 3.1 million trailers in 2017.

### 60% of new cars will feature connected car solutions by 2017

London: ABI Research report mentions that the global OEM connected car system penetration is expected to increase from 11.4% in 2012 to 60.1% in 2017. While penetration in the US and Western Europe will exceed 80% by 2017, developing regions such as Latin America and Eastern Europe will also see strong increases in telematics penetration in new vehicles, largely driven by mandates in Brazil and Russia.

### Over 8.7 million commercial vehicle to have FMS by 2016 in North America

USA: According to Berg Insight, the number of fleet management systems deployed in commercial vehicle fleets in North America is expected to reach 5.9 million by 2016, growing at a compound annual growth rate (CAGR) of 15.9 percent. The number was 2.8 million in Q4-2011. In Latin America, the number of installed fleet management systems is expected to increase from 1.3 million in Q4-2011, growing at a CAGR of 16.6 percent to reach 2.8 million in 2016.





**Shri U Sudhakara Rao, BTech(Mech), MBA, has been Executive Director(Engg & IT) in APSRTC, prior to his taking up current assignment as Executive Director of Association of State Road Transport Undertakings(ASRTUs) in 2010.**

**He has been honoured with awards and accolades in APSRTC. He is credited to bring best practices being included in the policy frame work and operations for enhancing efficacy of passenger mobility systems in general and in STUs in particular. He is also associated with World Bank Energy Sector Management Assistance Program (ESMAP)**

### **Could you please highlight the roles and responsibilities of ASRTU?**

Association of State Road Transport and Undertakings (ASRTU) steers and contributes towards participative management at apex level for 54 State Transport Undertakings (STUs) and 6 associate members for managing urban and rural mobility of 70 million passengers every day with approx 1.47 lac buses across our country.

ASRTU is into rate contracting, testing and miscellaneous functions such as internal and external interface and coordination. This involves influencing public policy on passenger transport sector, interaction and coordination with various central ministries, planning commissions etc, building up of database, dissemination of information.

### **How does ASRTU help the state transport corporation in achieving their mandate of better service and sustainability?**

With ASRTU, as a collective forum of STUs of all over the country, the sharing of information on developments and managerial & technological upgradation programs amongst STUs, builds a very healthy and enabling environment for chief executives of STUs to conceptualise, plan and implement developmental programs in their respective STUs. ASRTU also works with many overseas counterpart associations like APTA, UITP, CODATU etc.

### **What has been the outcome and learning from the implementation of vehicle tracking system implemented on state transport corporation fleet in some of the states?**

Vehicle Tracking System (VTS) and many other aspects related to ITS are gradually being adopted and implemented in STUs. Notably MTC Chennai, RSRTC, BMTC, KSRTC have shown exemplary progress. Other STUs like BEST, DTC are also implementing VTS. The STUs are increasingly looking forward to adopt transport management system and hence the VTS, not only because it is mandated but as an acceptance of the fact that it is only through these technology applications, STUs can meet the challenges of rising commuter expectations and achieve economic robustness of STUs with requisite passenger safety and information system in place.

### **Is there a possibility of the enterprise applicability of VTS and its integration with the existing information system with the STUs which can assist the transport department in day to day operations management?**

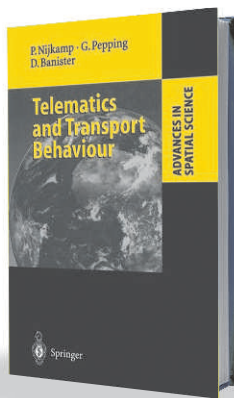
Enterprise applicability of VTS and its integration with existing information system with STUs is not a distant dream. The roadmap to this objective though not formalized as yet but with the developments and implementation of ITS and more and more innovative applications finding acceptance are definitely preparing the ground for enterprise applicability of VTS. Its only a matter of time that this will be a reality with more options being available at that point of time. Already bus code is in the process of finalization and implementation; may be by this year end it will be ready for implementation.

### **Do you see the use of vehicle tracking system for the STUs becoming a policy mandate in years to come?**

Vehicle tracking system should be a policy mandate not only for STUs but for each and every vehicle whether private or public. This is a compulsion of modern living for governance, operations and investigations in the era of high mobility imparted by modern means of transport. There are issues associated with such a policy e.g., individual privacy, data security, accessing of the data, cost of operations, legal status and reliability of such a data etc which have to be studied and resolved to have a consensus from various stakeholders groups.

### **Kindly share your view which you have for the vehicle telematics industry vis-à-vis their role in implementing tracking system for STCs.**

The vehicle telematics industry should focus on 3S1C. For vehicle telematics these are Service, Specifications, Standardization and Certification. Unfortunately as of now a lot of milestones have to be covered expeditiously in all these aspects. While different government bodies are working on different aspects of passenger mobility and information systems, industry must also get organised and coordinate to bring forth industry inputs on areas of concern.



## Telematics and Transport Behaviour (Advances in Spatial Science)

Author: Peter Nijkamp, Gerard Pepping, David Banister

A major strategy to reduce transport congestion and other social costs of transport is to ensure that travellers make the best decisions, based on real time information. A wide range of technological systems have been developed to provide this information, but little is known about how travellers actually respond to it. This book offers an overview of various transport telematics options and provides an appropriate methodological framework, followed by a presentation of results from actual applications of these telematics systems from a range of European countries in various transport sectors. The empirical results are supplemented by analytical models and geographic information systems representations with a view on generalizing these findings and identifying the key parameters which determine user response.

## News International



### Geely Holding Group and China Mobile join forces for developing new generation of smart cars

China: China Mobile Communications Corporation (CMCC) and Geely Holding Group car networking have signed a business strategic cooperation. Under the partnership, the two parties will co-develop a new generation of intelligent cars.

### FuelOps from Propel IT integrated to Qualcomm Mobile Computing Platforms

USA: Propel IT has announced a new collaboration with Qualcomm, wherein People IT's FuelOps is integrated with Qualcomm's Mobile Computing Platforms (MCPs) and leverages data from Qualcomm's Performance

Monitoring application to give fleet

managers and drivers a more accurate and easy-to-use view of their fuel efficiency. FuelOps also has an optional driver incentive system, which rewards drivers for improving their efficiency rating.

### 3D mapping start-up UpNext acquired by Amazon

USA: Amazon has signed a deal to purchase 3D mapping startup, UpNext, according to a report published in GigaOM. UpNext currently has apps for iOS, Android and Kindle Fire. The app uses vector-based 3D images to recreate virtual buildings this as opposed to the photo-based technology used by Google and Apple's map offerings. According to reports the investors will get a 5x return on the investment from 16 months ago. As part of the deal, UpNext will ship off to Seattle to lead the company's core mapping effort.



### U-Blox acquires Cognovo

Switzerland: u-blox has acquired UK-based Cognovo, a company specializing in "Software Defined Modem" (SDM) chip development technology. The acquisition extends u-blox' chip design capabilities to create differentiated products for strategic markets that require 4G communications combined with GNSS. The combination of technologies from Cognovo and the recently acquired 4M Wireless will result in a new wireless modem platform based on IP owned by u-blox.



### Runzheimer International acquires SatLogix

USA: Runzheimer International has acquired GPS technology firm SatLogix, an innovator of vehicle mileage

tracking devices and cloud-based mileage management platforms. The



acquisition of SatLogix further augments Runzheimer's technology across all of its products that enable employee mobility and increases its depth of expertise in GPS integration.

### Fiat Group chooses Continental as its IVI developer



Germany: Continental is roped in by Fiat Group Automobiles to develop a new infotainment system. The system will be launched as a radio in its basic form but also as an advanced multimedia system (head unit). The first Fiat model equipped with the Continental infotainment system will be Fiat 500 L, which is being produced in Serbia. The Continental infotainment system will then be rolled out across further models from Fiat/Chrysler.

## Telogis acquires Navtrak to reach out small- and mid-sized markets

USA: Telogis has announced the acquisition of Navtrak, a provider of mobile resource and fleet management solutions. This acquisition, will help Telogis position as enterprise Software-as-a-Service (SaaS) provider of location-based intelligence solutions.



## OnStar inks P2P car sharing partnership with RelayRides



USA: General Motors' OnStar has inked a partnership deal with peer-to-peer car sharing marketplace RelayRides, where OnStar subscribers can easily rent their car during idle time. RelayRides' renters can unlock reserved OnStar-enabled cars simply by using their smart phones. RelayRides has raised more than \$13 million in venture capital funding from investors including General Motors Ventures, Google Ventures, August Capital, and Shasta Ventures.

## GPS navigation app from Navmii gains £ 2 million as investment

London: Navmii Holdings has announced receiving £ 2 million from investors as part of its current funding round. Navmii will use the funds to further enhance the core GPS navigation services with extra crowd-sourcing features and accelerating growth plans into 22 new territories including China and Russia. Since its launch in late 2009 Navmii has registered more than 8.2 million users and is growing at a rate of more than 550,000 users a month. Talis Capital, a London-based investment adviser organized the finance for Navmii.



## Research Report

### TRN Ltd Indian Vehicle Tracking and Fleet Management Market to 2017

A new report by industry analysts TRN Ltd, "Indian Vehicle Tracking & Fleet Management, 2012-17" looks at the impact of the current economic slowdown and its impact on the vehicle tracking and fleet management sector. A key conclusion is that the downturn may be what is needed to drive both rationalization in the fleet management sector, as well as stimulating sustainable demand from fleet operators seeking to boost service levels, operational efficiency and safety. Based on 30 interviews with leading industry figures in India and internationally during summer 2012, other key findings include:

The Indian fleet management and vehicle tracking market will achieve annual revenue of \$400 million by 2017.

Within the addressable market of one million commercial vehicles in 2012, vertical market segments including logistics, mining, construction and employee transportation, continue to show strong demand underpinned by a sophisticated use of vehicle and driver data by fleet operators. Although penetration rates in most verticals remain low for now, key industry participants report that selected segments show annual volume growth rates of more than 100%, even in the current economic climate.

The 400,000 new buses which will be required by 2017 represent one of the biggest opportunities for fleet management and location based services thanks to recent policy initiatives by central and local government. The procurement process itself is seen as the key to whether this opportunity is realized. Some public sector buyers are starting to base procurement decisions on overall life cycle benefits, rather than lowest cost, as the key selection criteria. The industry believes that unless such an enlightened approach to procurement becomes more widespread, then public sector deployments of tracking and fleet management risk being plagued by poor reliability, unsatisfactory service, negligible value for tax payers, and lack of profitability (and lack of incentive to participate) for solution providers.

Suppliers also see the OPEX model combined with rigorous SLAs, as the key to unlocking large volume business in India in the coming years. Advances in tamper proof and ruggedized hardware, standardisation,

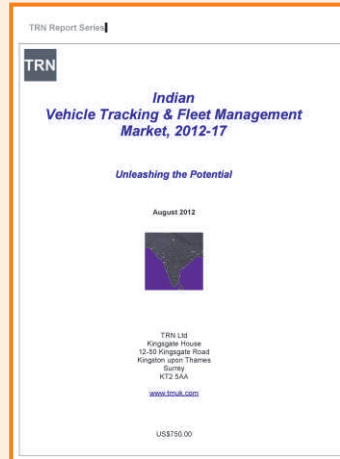
network reliability, cloud computing and integration with critical business systems are important enablers of the service model, while buyer-education is seen as essential in gaining acceptance of a true OPEX approach.

The TRN report provides up to date analyses of key market drivers, leading solution providers,

commercial vehicle manufacturers and foreign investors to determine supplier market shares, market volumes, values and growth rates to 2017 under two core scenarios.

The up to date analysis and evaluation of current trends and uncertainties makes the report essential reading for fleet operators, solution providers, investors and policy makers alike.

Steve Kremer is co-founder of TRN Ltd, a research consultancy specialising in IT, transportation and environment. To see a report summary, ask questions and to register for a pre-publication discount, please visit the TRN website at [www.trnuk.com](http://www.trnuk.com)





## GreenRoad Central mobile app made available for fleet managers

London: GreenRoad has announced the availability of the GreenRoad Central mobile app for managers, a smartphone app offering fleet driver performance and safety information for fleet operations and safety managers. The app serves as a mobile companion to the online GreenRoad Central dashboard that provides driver performance and safety management data and reports. The app runs on Apple iOS devices (iPhone, iPad, iPod Touch) and Android mobile and tablet devices and is available now to download from app stores.



## BMW to unveil updated infotainment system

USA: BMW will soon be releasing an updated infotainment system. Starting with the system itself, it is powered by a 1.3 GHz processor with a dedicated 3D graphics chip for "top-quality animations and dynamic transitions." It is controlled by a new iDrive knob which has a touch-sensitive pad that measures 45mm across. The pad will eventually have handwriting recognition technology, but not at launch.

As for the navigation system, it benefits from improved address entering and better route guidance. There's also enhanced Real Time Traffic Information and a "3D City Models" mode which offers a "realistic depiction of surrounding streets and buildings to help drivers get their bearings."

## Integrated insurance solutions

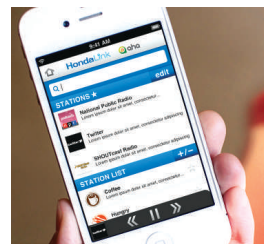
USA: Sprint has announced that it will market integrated, end-to-end usage-based insurance (UBI) services designed specifically for the auto insurance industry. Integrated Insurance Solutions from Sprint will give insurance carriers the ability to offer customers personalized discounts based on their driving habits.



## Aha from HARMAN to be integrated into the HondaLink mobile app

USA: Aha by HARMAN will be providing content to HondaLink in Honda vehicles.

Tens of thousands of stations from Aha, such as audiobooks, internet radio, on-demand music, news, entertainment, personalized points of interest information, Facebook and Twitter audio newsfeeds and much more will be available free to HondaLink users. Aha will be seamlessly integrated into the HondaLink mobile app and audio system-based interface system for a unified user experience.



## TomTom to power navigation solution for Lexus CT 200h

USA: TomTom will supply one of the navigation solutions available in Europe on the upgraded Lexus CT 200h. The MoveOn navigation system offers TomTom HD Traffic and is seamlessly integrated in the dashboard of the Lexus CT 200h. It will be introduced in several European markets this year, starting in Belgium, France, the Netherlands and Poland in 2012.



## ARI enhances telematics solution to maximize fleet value

USA: ARI has announced the implementation of its enhanced telematics solution, which now offers three levels of support designed to increase the knowledge and insight fleet managers can gain from their telematics solutions.

ARI's unique telematics approach offers three levels of service:

- Telematics Data Capture
- Telematics Consulting Services
- Telematics Managed Solution

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**Rakesh Kumar Munigala, Senior Vice President- Product Management and Marketing, Four Soft Limited, Hyderabad share his views on telematics in supply chain**

**Could you please give us an overview of Four Soft and its offerings?**

Four Soft provides innovative software solutions, IT consultancy and BPO services exclusively for the logistics, transportation and supply-chain management market place. It is the market leader in the transportation and logistics segment with a large international client base including the majority of the top logistics & transportation companies in the world. With regional offices strategically located worldwide, it supports customers including DHL, CEVA, DB Schenker, Flyjac, and Geodis Wilson.

Four Soft is one of the largest software products companies in the transportation & logistics space with over 60,000 users, 400 customers spread over 120 countries. Four Soft offers a full suite of web-native products across the logistics, transportation & supply chain on licensed, hosting and SaaS model.

**Does the application provided by Four Soft have the provision for integrating the vehicle Telematics data with logistics management tool?**

Four Soft's logistics and supply chain management systems can integrate with GPS based devices to provide enhanced track & trace capability. This helps not only in tracking at the truck or vehicle level but also track at a shipment level. This kind of up to date visibility helps immensely in decision making at the right time in case of any disruptions.

**Will the tracking of vehicles and asset influence the overall functioning of the logistics and supply chain?**

With the use of software products for supply chain visibility, various players in the supply chain can have visibility of what is happening to the shipments right from the purchase order stage until the shipments reaches the destination. But there is a gap in visibility during the physical movement of the shipments/assets on a vehicle once the vehicle is mobile. Integration with vehicle mounted GPS based systems help in filling this gap.

The use of Telematics to track vehicles will help in accurate truck location, identification of vehicle inefficiencies; reduced fuel cost and also take corrective action in case of disruptions. Therefore, the overall logistics and supply chain will function more smoothly improving service levels and on-time deliveries.

**What has been Four Soft experience with the use of telematics in logistics and supply chain in India?**

Four Soft has a number for large implementations with the use of telematics especially in Europe. Customers have benefitted from an integrated approach for logistics visibility using Four Soft software and telematics.

In India, there is definitely a movement towards the adoption of telematics especially vehicle mounted GPS devices for tracking but it has a long way to go to reach the levels of maturity as in advanced economies. Some of the keys drivers for this will be affordability of the technology and the development of long term relationship between the logistics service provider and the shipper/manufacturers which can drive investments and demonstrate a sustained ROI for telematics usage in logistics.

**We understand that Foursoft has carried out projects in Europe wherein you had the telematics data integrated to your application software. Could you share some thoughts on the resulting benefit for the logistics or the manufacturing companies.**

One of the main benefits is the visibility and up-to-the minute status/location of the shipment. This helps the end-customers take crucial decisions whenever there is disruption in transportation. These decisions could relate to:

- Logistics (like changing the mode of transport, etc.) or
- If the cargo forms a critical input for a factory (like parts going into an automobile factory where decisions on production planning can be taken, etc.)

There is a need in both the logistics and manufacturing companies to know the latest and accurate information of all those variables which affect movement of goods. This information is what helps them take informed decisions thereby reducing cost and mitigating risk.

**What are the key factors which will influence the growth of the vehicle telematics for the logistics and supply chain?**

The growth of vehicle telematics will be influenced by development of low cost on-board devices, incentive for such technology adoption and the investments in associated localization (like street mapping, traffic updation systems, etc.)

# Green is in for Telematics

**G**reen telematics, an approach to telematics solution which keeps a tab on emissions and boosts fuel efficiency.

Green telematics includes vehicle and driver management services, it provides complete data for driving behaviour and fuel consumption analysis for commercial vehicles. Optimising these parameters ensures 'green' fleet operation. Real-time navigation alerts also helps improve mileage.

According to a research from Frost and Sullivan, the "green" telematics market is expected to experience a nine-fold growth increase in the next five years. These figures are primarily forecasted on the grounds of European and North American telematics market only, when it comes to the global platform, the green telematics market is still waiting for a impressive launch. While awareness among consumers and fleet operators of the benefits of green telematics has increased across the world, it has yet to reach levels necessary to facilitate wider adoption. The business community need to push the envelope to enhance interest in this market.

## The OEM's threading the green ways

Toyota recently launched a catchy concept "10% challenge". It offered a new iPhone app called 'A Glass of Water' that aims to help drivers go lighter on the gas pedal. The basic idea behind the concept is that if drivers drove so smoothly that a glass of water on the dashboard never spilled, they would also be driving as fuel-efficiently as much as 10%. The app lets users analyze each drive and see where they could have improved. They also can go to Toyota's website <http://www.aglassofwater.org/en> to check their respective ranking against other users. Toyota believes that if all

drivers in Sweden could avoid spilling the glass of water, they would reduce carbon dioxide emissions by approximately 2 million tons per year.

BMW's MPG meter has been already providing eco benefits from decades. It has adaptive cruise control and automatic start-stop features that provide eco benefits. According to Fiat, its eco:Drive application reduced drivers' fuel consumption and emissions by 6 percent on average, while the best 10 percent of drivers managed to improve by at least 16 percent. Fiat's eco:Drive allows the car's infotainment system to record information about driving style. After the drive, users plug the key into a computer to see how they performed, where they can improve, and track their fuel and CO2 savings. Fiat further has plans to comprise a solution which will automatically adjust the car's engine, transmission management, and comfort systems for the most fuel-friendly ride.

When talking about green telematics collaborations, the most impressive one came from Ford and Toyota. Both the OEM's announced that they are working together on a new more efficient hybrid system and advanced telematics. Under the collaboration they will also create a rear-wheel-drive hybrid system that delivers a major improvement in fuel efficiency.

Recently, Hyundai roped in NAVTEQ to provide advanced content for its new navigation platform which features a green routing option as well as the traditional 'shortest' or 'fastest' routes. The partnership aims to offer an innovative navigation platform integrating a green routing option in addition to the traditional 'shortest' or 'fastest' routes. This delivers on the larger environmental objective while also meeting the interests of its drivers.

## Indian aspect

While talking about India's take on green telematics, in 2010, Maruti Suzuki introduced its CNG engine technology, "intelligent-Gas Port Injection" (i-GPI) on five popular models: SX4, Eeco, WagonR, Estilo and Alto. The CNG models span entry level cars, compact cars, sedans and MPV segments. The i-GPI technology is a Dual ECU (Engine Control Unit) technology, which delivers accurate amounts of gas to the engine, ensuring improved and consistent performance under various driving conditions. The i-GPI ensures more power compared to retrofitted CNG vehicles and offers a peppier ride experience at par with that of a gasoline-fuelled engine, while achieving high fuel efficiency at the same time. Other Indian OEMs who are actively engaged in exploring the green telematics space includes Mahindra with its hybrid vehicles like REVAi, etc.

Ashok Leyland has developed Hythane engines in association with the Australian company Eden Energy. Hydrogen enhances the efficiency of the engine but the CNG aspect makes sure that emissions are at a controlled level. Ashok Leyland also has plans to launch some hybrid trucks and buses in years to come. The buses and trucks are set to feature a new electronic shift-by-wire transmission technology as well as electronic controlled engine management for greater fuel efficiency.

Today there are several solutions for fleets to be more efficient. While adopting the green telematics concept, the industry should be cautious that efficient and 'green' solution should be for minimizing carbon footprints and not for creating another green gimmick in the market.

**Akshara Narendran**

## MyTracks 2.0 GPS App

USA: Google has launched MyTracks 2.0 GPS app for Hikers, Bikers & Runners. The app is useful tool for those who would like to keep a record of their bike rides, runs, hikes and o. The version 2.0 o Google new interface, as playing back data in Google Earth for Android, improved charts and additional statistics for evaluating performance trends.

## TPC 7600 unit



USA: Rand McNally launched a new hardware design and upgrades for its top-end mobile communication fleet management system. The new box, measuring one-third the size of the prior generation mounted device, packs the same robust computing power and Windows 7 operating system. The reduced size and high sensitivity in-cab antenna design allows the unit to be installed in numerous locations in the front or back of the cab.

## "GLO" a portable GPS and GLONASS receiver

USA: Garmin International has launched GLO, a portable GPS and GLONASS receiver that brings Garmin's GPS technology to mobile devices. GLO wirelessly connects to Apple and Android devices via Bluetooth. It offers a 12 hour battery life and a position update rate of up to 10 times per second (update rate may be limited by the host device). This is 10 times faster than the internal GPS receivers of most mobile devices.



## Autowatch app for tracking and monitoring car repairs

USA: Audatex North America has launched a new Android app for AutoWatch, its web-powered repair tracking solution. Audatex AutoWatch gives collision repair facilities a proven way to enhance customer service and improve customer communication by allowing vehicle owners to view the progress of their repairs online.

## Spirent GSS5300: new product for functional testing of wireless devices

UK: Spirent Communications has launched "GSS5300" a new product to address functional testing of wireless devices on manufacturing lines and in service/repair centers. The Spirent GSS5300 has been developed for rapid simultaneous functional testing of up to 2 wireless-enabled devices with multiple RF interfaces, including Wi-Fi, Bluetooth, FM and NFC.



## 8000 Pro HD GPS navigation system for professional drivers



USA: Cobra Electronics has announced the general availability of Cobra 8000 Pro HD, a state-of-the-art GPS navigation system packed with productivity-enhancing features and certified in route quality and reliability, ensuring drivers reach their destination safely and efficiently. Key features include truck-optimized route guidance, live and predictive traffic congestion information, etc.

## Audi smart-phone app to record mileage

Germany: Audi has launched a new smart-phone app which enables drivers to record the mileage of person journeys and to determine the sum due in their expense claims. The Audi Mileage Tracker allows real-time tracking of your car journey using GPS mapping. Programme the amount you receive per mile or kilometre and the app automatically calculates the money you are owed.



## NX702E audio video navigation unit

USA: Clarion has unveiled new range-leading in-car AVN source unit, boasting full-featured capabilities such as integrated digital TV tuner, built-in Parrot Bluetooth, pan-European navigation mapping by TomTom, as well as iPod and iPhone integration.

The flagship NX702E model is an all-in-one 2DIN audio video navigation unit that makes the most of an expansive high resolution WVGA seven inch sloping touch-screen, with a new intuitive, animated Graphical User Interface (GUI).



## Trimble Positions Mobile extension

USA: Trimble has introduced Trimble Positions Mobile extension a new streamlined choice for integrating Trimble's GNSS professional field solutions and data verification into the Esri ArcGIS for Windows Mobile environment.



# Endless Possibilities



## M2M INDIA 2012

•Automotive •Telecom •Logistics •Telematics

30th November

The Lalit Ashok Bangalore, Bengaluru

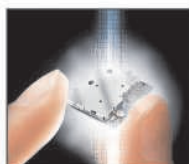
## TELEMATICS INDIA 2012

•Vehicle Tracking •Fleet Management  
•Navigation Technologies

29th- 30th November

### Expected Participants

- Telematics & Electronics
- Automotive
- Telecom
- Logistics/Supply Chain
- Vehicle Telematics
- IT solution providers
- Consulting companies



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### Expected Participants

#### PRIVATE SECTORS:

- Automotive companies
- Logistics companies
- Telematics products, services & solution providers

#### GOVERNMENT SECTORS:

- Transport Corporations
- PDS & Civil Supplies
- Defence & Homeland Security
- PSUs

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