

I know where it is

Vodafone Locate You



How are you?



I know where it is

You can track your vehicles from wherever you can access the Internet

Vodafone Locate You is:

- › **Simple to set up**
- › **Simple to use**
- › **Economical to run**

Where are you?

Traditional methods of tracking your company's vehicles can be both time-consuming and costly. But knowing where your vehicles are at any time is an essential part of efficient fleet management.

You know that you need to manage your fleet. You know that only accurate tracking can provide you with the information you need to produce time and billing analysis reports that bear any resemblance to reality.

You know that this sort of tracking is resource-intensive. And expensive. You need the benefits but don't want to shoulder the costs.

There is a way.

Knowing at a glance where each of our vehicles are, and knowing how to realign the fleet when the situation demands it, means peace of mind. It also spells competitive advantage.

When a customer calls to ask for a delivery time for an eagerly-awaited item, can you tell them not only what time they can expect your vehicle to arrive but where it is at this moment?

When an urgent call comes in can you direct your nearest engineer to the scene of the problem?

Perhaps you call your drivers regularly for an update on their position. Is it the best use of your time and financial resources?

Do you hope your competitors take the same approach?

What would it mean to your business if you knew the whereabouts of each vehicle at any moment?

What if you could even provide your regular customers with the ability to check on their own consignments?

I need to know where my vehicles are so I can:

- › Tell a customer when a delivery will arrive
- › Send my nearest vehicle for an urgent pick-up
- › Track mileage and vehicle usage accurately



I know where my vehicles are anytime

Unlike traditional tracking systems, Vodafone Locate You makes fleet management simple and economical. It is Internet-based and requires no software installation or network management.

Set-up costs are low and running costs are very affordable. It is robust and reliable because it uses Vodafone's network.

Stay in control

Vodafone Locate You uses a tracking device installed within the vehicle. This device determines the vehicle's location using GPS (Global Positioning System) and stores it for reporting purposes. It can also send real-time information to the Vodafone Locate You web site.

From the secure web site authorised users can access reports and view the exact locations of all fleet vehicles on area maps. They can send text messages to the vehicles directly from the web site and 'poll' a particular vehicle for an updated position on demand.

Tracking vehicles is also possible from any mobile phone that can accept text messages. Simply send a 'W' to a tracking device and a message with full location details will be returned to the mobile phone.

Connect your PDA to the internet via a GPRS mobile phone and you can track your vehicles whilst on the move yourself. Wherever you can access the Internet you are in control of the management of your fleet.





I can update my clients with a more accurate E.T.A. for delivery and pick-up.



Company story

Orinoco Electronics are a large chain of domestic appliance retailers. They are opening a new warehouse in the north of England and need a firm to handle deliveries to customers and between distribution points. A2B Transport and Baker & Sons bid for the job and are each given a trial period in which to prove themselves.

A2B Transport relies on calling their drivers directly to track their vehicles. Baker & Sons, an established but forward-looking firm, have recently implemented Vodafone's Locate You service for their fleet.

There is little to choose between the firms in the professional manner with which they approach the contract. Both have a modern fleet and a capacity that can cope with Orinoco's needs. As the trial period continues, however, it is clear that Baker & Sons have an edge over their rivals. A2B are reliable and they deliver all their cargo.

Baker & Sons go one better. They are reliable and they can provide extremely accurate timings for deliveries and pick-ups. When Orinoco have an urgent job it is always Baker & Sons who can provide a vehicle more quickly. Feedback from its own customers tells Orinoco that satisfaction is high in the area covered by Baker & Sons.

Baker & Sons then play their trump card. They give Orinoco access to their Vodafone Locate You web site and allow Orinoco to track their own assignments.

Deal won.

Sharpen your competitive edge

Vodafone Locate You can increase your productivity. It can increase customer satisfaction. And it can cut your tracking costs considerably. This combination means competitive edge.



If you know where your vehicles are 24 hours a day you can:

- › Manage and track mileage
- › Manage and track performance
- › Save on fuel bills
- › Give customers an accurate E.T.A. for deliveries or pick-ups
- › Be more responsive to urgent last-minute jobs

Pin-pointing your vehicles means the security of your fleet and its cargo can be increased. Implementing Vodafone Locate You can have a dramatic effect on insurance premiums.

Vodafone Locate You is a low cost, high value answer to your fleet management needs.

The next step

Vodafone invests £10 million every week in maintaining and upgrading our network. We have built our success on helping our partners seize those opportunities and confront those issues, whether they arise from changes in strategy or from factors beyond your control.

We have a proven track record in reducing partners' costs and improving their competitive edge.

To find out how you could benefit from Vodafone's experience and innovation, contact your **Vodafone Account Manager**.

You need to know the position of each and every vehicle in your fleet at all times.

You need to be able to do it in an efficient and cost-effective manner. Vodafone has the answer.

- › **Vodafone Locate You is simple to set up**
- › **It's simple to use**
- › **It's economical to run**
- › **And it's from Vodafone, the global network**

Vodafone Locate You is subject to network coverage and availability.

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