

HARMONY
2024

Customer On-boarding & Support



Zoe Jenkins

SVP Global Customer Operations &
Technical Support

Customer On-boarding & Support

Single, holistic system for Sales, Implementation & Support providing transparency, automation & reporting

Technical Support & Incident Mangement

Consolidate & centralize management of support



Remove siloes and steps to case resolution through flattened structure and adjusted KPIs "one-touch"



Upskill team members on expanded portfolio to increase support capability

Leverage Technology and drive efficiency through "one-touch" principle



Implement common ticketing system (Salesforce)



Provide visibility and tracking of a revised set of SLA's and key support metrics



One-touch KPIs Response & Resolution CSAT & SLA



Incident Management
SOC Ops Genie



Prioritization & escalations



Single operations platform Salesforce



Transparency & Engagement
[Help.Powerfleet.com](https://help.powerfleet.com)

Customer On-boarding & Support

Single, holistic system for Sales, Implementation & Support providing transparency, automation & reporting

Customer Operations

Leverage Technology and drive efficiency



Implement Salesforce Field Services



Provide visibility and tracking of a revised set of SLA's and keys operational metrics

Established Global Implementation Support teams



Implementation Project Management



Installation Specialist Experts team (ISE)



Config Administration team



Technician Scheduling team



Live installation commissioning & QC (Tier 1)

Customer On-boarding & Support

Single, holistic system for Sales, Implementation & Support providing transparency, automation & reporting

Installation Specialist Experts (ISE)

Team Activities and Process

- **Hardware enabler** to **Asset interface experts**
- Vehicle complexity increasing therefore more investigation needed to deliver quality vehicle data
- New **proactive process** – visibility of sales pipelines, customers' plans and vehicle trends



Tracking through **support ticketing process**

- ✓ Single source of all relevant information
- ✓ Visibility of status
- ✓ Global prioritization of requests
- ✓ Assistance of a CAN Analyst

Typical request resolution

- ✓ Already have data for that model
- ✓ Require more information – pictures, specific logs to validate assumptions
- ✓ Need Vehicle Systems Specialist to perform a full reverse engineering exercise
- ✓ Turn-around time will vary depending on activity required

Together we will ensure **'one-touch' installs delivering maximum value** to our customers

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2024

Thank You



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2024

Powerfleet Global Accounts



Ronel Spies

Global Partner Operations Manager

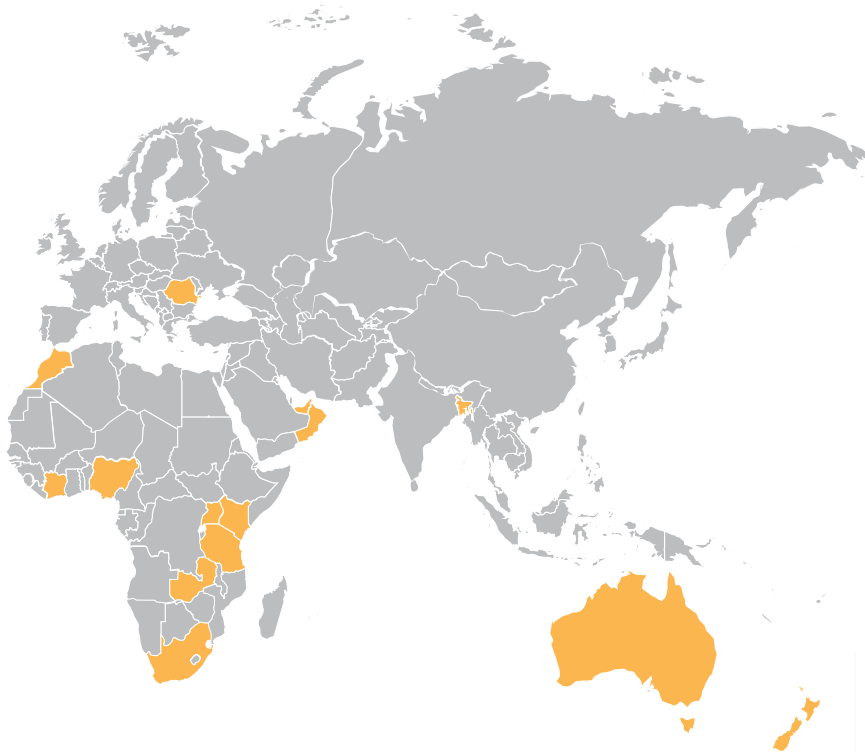
Global accounts



Holcim



Holcim Group, officially known as Holcim Limited, is a Swiss construction materials company. It has a presence in around 70 countries and employs around 72,000 people.



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KEY BENEFITS



- Significant reduction in accidents
- Improved safety & driver behavior

SOLUTION



- Premium + Driver ID
- HOS
- Flexible Driver Scoring
- Integrations
- HGV's, Cement trucks, aggregate trucks, some light vehicles

RELATIONSHIP



- More than 10 years
- Global Contract in place since 2018

Holcim



Holcim Group, officially known as Holcim Limited, is a Swiss construction materials company. It has a presence in around 70 countries and employs around 72,000 people.

INDUSTRY

Construction

FLEET SIZE

10,000

SOLUTION

Premium, MiX Hours of Service



Part of our road safety strategy is giving our drivers the knowledge to make the right decisions behind the wheel. Trustworthy IVMS data is essential to providing constructive feedback to them so that they can make the necessary changes while driving. MiX has helped us with a standardized approach to data collection which has enabled us to improve our road safety performance globally.



- Astrid van der Burgt, Group HSE Transport Safety Manager

RESULTS



At-fault fatal road crashes have been reduced by **83%**.

75%

of the total kilometres driven have been with drivers that have received an approved training course.



56%

of the total kilometres driven have been with drivers receiving regular feedback on their driving performance through in-vehicle monitoring systems.

British American Tobacco



BAT is a British multinational company that manufactures and sells cigarettes, tobacco and other nicotine products. Present in more than 140 countries.

KEY BENEFITS



- Improved driver behavior
- Vehicle location
- Monitor fuel consumption
- Sustainable land transport management

SOLUTION



- Premium + Driver ID (DriveMate)
- MyMiX
- In-cab alerts
- Driver Scoring
- Light vehicles and Motorcycles

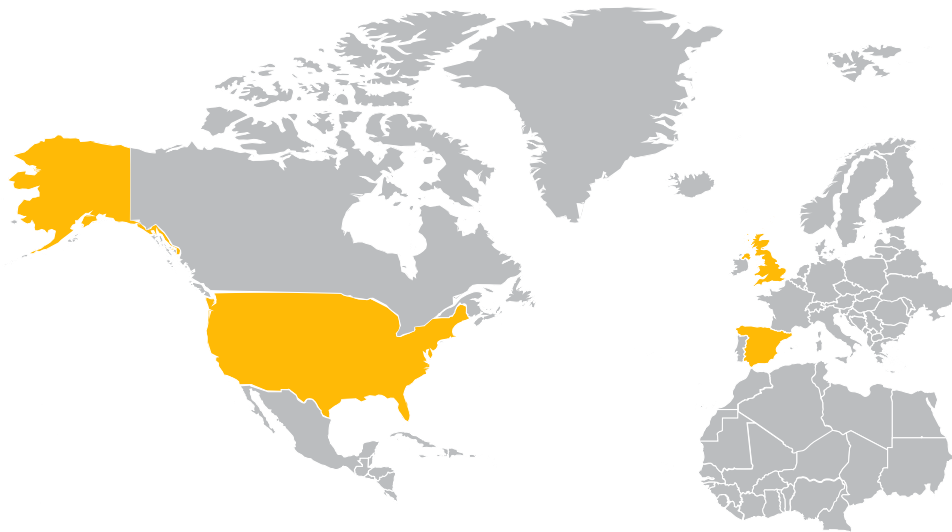
RELATIONSHIP



- Client since 2017
- Centrally Managed

Iberdrola

Iberdrola is a Spanish multinational electric utility company based in Bilbao, Spain. Present in ±40 countries.



KEY BENEFITS



- Improved safety & driver behavior
- Monitor fuel consumption

SOLUTION



- Premium + Driver ID
- MiX DriveMate
- Light vehicles, Trucks, EV

RELATIONSHIP



- Global contract since 2020
- Centrally managed

DB Schenker



DB Schenker is a division of German rail operator Deutsche Bahn that focuses on logistics. It has a presence in 130 countries and employs around 72,000 people.



KEY BENEFITS



- Significant reduction in incidents
- Improved safety & operator behavior
- Improved asset utilization

SOLUTION

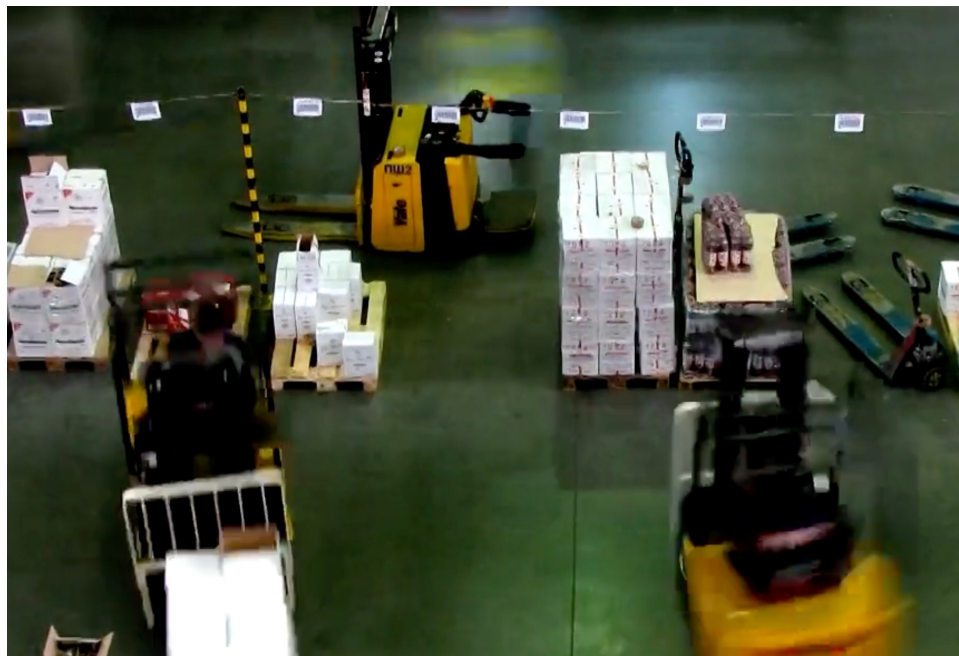


- VAC 4
- Proximity warning
- DVR
- VisionPro
- Materials handling equipment



NESTLÉ

Nestlé S.A. is a Swiss multinational food and drink processing conglomerate corporation headquartered in Vevey, Vaud, Switzerland. Present in 187 countries, 290k+ employees.



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KEY BENEFITS

- Significant reduction in incidents & accidents
- Improved safety & driver/operator behavior
- Integrated view of data

SOLUTION

- Premium + Driver ID
- VAC4 + Proximity + Video
- In-cab alerts
- Integrations
- Light vehicles, Material handling equipment

RELATIONSHIP

- More than 10 years

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Powerfleet Partner Xcellence Program



Jennifer Rogers

VP, Global Partner Success

Powerfleet Partner Program

A 7-cylinder engine designed to:



Create a partnership where we collaborate in all these areas



Accelerate your businesses

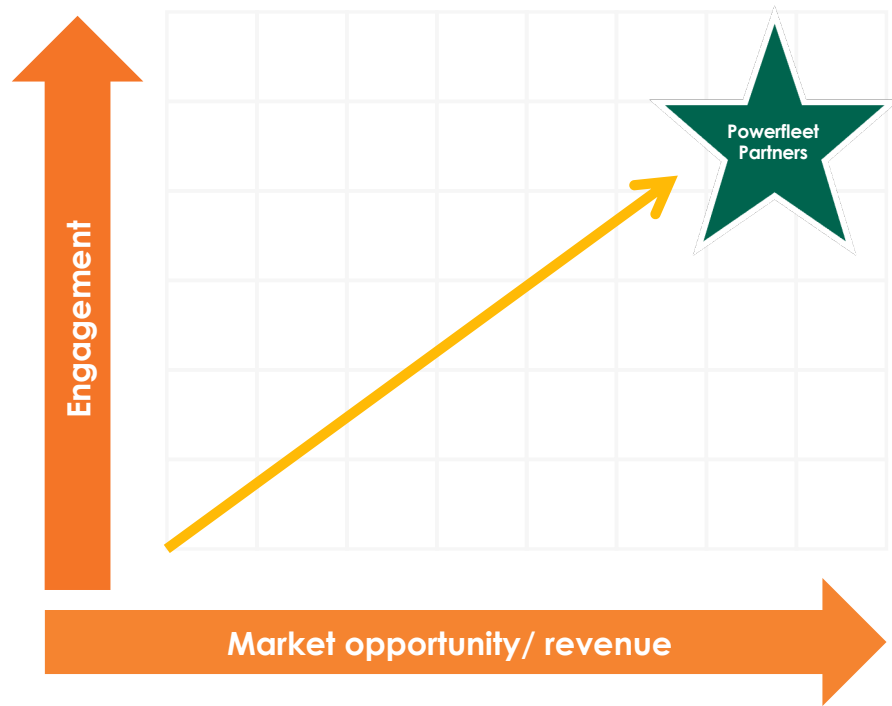


Provide you with all the tools you need to be the best performing engine in your market

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Partner Acceleration



Strong engagement + growth mindset
= **Partnership success**



Partner onboarding & training

From November, Powerfleet is delivering monthly global webinars.

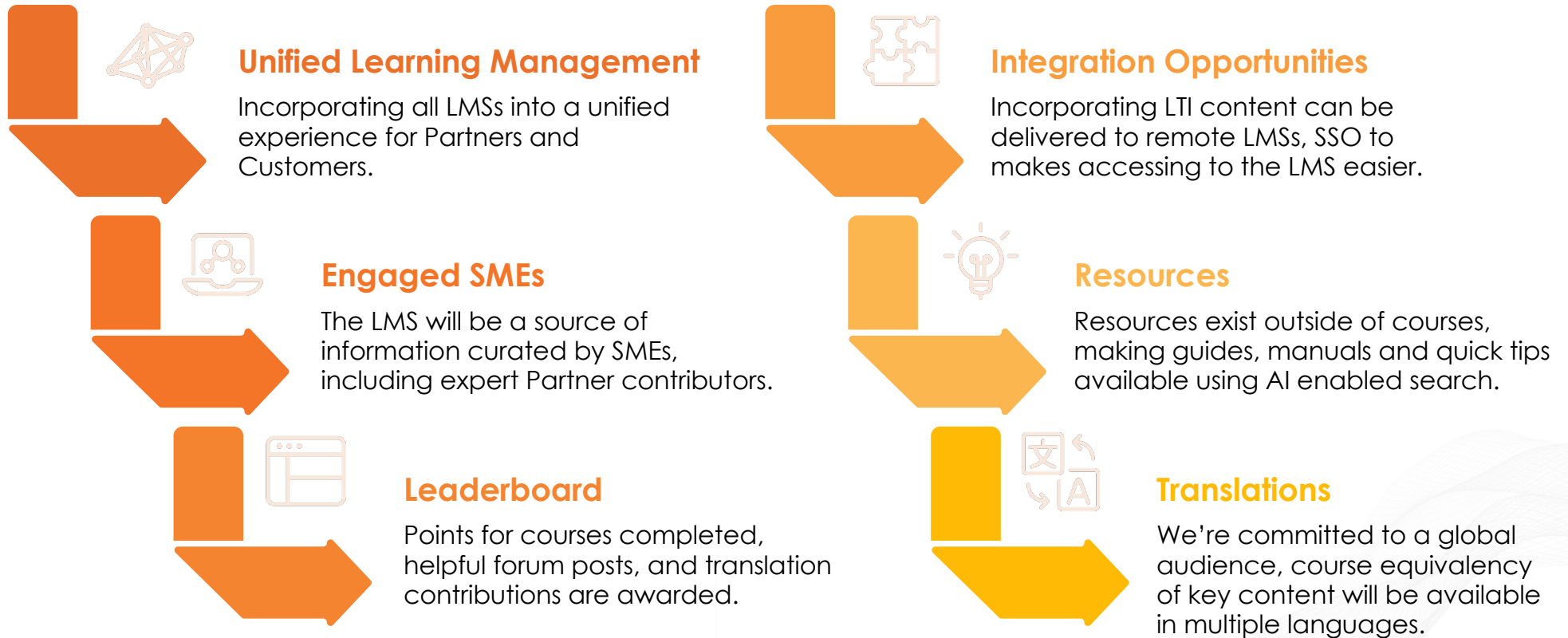
- Last week of every month (except Dec)
- First session: Powerfleet solution overview
- January: Training & Support Overview

New training platform from December



PowerHub

A new Learning Management System (LMS) to Harmonize Training and Resources



PowerHub

A new Learning Management System (LMS) to Harmonize Training and Resources

User Friendly

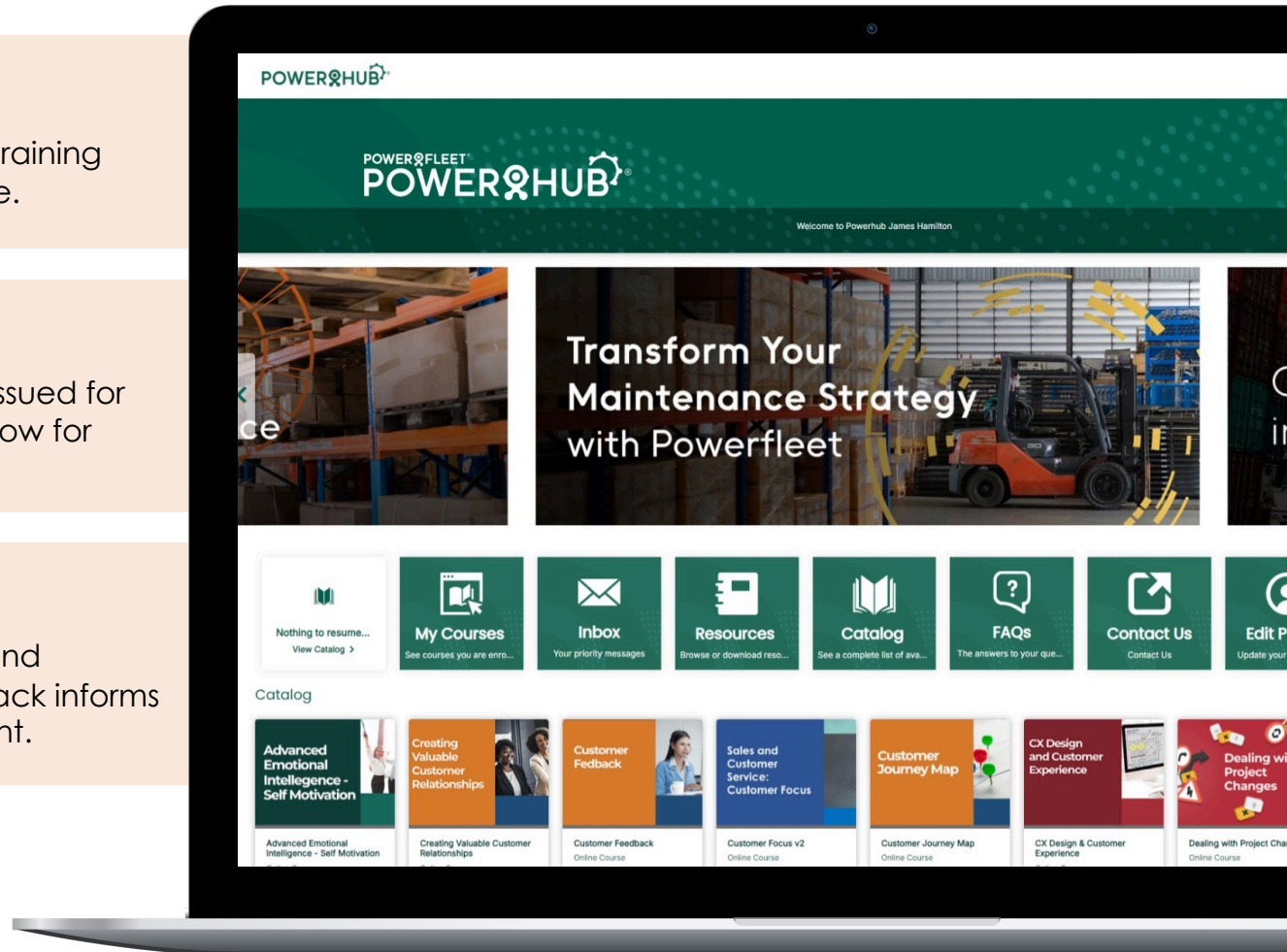
The LMS user experience aims to make training and resources easy to find and navigate.

Certifications and Certificates

Completion is tracked, certificates are issued for course completion and certifications allow for refresher training.

Reports and Transcripts

Course completion reports, transcripts and important insights are available. Feedback informs future course and resource development.



Partner Operating Standards

Promoting the Partnership



Branding – workwear, offices, vehicles



Website marketing



Email signatures

Customer Experience



Customer QBRs



Partner Feedback Survey



End-Customer Surveys

Sales & Marketing



Sales Forecast



Joint Marketing Plans



Churn Risk Action Plans



Dual-Branded Comms



Sales Representation



Business Plans & Reviews



Through the customer's eyes the brand experience must be the same...

...No matter the sales touchpoint



Training



Hints & tips



Assigned training



Refresher training

Operational & Technical



Installation Quality Checks



End-customer SLAs



Regional min. tech requirements

Sales enablement

-  Identifying your local market opportunities & creating joint business plans
-  Providing you with the tools that you need to upsell, cross-sell & win new business
-  Customer-focused collaborative activities to foster retention & growth in our customer base
-  Using the training to equip your sales teams with the knowledge to grow



Marketing

New Resource



Marion Calvet
Global Partner
Marketing Manager

Marketing 'of'

- Case studies
- Website marketing
- Social media posts
- Partner spotlights in forums

Marketing 'with'

- Dual-branded collaterals
- Dual-branded communications



Xcellence rewards program



By April 2025, every partner will be part of a regional incentive program.



We want to reward you for your growth on our AIoT journey. Your success is our success!



Look for communications from your regional leaders over the coming months.



Measure performance

– surveys

Annual **Partner** Experience Survey

Annual **End-Customer** Experience Survey

Improve partner satisfaction to >70%

Powerfleet wants to help you retain your customers



Summary

We have more **resources** and better **focus** to create the best performing partner program engine, enabling you to **win every race** and **accelerate performance** together.

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Thank You



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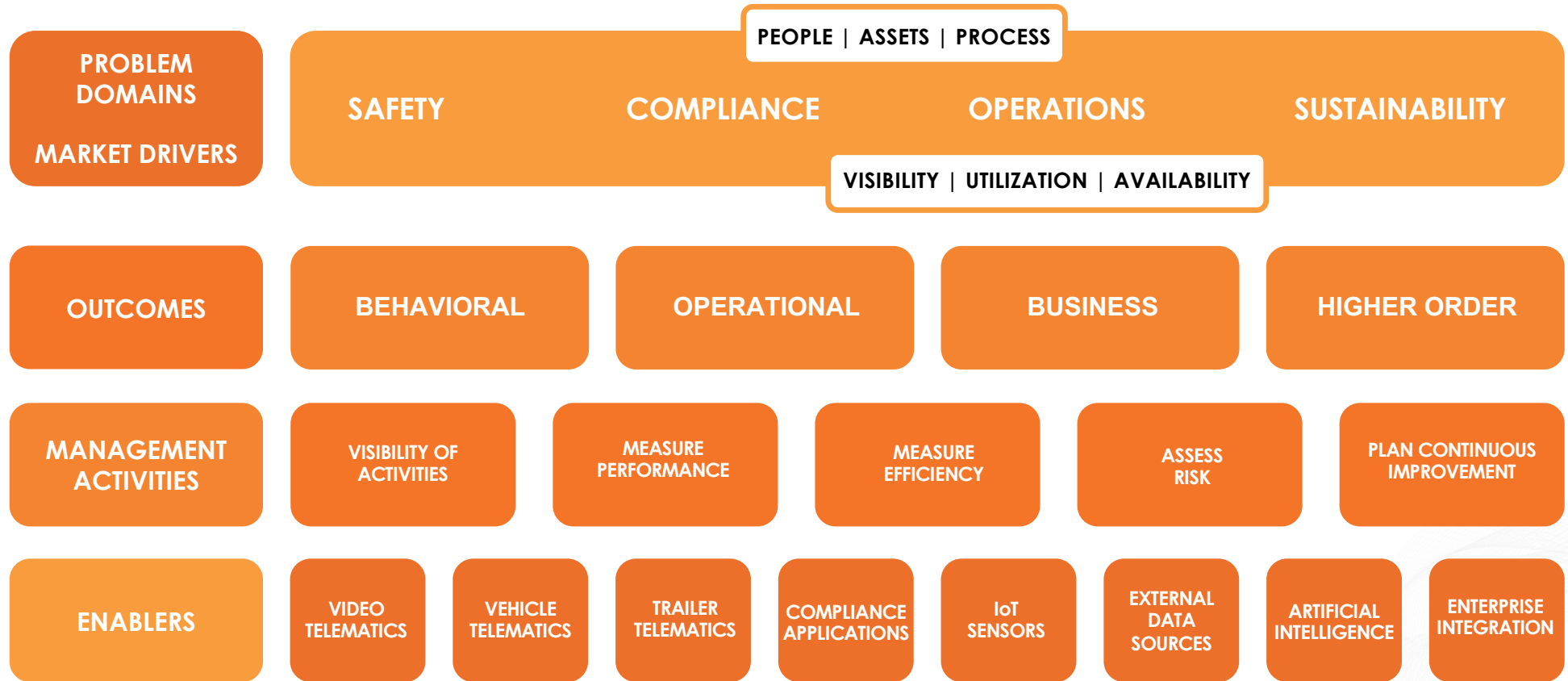
On-Road Solutions Portfolio



Glen Mitchell

SVP Product Management

Powerfleet offering



Customer challenges



Driver Engagement

Drivers are the largest operating cost and influence on safety, operational efficiency and cost, vehicle uptime, customer satisfaction & meeting compliance obligations.



Safety Performance

Impacts all parts of your operation including customer experience and reputation



Fuel Efficiency

Fuel is the 2nd largest operational cost



Vehicle uptime

Fleet maintenance is the 3rd largest operational cost + biggest impact on uptime



Customer satisfaction

On-time service delivery



Compliance

Risk management & legal obligations



Sustainability

Business and environmental



Risk

Security, insurance, operational, reputation



Productivity & Continuous Improvement

Increasing productivity through business process efficiency & identifying opportunities to reduce costs and/or increase revenue



Fleet Optimization

Optimizing fleet utilization to save money & to exploit revenue opportunities

Solution portfolio

In-Warehouse

- Safety
 - Operations
 - Compliance
-
- VAC equipment terminal
 - Video recording
 - Pedestrian Proximity Detection



Asset tracking

- Operations
-
- Battery powered gateways
 - Wired + battery (rechargeable) gateways
 - Solar powered gateways
 - Cold chain sensors
 - Reefer integration gateway
 - FreightCam video load sensing



Vehicle tracking

- Safety
 - Operations
-
- Plug n Play gateways
 - OEM connected vehicle data



ØEM CONNECT

Vehicle telematics

- Safety
 - Operations
 - Compliance
 - Sustainability
-
- CAN-connected gateway
 - Driver feedback
 - ELD & DTCO Support
 - OEM connected vehicle data



ØEM CONNECT

Video telematics

- Safety
 - Operations
-
- Dashcam
 - mDVR
 - 1-6 camera support
 - AI-enabled risky driving detection



Unity applications

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Safety

Visibility | Performance | Efficiency | Risk | Improvement

PERFORMANCE MANAGEMENT

Harsh driving

- Braking/accelerating/cornering

Risky driving

- Speeding
- Drowsy
- Distracted
- Unsafe

Safety scoring

Safety analytics

Real-time coaching

- In-cab

Post-trip coaching

- Driver app for engagement
- Web portal for coaching workflow

RISK MANAGEMENT

Real-time alerts

- Real-time risk assessment
- Drowsy driving
- Situational awareness

INCIDENT MANAGEMENT

- Real-time alerts
- Video evidence
- Reporting
- Analytics



Compliance

Visibility | Performance | Efficiency | Risk | Improvement

HOURS OF SERVICE

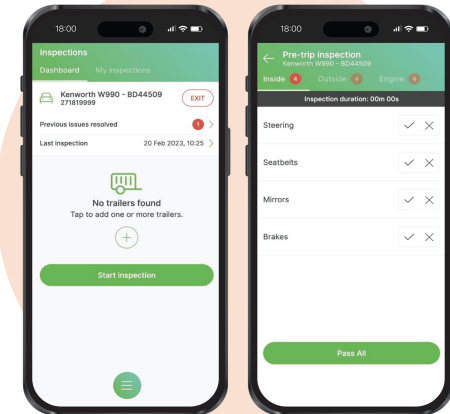
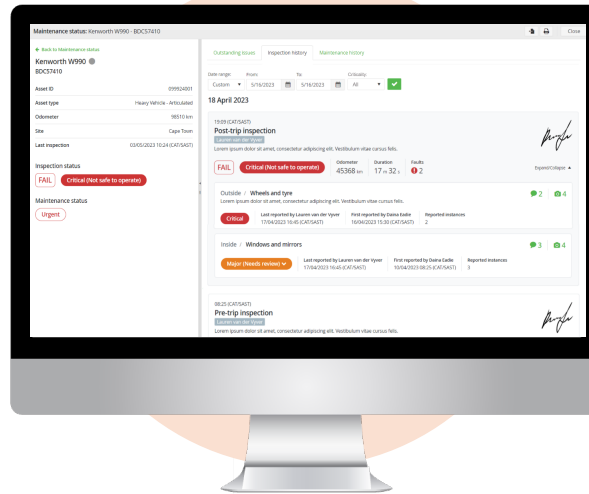
ELD
DTCO

VEHICLE INSPECTION

DVIR/Vehicle Check

IFTA (US)

- State miles reporting
- Fuel card integration
- IFTA reporting



Operations: Visibility

Visibility | Performance | Efficiency | Risk | Improvement

ASSET STATUS & MOVEMENT

Vehicles
Trailers
Reefers
Containers

Trips

- Real-time
- Historical

LOCATIONS

Activity

- Dwell
- Turnaround
- Pooling

Location Intelligence

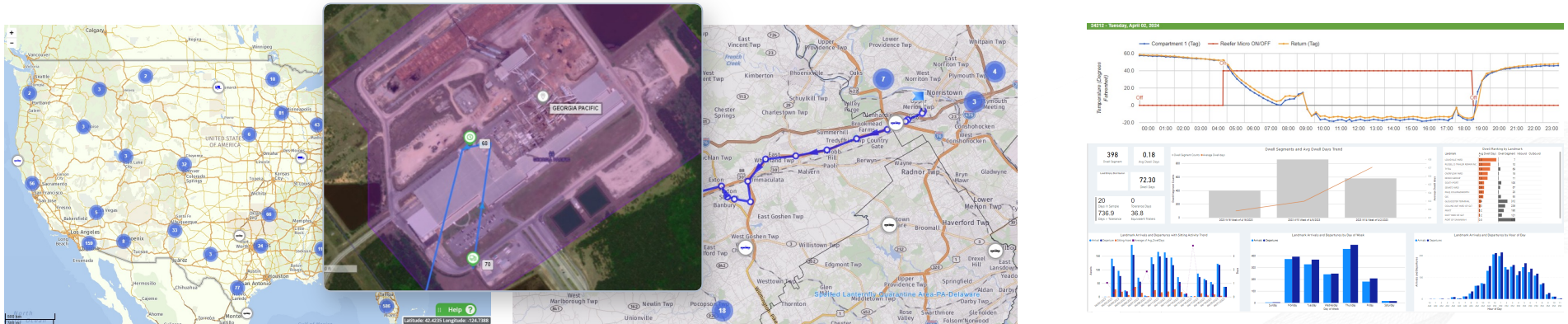
CARGO

Cold chain

- Alarms
- History

Loading/Unloading

- Load status
- Optimization

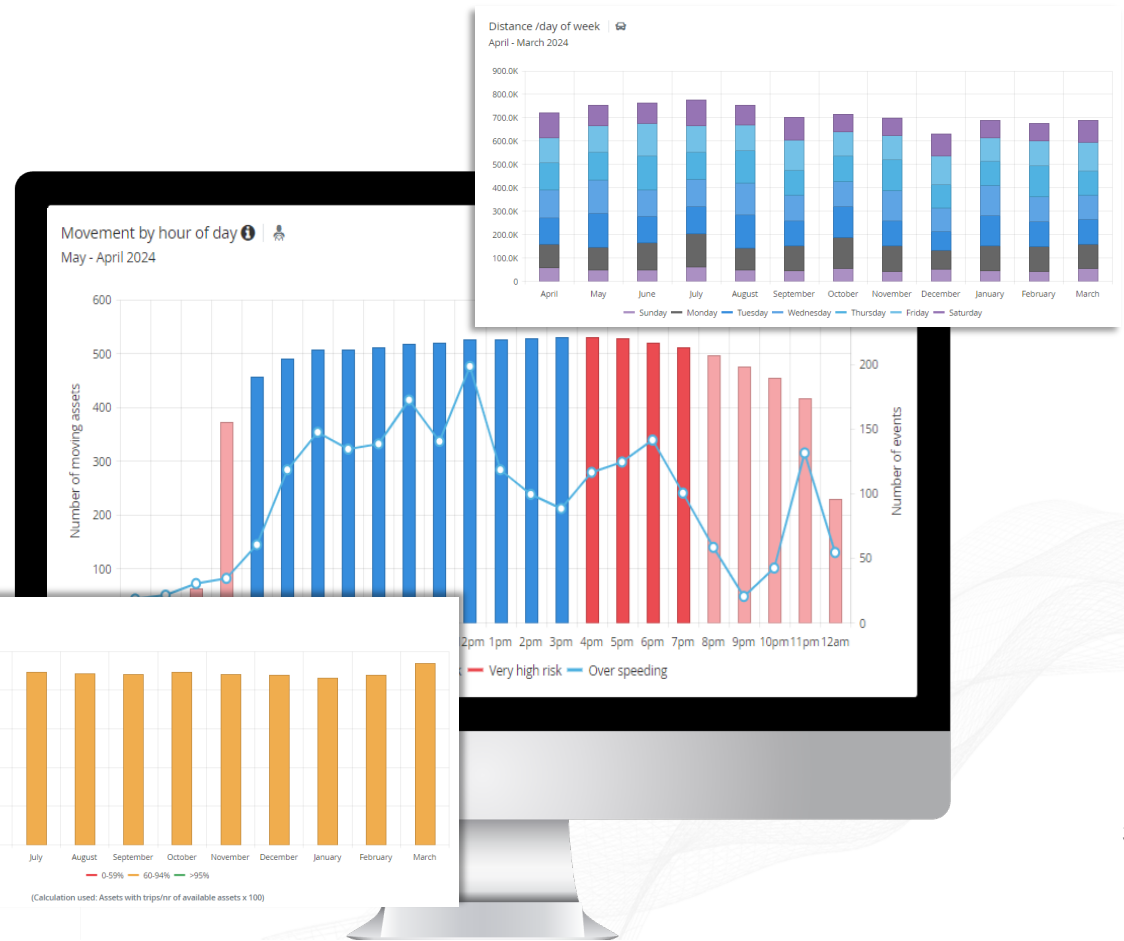


Operations: Utilization

Visibility | Performance | Efficiency | Risk | Improvement

DASHBOARD

- Active vs Inactive
- Distance & trip insights
- Risk profiling of fleet movement
- Asset/driver distance by time slot
- Driving vs idling
- Utilization trend
- Distance/engine hours by day of week
- Unidentified driving trend



Operations: Availability

Visibility | Performance | Efficiency | Risk | Improvement

ASSET HEALTH (MAINTENANCE)

- Inspections
- Fault codes
- Preventive Maintenance – Reminders
- Repair
- Status
- History



Sustainability

Visibility | Performance | Efficiency | Risk | Improvement

RIGHT-SIZING FLEET TO MISSION

- Utilization dashboards

REDUCING VEHICLE MILES TRAVELLED & IDLING

- Idling events
- Idling reporting
- Distance profiling
- Utilization dashboards

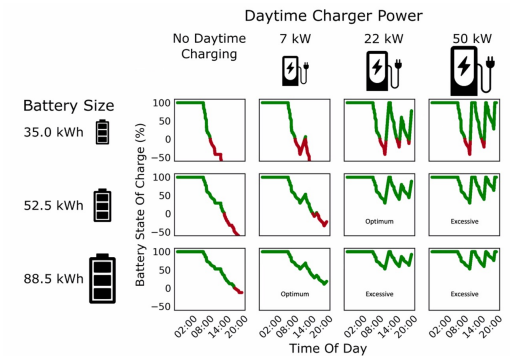
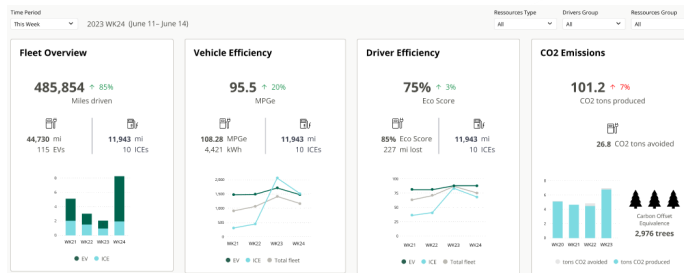
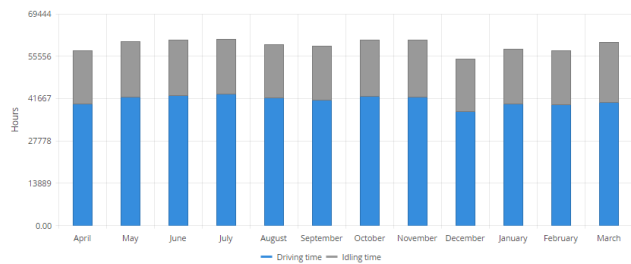
INCREASING FUEL/ENERGY EFFICIENCY

- Vehicle efficiency
- Driver efficiency – Eco driving score
- Emissions dashboard
- Fuel card integration
- Fuel cost analytics

OPTIMIZING ALTERNATIVE FUEL/ENERGY USE

- Utilization dashboards
- EV transition planning

Driving and idling time | April - March 2024

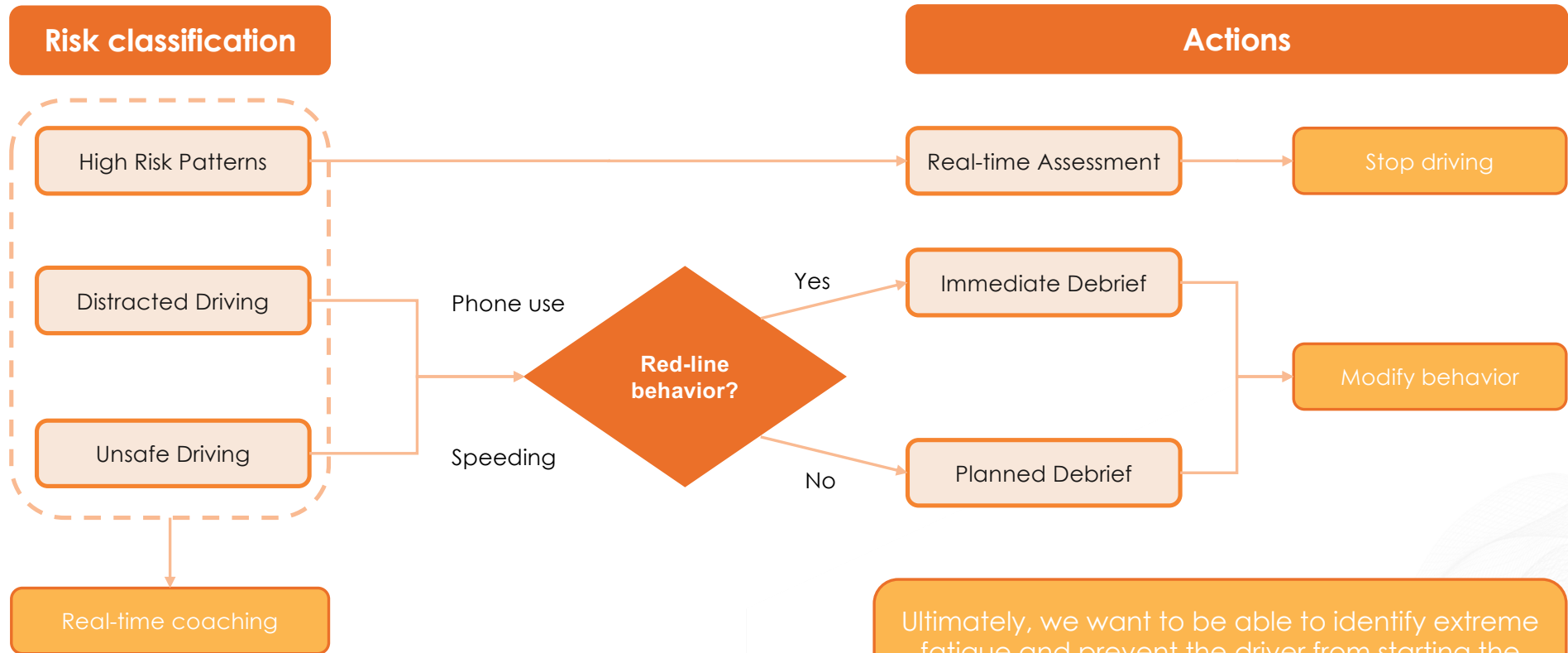


Video telematics

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Safety Intervention Levers



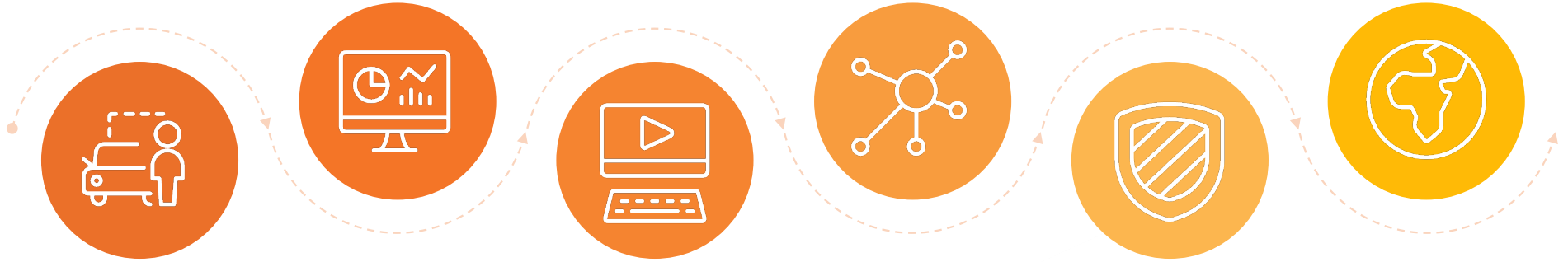
Ultimately, we want to be able to identify extreme fatigue and prevent the driver from starting the vehicle.

Vision AI: The Powerfleet difference

Automated risk-based analysis to avoid people being overwhelmed with video footage

Full service, fully integrated vehicle and video telematics-based fleet management

Global reach for broad cross-section of geographies and customer needs



Industry-leading drowsy driving & fatigue detection

Holistic "Vision AI Triple Play" for high-impact risk management control

Rich history of driving safety outcomes for 20+ years

Vision AI



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Features

Risky driving behavior detection

Real-time coaching

Post-trip coaching

Video events

Real-time alerting

Video gallery

Video playback

Video-on-demand

Live streaming

Dashboards

Driver performance & coaching

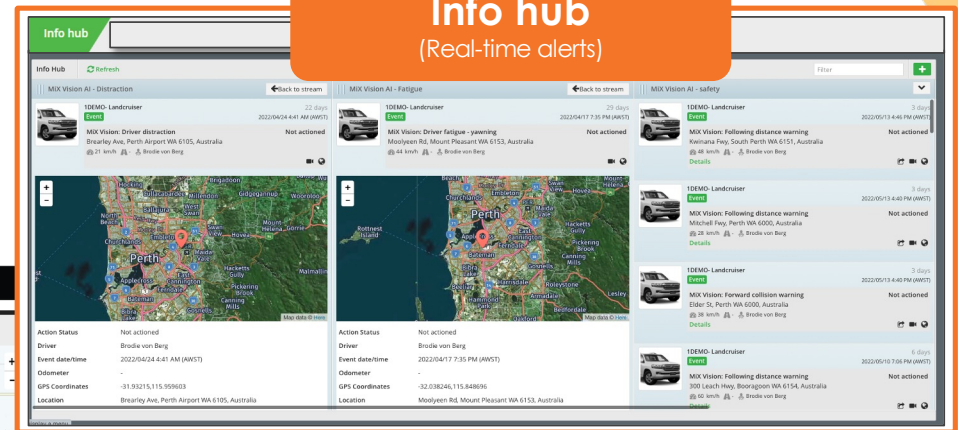
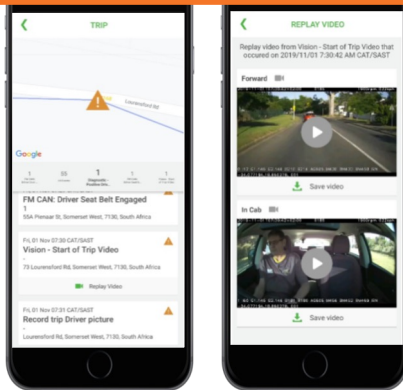
Video evidence download

Mobile apps

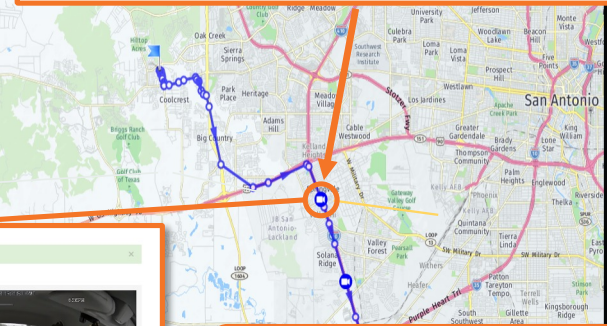
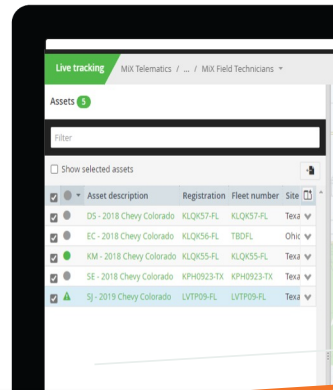
Vision AI



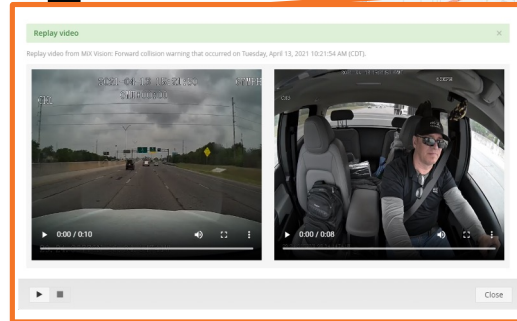
Mobile: Driver & manager



Info hub
(Real-time alerts)



Live & historical tracking

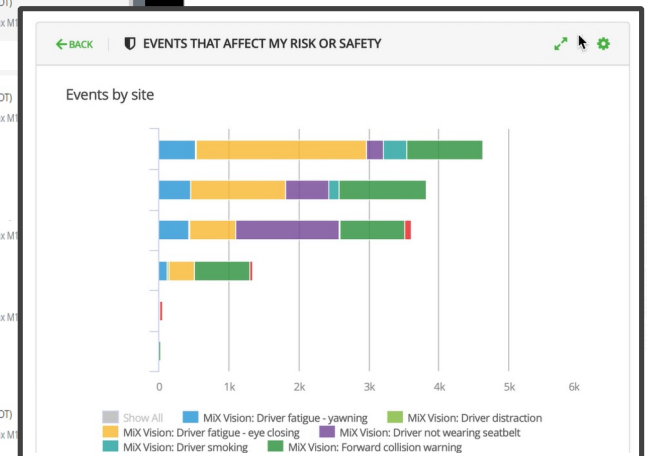
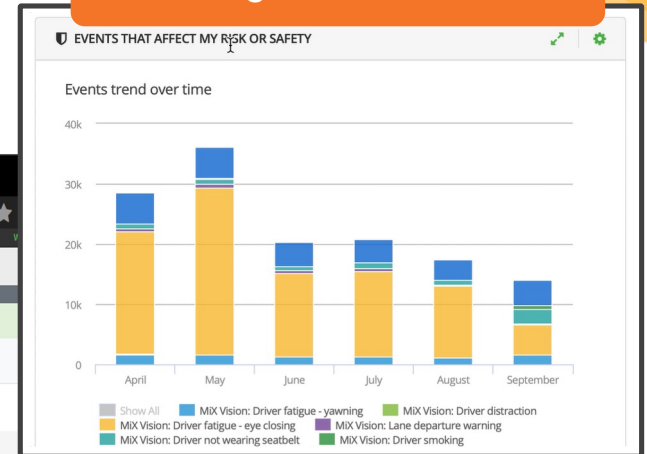


Vision AI

Video gallery

The screenshot shows the 'Video gallery' interface for 'MIX Telematics'. The main video player displays a 'Rear' view of a road with a timestamp of 2023-06-13 9:30:05 AM (EDT). The event is titled 'Harsh braking' with a returned value of 4.35 mph/s. Below the main video are four smaller video thumbnails labeled 'Cargo', 'In Cab', 'Driver', and 'Road'. To the right, a list of events is shown, including 'Harsh braking' and 'TW speed zone for notification'.

Insights dashboards



Driver performance

Flexible Driver Scoring

OBC-detected events

- Harsh braking
- Harsh acceleration
- Speeding

Measure of driving performance



Machine vision-detected events

- Fatigue
- Phone use
- Distraction
- Seatbelt
- Lane departure
- Forward collision
- Following distance

Measure of risky driving behavior

Organisation settings

Edit Organisation settings: [Cancel] [Save]

Driver defaults

Decommissioned sites

Additional asset details

Additional driver details legacy

Scoring

Asset interval and reminder defaults

Standard scoring

Trip classification

Time entry extension

Tracking options

Cost categories

Roadspeed events

General features

Video data management

Scoring

RAQ scoring **MYMIX** Standard scoring

Calculate score per *
100 distance driven (m)

[Add HOS violations] [Add events]

Events	Score on	Green threshold Anything less than this value	Amber threshold	Red threshold Anything more than this value
Harsh Acceleration	Occurrence	2.00	Min 2.00	
Harsh Braking	Occurrence	2.00	Min 2.00	
Over Speeding	Duration	2.00	Min 2.00	
MiX Vision: Following distance warning	Occurrence	0.00	Min 0.00	
MiX Vision: Driver fatigue - eye closing	Occurrence	0.00	Min 0.00	
MiX Vision: Driver distraction	Occurrence	0.00	Min 0.00	
MiX Vision: Mobile phone distraction	Occurrence	0.00	Min 0.00	

Select events

vision

Event name

- MiX Vision: Driver distraction
- MiX Vision: Driver fatigue - eye closing
- MiX Vision: Driver fatigue - yawning
- MiX Vision: Driver not wearing seatbelt
- MiX Vision: Driver smoking
- MiX Vision: Following distance warning
- MiX Vision: Forward collision warning

Vision AI co-pilot

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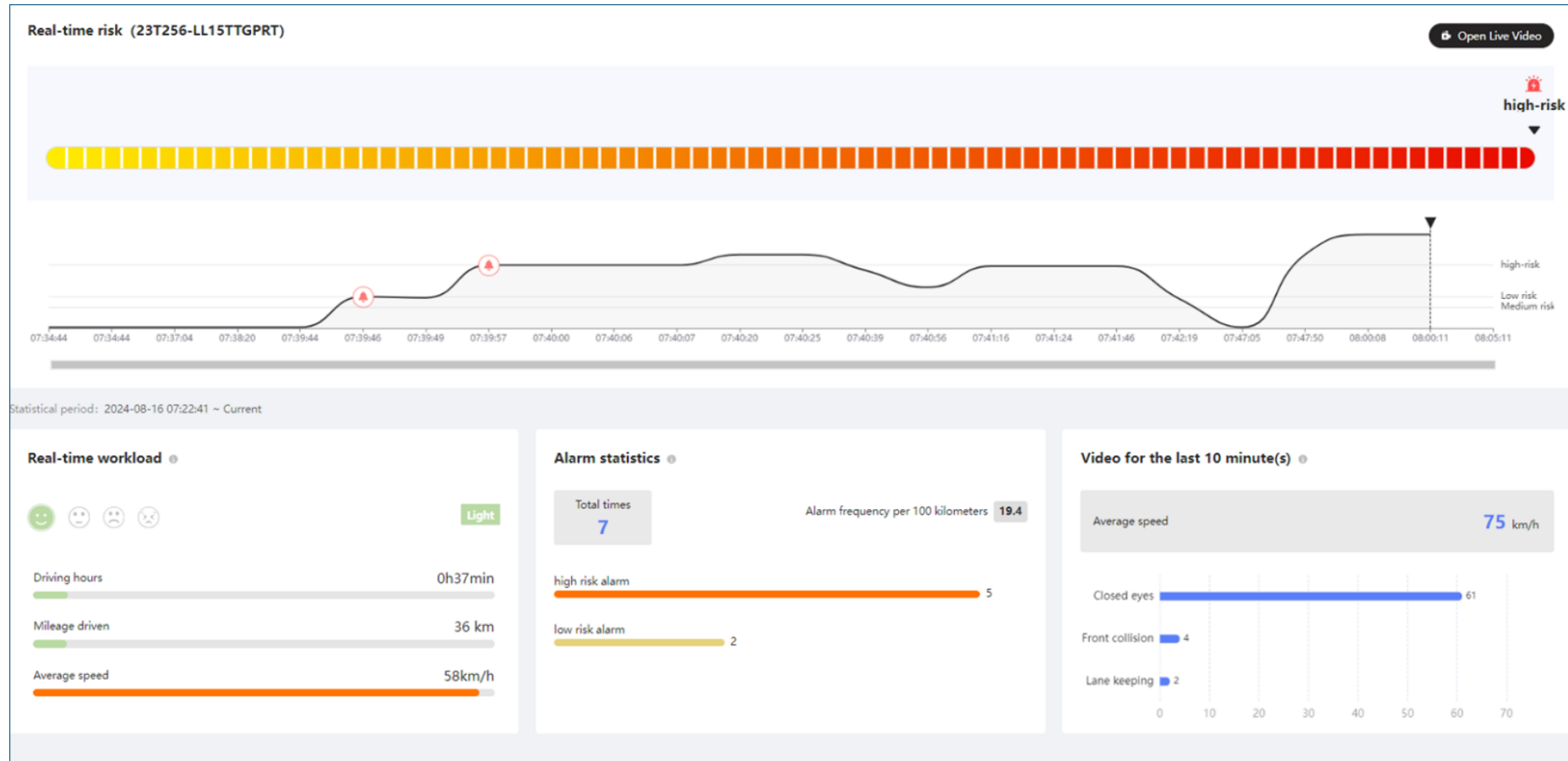


Real-time risk assessment

Auto refresh

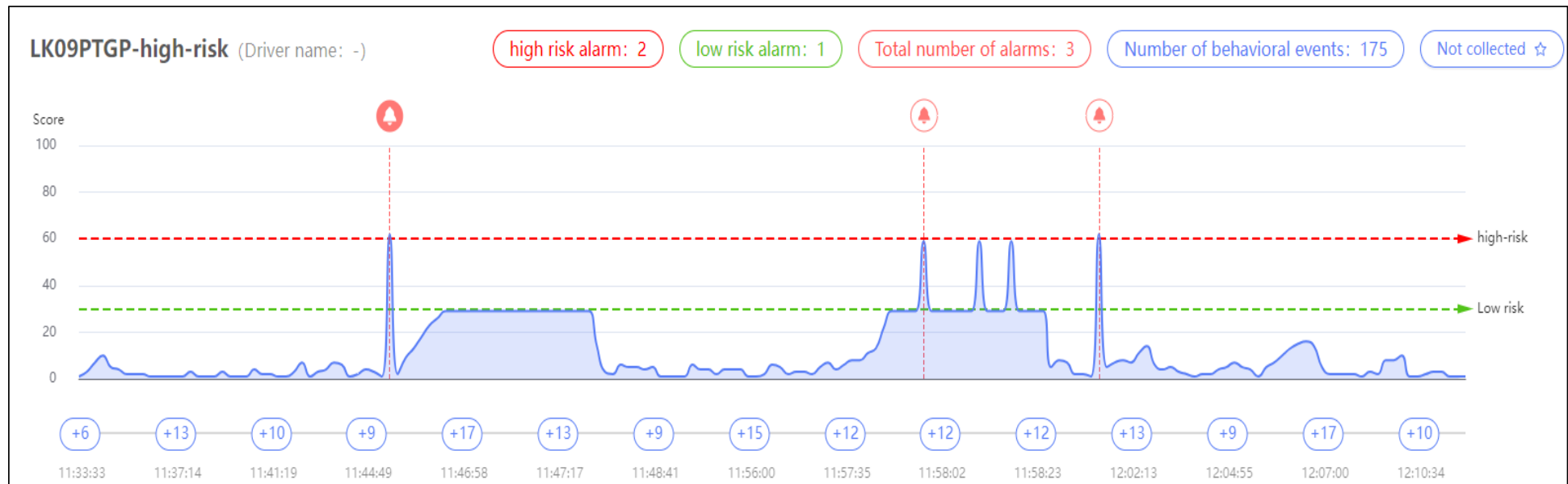
License plate number	Driver name	Real-time risk	Operation
23T261-LR65VLGP		 ⚠	
23T256-LL15TTGPRT		 ⚠	
23T259-LR65WCGP			

Real-time risk assessment

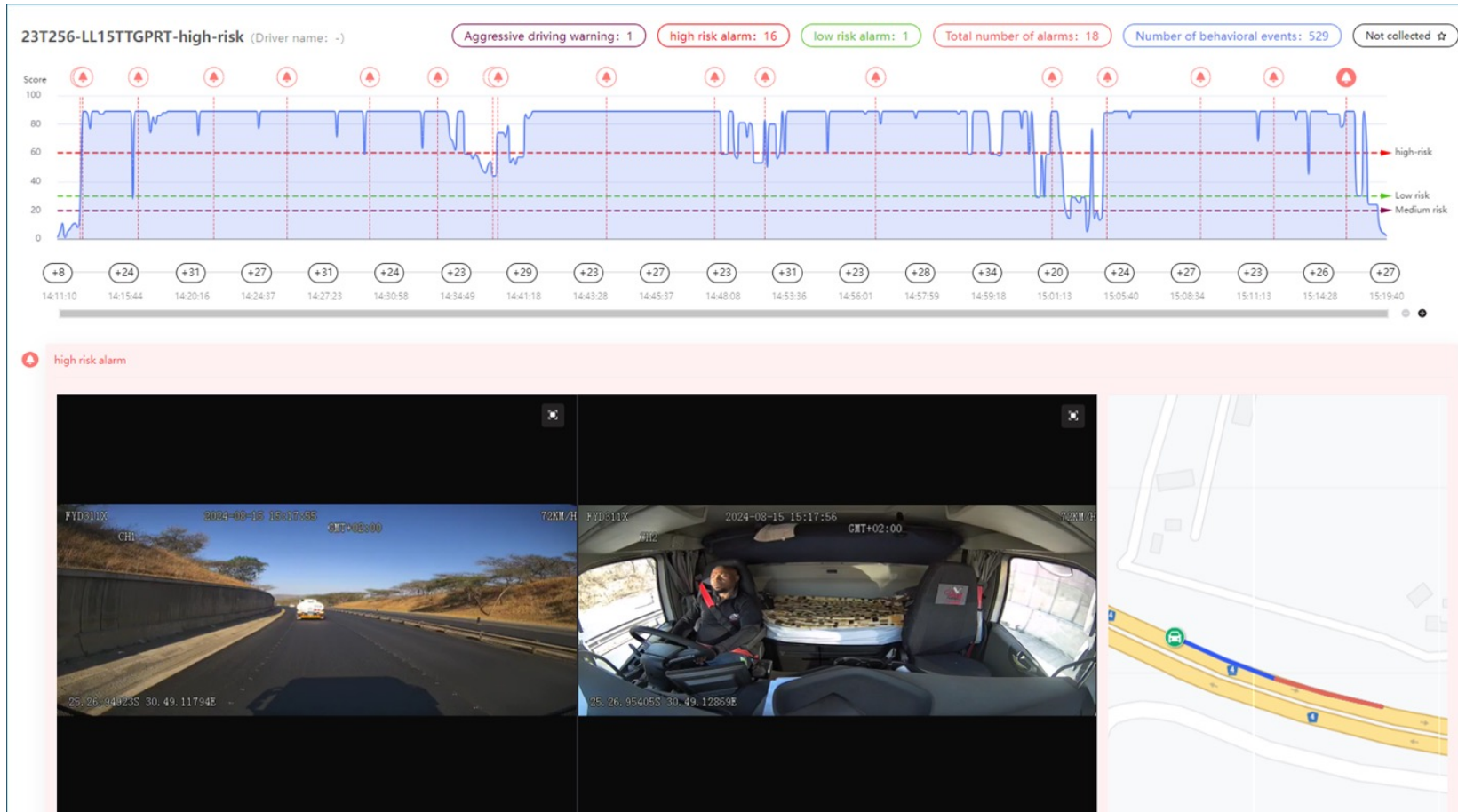


Real-time risk assessment

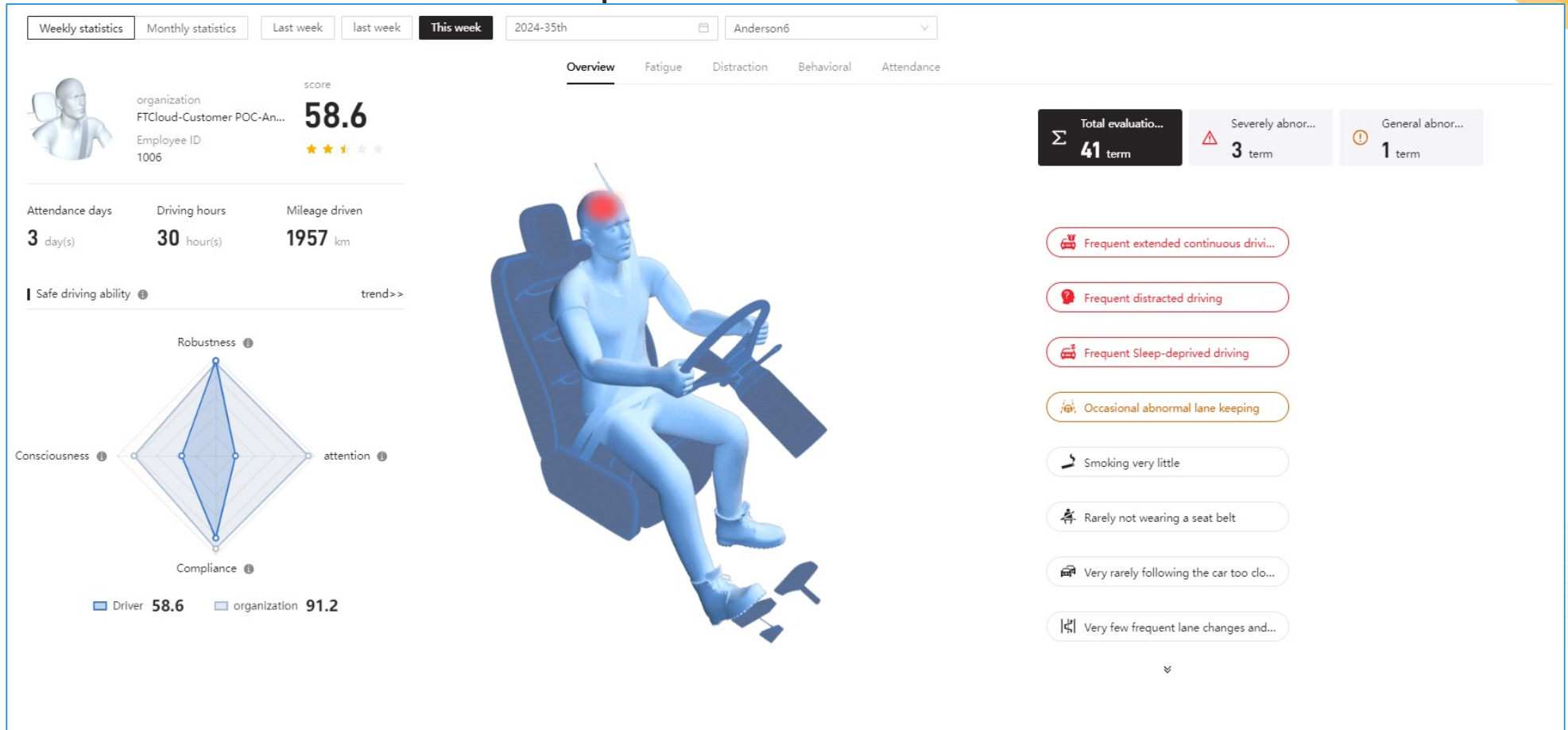
95% reduction in the amount of data that needs to be analyzed by a human



Real-time risk assessment



Advanced driver risk profile



Vision AI service definition

Feature	Base	Base +	Co-pilot (\$)	Operations	Fleet Controller	Fleet Manager
Video-on-demand	x			x	x	-
Risky driving monitoring	x			x	x	-
Real-time coaching	x			-	-	-
Real-time alerts	x			x	x	x
Video gallery	x			-	x	x
Dashboards	x			-	x	x
Driver scoring	x			-	x	x
Driver coaching (\$)		x		-	x	x
Live streaming (\$)		x		x	-	-
Blurring (\$)		x		-	-	-
Driver ID – Facial recognition (\$)		x		-	-	-
Two-way comms (\$)		x		x	-	-
Privacy management		x		-	-	-
Event tagging		x		x	x	-
Geofence-based events		x		x	-	-
Risk monitoring & classification (\$)			x	x	-	-
Fleet & driver profiling (advanced scoring)			x	-	x	-
Real-time intervention						
Live streaming			x	x	-	-
Phone driver						
Text-to-voice message						
Mobile review			x	-	x	x

Logistics solution

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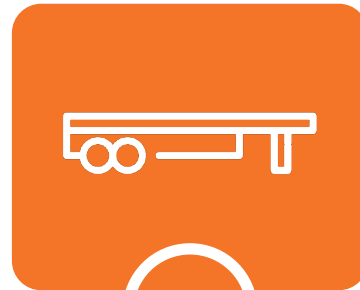


Powerfleet **Logistics use cases**



01

Trailer tracking



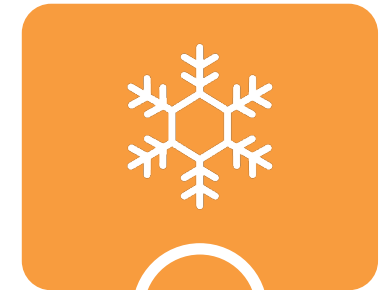
02

Chassis tracking



03

Container tracking



04

Cold chain

Unity ecosystem for Logistics

Logistics features transitioning and reimagined in Unity Solution Ecosystem

The main dashboard features a navigation sidebar on the left with categories: Organisation admin, HOS compliance, Fleet health, Visibility, Fleet operations, Fuel & energy, People performance, Video, Reports & analytics, Cold chain, Logistics, and Materials handling. The main content area is titled 'Welcome to unity' and includes a search bar and a 'Classic solutions' section with buttons for 'Unity Fleet Manager', 'Unity Materials Handling', 'Unity Cold Chain', 'Unity Logistics', and 'Unity Connect'. Below this is an 'All modules' section with a search bar.

Four callout boxes provide more detail on specific modules:

- Unity Fleet Manager**: Previously MIX Fleet Manager. Includes a 'Explore' button.
- Unity Materials Handling**: Previously Vision Pro. Includes an 'Explore' button.
- Unity Cold Chain**: Previously Track & Trace. Includes an 'Explore' button.
- Unity Logistics**: Previously FleetView. Includes an 'Explore' button.
- Unity Connect**: Previously Point & Connect. Includes an 'Explore' button.

At the bottom, three data tables are shown:

- Publix**: A table with columns for 'Truck', 'Last known position', 'Last GPS', 'Vehicle ID', and 'Create Date'. It lists various trucks and their locations.
- Support & support**: A table with columns for 'Message ID', 'Truck', 'Content', and 'Created'. It lists support messages.
- HOS compliance**: A table with columns for 'Company Name', 'Asset Groups', 'Asset ID', 'Device Serial Number', 'Event Reason', 'Event Symbol', 'Event Time', 'Device Type', 'Speed/Dir', 'Report Time', 'Landmark', and 'Nearest Address'. It lists HOS compliance events.

Unity Logistics overview

Asset Types & Use Cases



Dry Van



Chassis



Container



Cargo

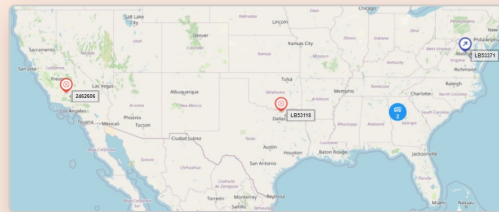


Loaded/ Empty



Percent Loaded

Fleet and Asset History Mapping



Fleet and Asset History Configurable Data Grid

Asset ID	Event Symbol	Event Reason	Event Time	Days Dismant A	Landmark	Nearest Major City	Nearest Address
LB83718	End of Drive	03-02-2021 04:04:40 PM	0		Dallas, TX	Anna, TX, 75409	
2462606	End of Drive	03-02-2021 10:12:41 AM	0		Bakersfield, CA	Lebec, CA, 93243	
LB83271	In Transit	03-02-2021 04:31:11 PM	0		Alexandria, VA	195, Piedmontsburg, VA, 22405	
DE07	Scheduled Report	03-02-2021 06:09:29 AM	14		BENNETT INTL LOGISTICS	Atlanta, GA	McDonough, GA, 30253
2462626	Scheduled Report	03-02-2021 06:39:28 AM	14		BENNETT INTL LOGISTICS	Atlanta, GA	McDonough, GA, 30253

- Key Customers: Walmart, FlexiVan
- 122k Total Assets, 136 Customers
- Event-Based Transportation Asset Mgt
- Group Asset & People Management
- Full API Suite Two-Way Integration
- Logistics Analytics

Applications & Modules



Fleet/Asset Map & Data



GW & App Events



Landmarks



Reporting



Asset Search/Filter



Supporting Features



Fleet/Asset Map



Asset Search/Filter

Unity Cold Chain overview



ABI #1 Global Cold Chain Monitoring Solution

Asset types & use cases



Reefer Van



Tractor

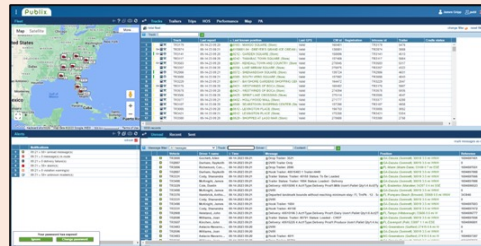


Independent Temp & Door



Reefer Fuel Level

Trailer & truck and asset history tables & map



Integrated & independent monitor & alert



- Key customers: Albertsons, Publix
- 23k total assets, 58 customers
- Temperature & zone alerting
- Planning group and division admin
- Full API suite two-way integration

Applications & modules



Fleet/Asset Map & Data



Reefer Monitor/Control



Independent Cold Chain



Reporting



Alarm Mgt & Escalation



Supporting Features



Fleet/Asset Map



Unified Ops

IoT portfolio

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On-Road hardware portfolio

Consumer

South Africa only



MiX2000
Consumer

Beame Mk7


Vehicle tracking

LATAM only



CR-400
PnP
3-input

Asset tracking



Yabby **Oyster** **Remora**

Digital Matter Battery-powered Devices





Accessories



Iridium
Modem

DriveMate

Vehicle telematics

Excluding North America	Global	Interim: Africa, EU, NA, AUS	Global
			
CR-100 CAN PnP 2-wheel vehicles Ignition No IO's	CR-400 CAN PnP 3-input	MiX4000 Only use where ELD, DTCO, Iridium and Magix not required. Features will be replicated on CANIQ-M	CANIQ- M
Lighter Vehicles		Heavier Vehicles	

Niche solutions



MVAC3.5
Rental/Car Share

Logistics Hardware Portfolio

Asset gateways



LV-300
Wired



LV-400
Cold Chain



LV-500
Solar

Sensors



MultiSense
Environmental sensor
Real-time temp change
BLE Temp, Humidity

EN-12830 compliant
cold-chain enclosure



LV-760
Multi-purpose
Sensor
BT to gateway



LV-710
FreightCam

OEM Connect: On-Road

OEM CONNECT

Essential fleet features

- Tracking
- Driver performance management
- Location-based events
- Asset movement/utilization management
- Driver ID using MyMiX driver app

Premium fleet features

- Tracking
- Driver performance management
- Location-based events
- Asset movement/utilization management
- Driver ID using MyMiX driver app
- Fuel management
- Fault codes (Ford only, others planned)

North America



NAVISTAR



Europe



STELLANTIS

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OEM Connect: Off-Road

OEM CONNECT

AEMP Support: Association of equipment manufacturing professionals

Low frequency of transmission

Typical data includes last position, fuel, hours, distance

New data types include daily load factor, cumulative idling, cumulative idle nonoperating hours

KOMATSU

HITACHI

CNH



CATERPILLAR®

LIEBHERR

VOLVO



JOHN DEERE

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Global OEM Opportunities

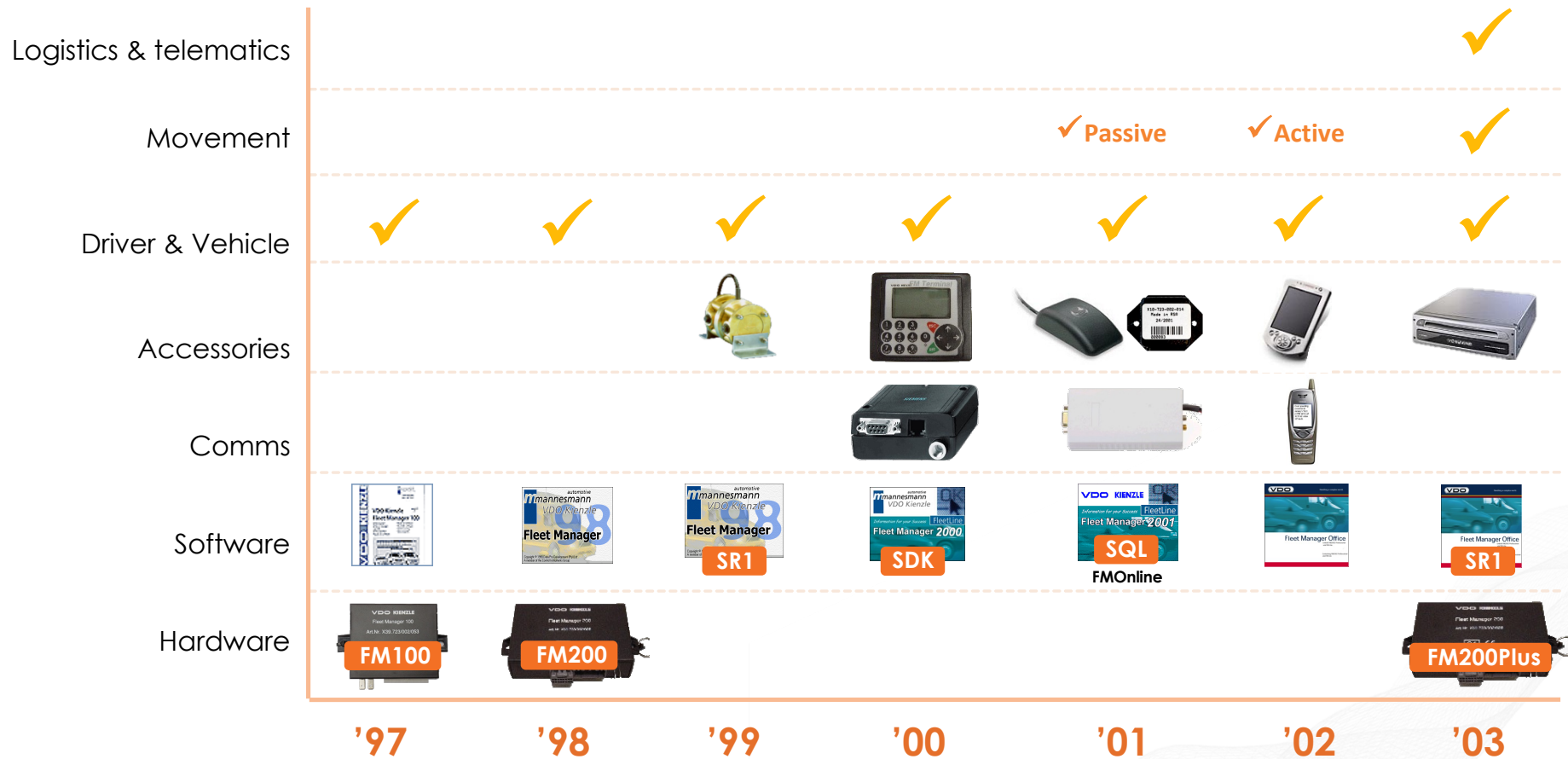
From "Vintage Telematics" to Connected Service Provider



Bjorn Svinterud

Head of OEM Strategy

A brief look back in (FM) time...a Past without OEM's



Our **future** with **OEM's**...

OEM as:

- Infrastructure
- Strategic partner
- Customer

Our value to OEM's:

- Unity Ecosystem
- Expansion markets
- Usage based design – Spec to purpose
- Flow Management: Asset – Data – Money

Important to Powerfleet

- Seat at the OEM table
- Vehicle Platform vs Information Platform
- Asset – Data – Money



What is **important** for an **OEM**?



Brand

Enhance Brand
Recognition



Ecosystem

Strategic
Partnerships



Uptime

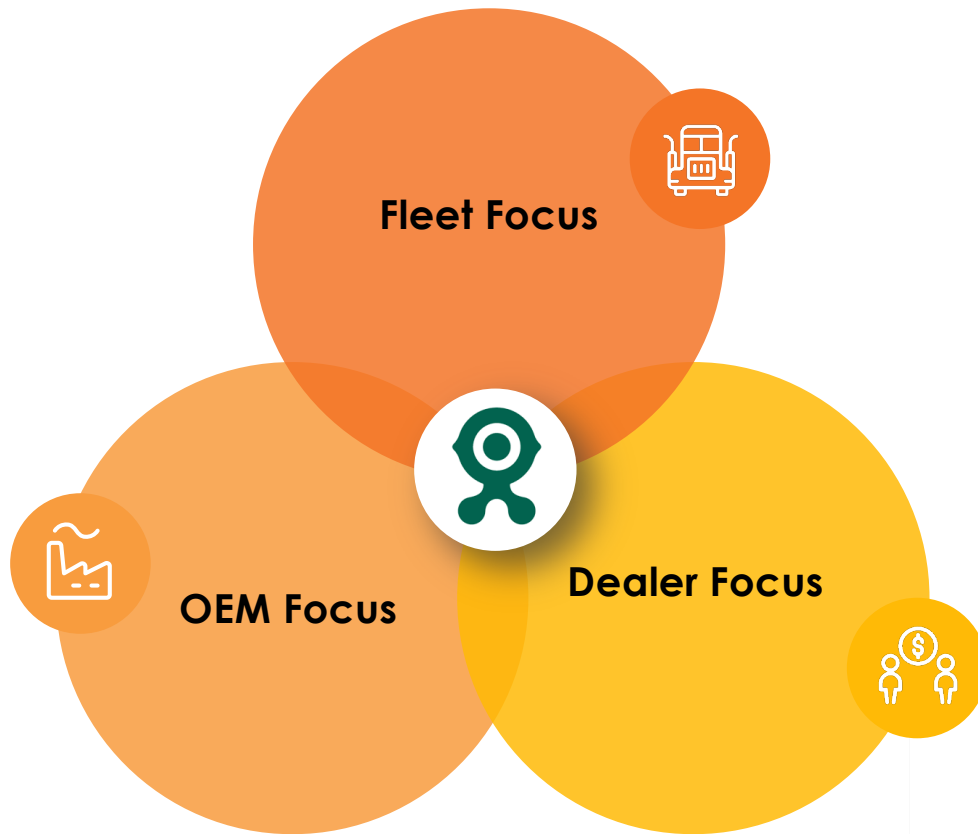
Increase
Vehicle Uptime



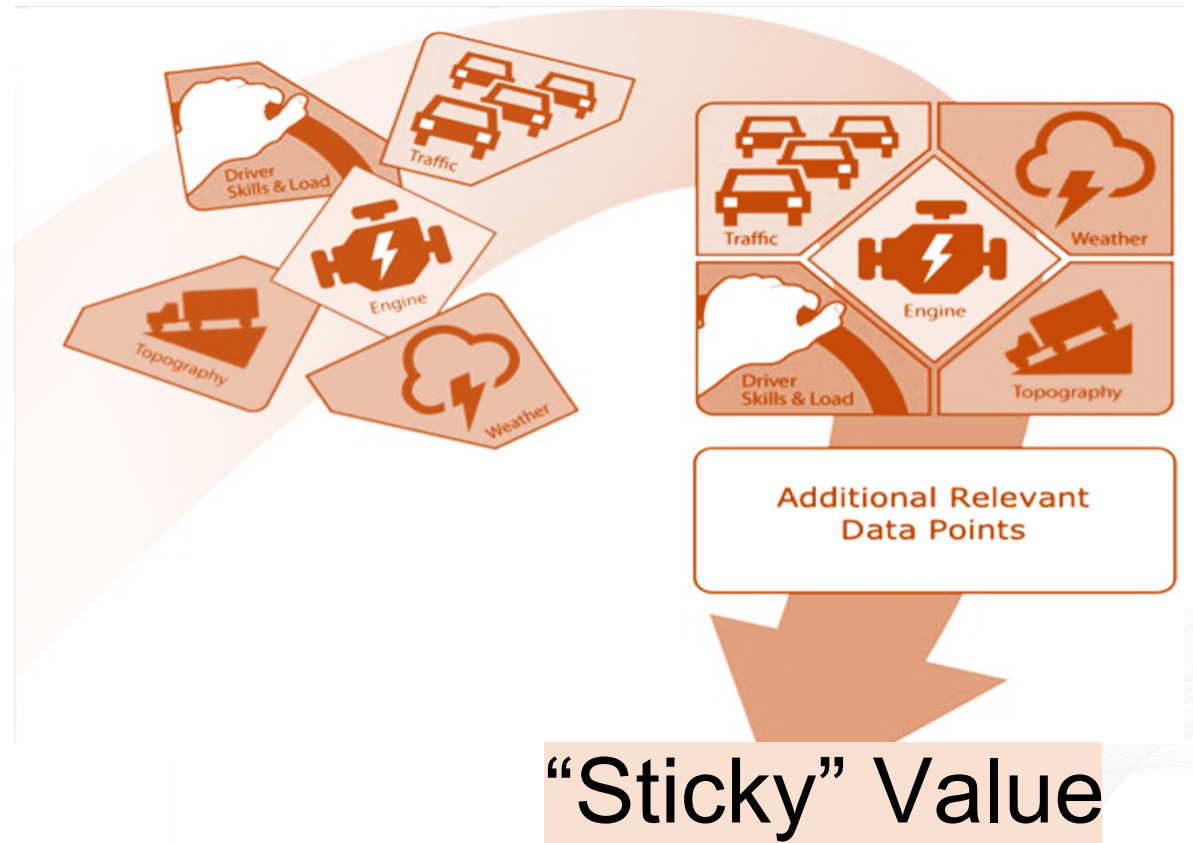
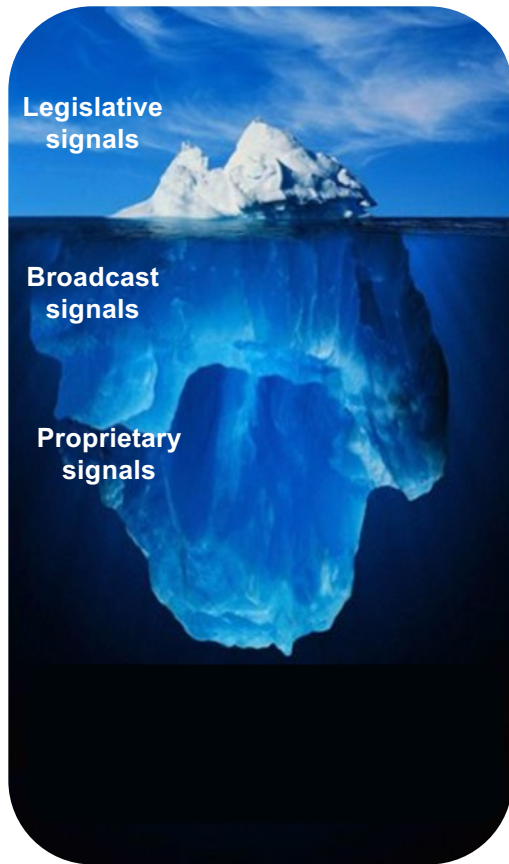
Warranty

Reduce Warranty
Claims

From the Car Wash to the Pit Stop...



Deeper **Signal** Inputs + **Unity** = **Value**



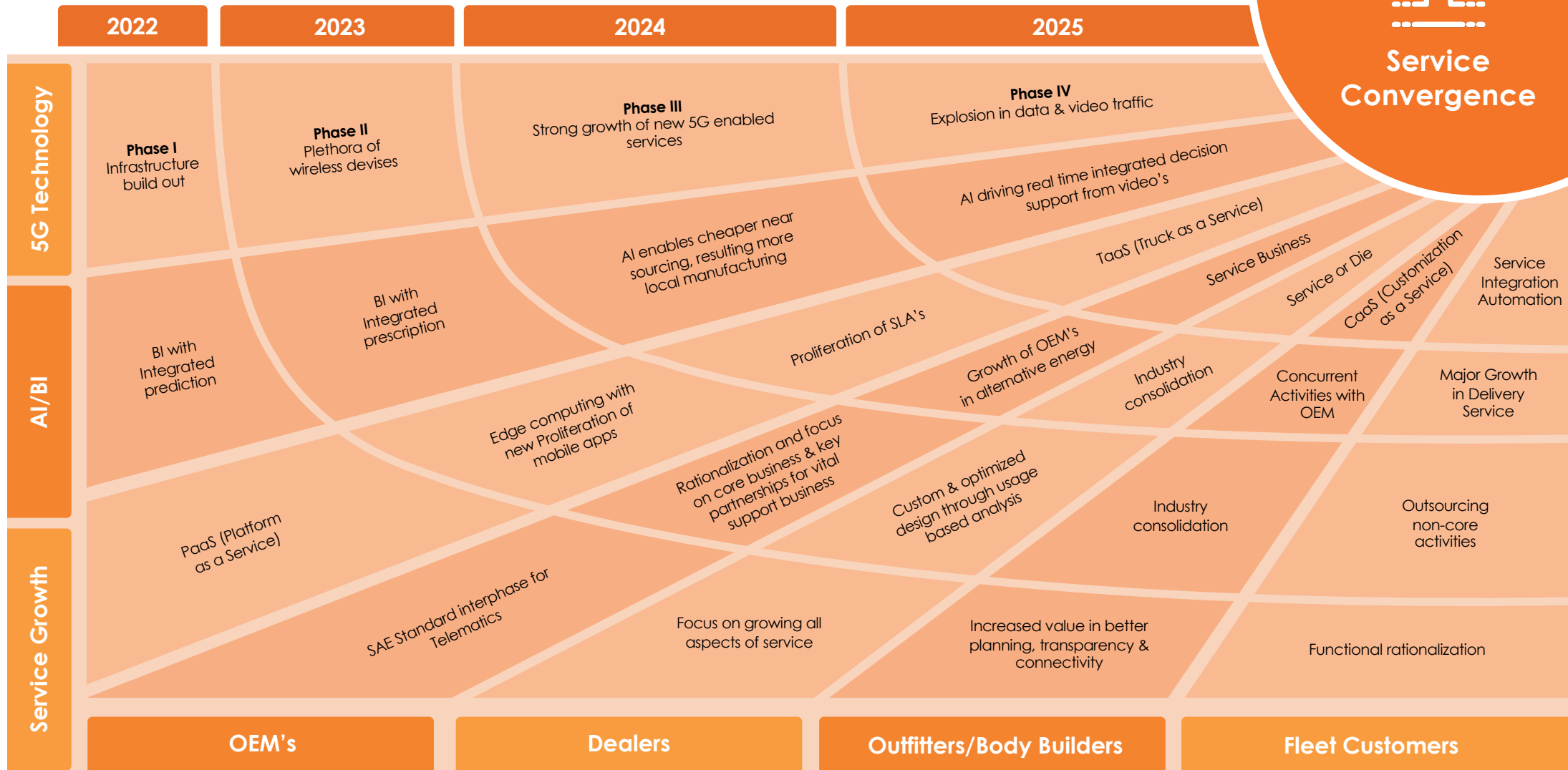
Global OEM's in our industries...



Moving towards Service Convergence....

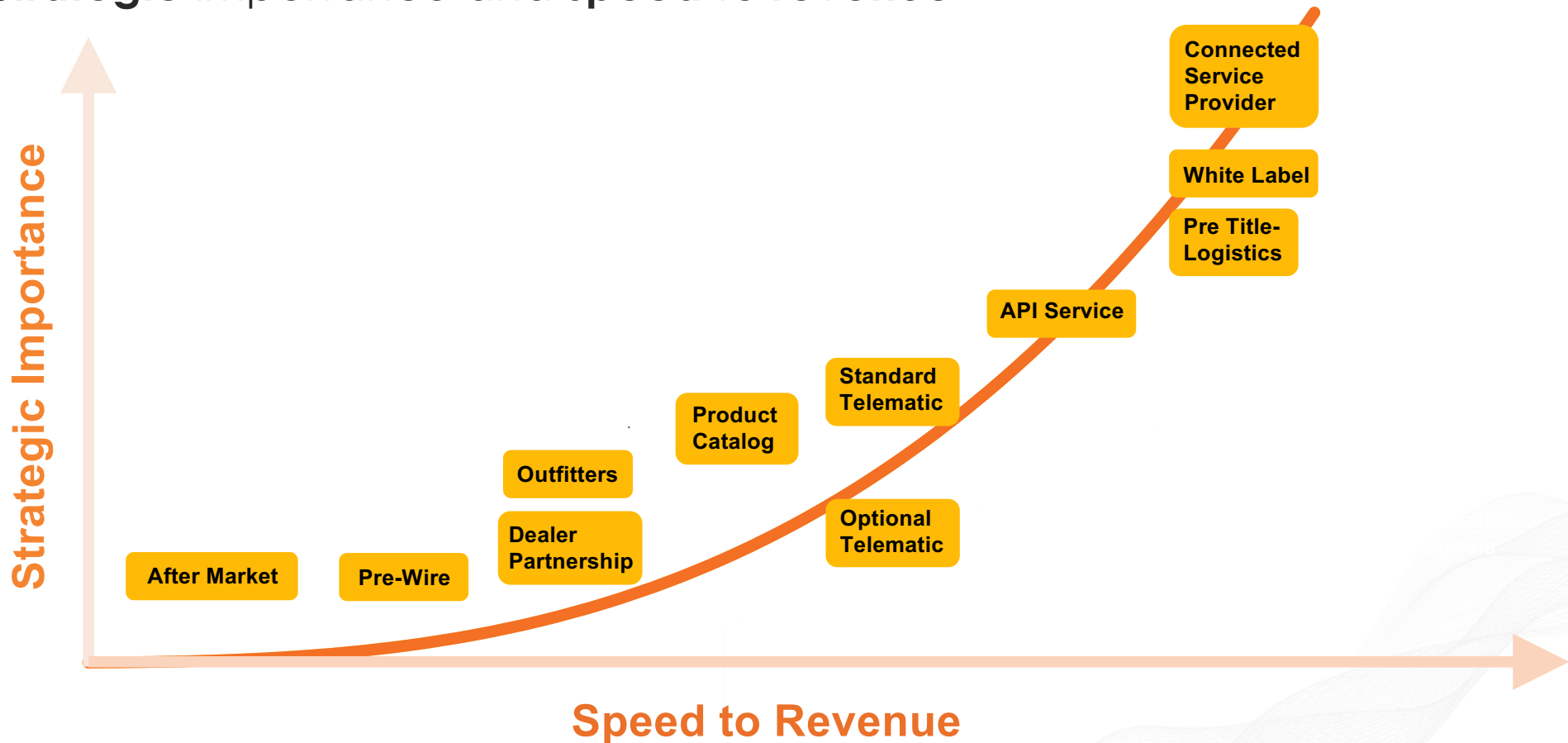


Service
Convergence



Global OEM Opportunities

Strategic importance and speed to revenue



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Revenue Growth Marketing



Charles Tasker
Chief Revenue Officer



Margot Parsons
Director, Global Growth Marketing

Key Growth Areas

What's in it for you?



01

Cross sell / Up sell

On-road to in-warehouse

In-warehouse to on-road



02

Unity

Device Agnostic

Unified Operations

Key Growth Areas

In-warehouse



BLUE OCEAN



NEW MARKET CREATION



Key Growth Areas

In-warehouse with Pedestrian Proximity Detection



BLUE SKY
UNSEEN CUSTOMER
POTENTIAL

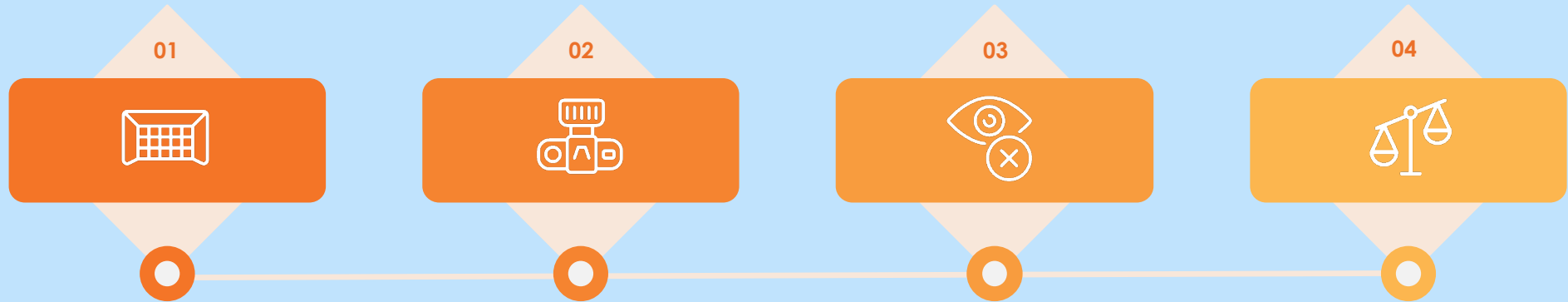


Focus your energy and attention on your customers **potential needs, their unseen potential** and the customers **untapped opportunities.** -Fredrik Haren



Key Growth Areas

In-warehouse to on-road



01



02



03



04



Getting into selling cameras is an "easy catch".

We have a wealth of experience in this industry

People thought that GPS tracking was an invasion of privacy and now it is accepted common practice

There is a tipping point for the camera industry, and you want to be on that wave (to get this easy catch).

The Business Opportunity

Key Growth Areas



Transform your
business



Differentiate from
traditional
telematics



Join us on the
wave of **Unity**

Key Growth Areas

UNITY

01



Unity: Our AIoT data highway

02



Device Agnostic

All our devices

Any other device

OEM's

Other data sources

03



Unified Operations

Data is valuable

Data integrations

Data insights

Marketing Collaboration

Global Growth Marketing

How will marketing assist me to drive Revenue Growth?

- Marketing and **partner sales alignment**
- Expand **cross sell initiatives**
- Improve **customer loyalty**
- Attract **new customers**
- **Referral program**
- **Collateral and team sales enablement**
- **Brand awareness**

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Companies with strong sales and marketing alignment get:

20%

annual revenue growth

Study by The Aberdeen Group.

Marketing Collaboration

Global Growth Marketing

“

Good content isn't
about good storytelling.
It's about telling a true
story well.

- Ann Handley

”

Collateral and team enablement commitments

- **Marketing Growth** Department
- Dedicated **Global Partner Marketing Manager**
- **Regional Growth Marketing Manager**
- Quarterly interactive **regional webinar**
- Quarterly **regional communication**
- Basic **sales collateral** enablement
- **Custom growth strategies** for **high revenue opportunities**
- Shared **success stories**
- **Partner spotlights**
- **Xcellence program** recognition and growth

On the Horizon

Powerfleet Partners



The opportunity



The team



The training



The tools

“Change is the law of life. And those who look only to the past or present are certain to miss the future.”

- John F. Kennedy

“

The only way that we can live, is if we grow. The only way that we can grow is if we change. The only way that we can change is if we learn. The only way we can learn is if we are exposed. And the only way that we can become exposed is if we throw ourselves out into the open.

- C. JoyBell C

”

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Thank You

