



POINTER



POINTER SA (PTY) LTD

COMPANYPROFILE

The Smart Way **Forward**

Company Overview

BACKGROUND

Pointer Telocation (Pty) Ltd is a leading global provider of cutting-edge products and technology that leverages Software as a Service (SaaS) to bring our solutions to the Fleet, Automotive, Insurance, Cargo and Public-Safety industries. Our products and technologies are installed in over 2.5 million vehicles across 80 countries, making Pointer Telocation renowned for its specialist world class, innovative telematics and mobile resource management technologies.

Pointer has a range of tailor made services that addresses the operator and greater business concerns in maximising fleet performance and business return on investment, fleet & risk management and driver safety.

MRM INNOVATION

Optimising business operations is the most efficient way to increase profitability. Pointer will enable you to boost your bottom line profitability without adding another vehicle, trailer or new driver to your existing fleet. We will provide you with a range of tools, technologies and services that optimise your fleets' performance. The business and operational insights provided by our advanced analytics SaaS solutions will allow you to further streamline and harmonise every aspect of your business critical operations and put you in complete control of your Mobile Resources.

Our innovative and reliable cloud-based software platform extracts and captures all of your organisation's critical data points – from your office, drivers, routes, points-of-interest, logistic network, vehicles, trailers, containers, and cargo. It then follows a stringent analytical process, converting raw data into valuable information.

What you end up with are actionable insights. This information, when acted upon, can substantially impact your bottom line to help you not only sustain your business, but profitably grow it.

We understand that no two fleets are alike. Every customer of ours is unique and treated as such. They are our partners and are assigned their own dedicate analyst whose singular task is to enhance the value of their business. That enables us to deliver precisely the information they require and make a real impact.

OUR VISION

To become the most engaging MRM Provider in the territories we operate in.

MISSION

To provide outstanding Telematics solutions for fleet operators, logistic companies & asset management companies, enabling them to optimise their business objectives and expedite their ROI. We are committed to provide actionable intelligence and high-quality products, applications and services which enhance resource utilisation, safety & security, asset management and business processes.

To fulfil our mission we spend time with our clients and work to understand how their business is structured and how it relies on their fleet and drivers. We then tailor a solution that fits best, and continue to give them a well rounded and loyal service.

Our strategy is to become known as a loyal, dependable and reliable expert in the mobile resource and fleet management industry of South Africa.

LISTINGS OF ACCREDITATION: VESA AND PSIRA
APPROVED BY: CEE



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Industries

— TRANSPORT & LOGISTICS

There is so much that goes into reaching destinations safely and profitably. Pointer's holistic approach to MRM services addresses every aspect of managing your fleet, ensuring that safety is a priority, efficiency is embedded and vehicle and driver security is enhanced. Pointer leverages its years of experience gained from millions of clients. We've designed a solution that is tailor-made to exponentially increase the benefits derived through continuous improvement and maximum technology utilisation.

— COURIER AND PARCEL DELIVERY

In business, time is always of the essence. In the fleet business, it's crucial. Customers need to receive their goods on the expected time in the expected condition. In achieving this, your drivers need to adhere to road safety and transport regulations to ensure that your customers' high value loads are not compromised whilst en-route. Your business also cannot take risks and incur penalties or compromise the safety of your drivers in accomplishing these tasks timeously. It's a delicate balance.

— PUBLIC & PASSENGER TRANSPORT

Commuters rely on on-time arrival and departure of passenger transport services. Mobile apps and internet based information gives commuters the peace of mind when planning their travel. This gives commuters the transparency to know the Estimated Time of Arrival (ETA) and plan their travels accordingly. The knock on effect of this transparency is the added pressure it places on the transporter when ETAs are not met. In the event of accidents, delays or breakdowns, transport schedulers need to have visibility of closest vehicles and the ETA of the closest vehicle to rescue stranded commuters.

In addition to this, driver management and commuter safety is key in managing risk and liability. In South Africa, Directors of Transport Companies are directly liable for the health and safety of their drivers and the commuters they transport. Pointer provides informatics and analytics to effectively manage driver behaviour. Data analytics intelligently scores drivers and supports driver incentives and penalties for low driver scores.

— COLD CHAIN LOGISTICS

Along with all of the other complexities associated with transporting goods, cold chain logistics require strict adherence to maintaining temperature thresholds for each delivery. Monitoring humidity is required in perishables transportation, complying with manufacturers' thresholds. Not doing so, or not having the ability to prove that you've done so, can disqualify valuable shipments and leave you with unhappy customers, damaged goods and breach of service level agreements. The world of cold chain supply is forecasted to introduce stricter regulations with more detailed insights in the coming years. This is driven both by the pharmaceutical industry, regulatory bodies and the food industry.

— FIELD SERVICES & MAINTENANCE

In your business, time is always of the essence. Ensuring your customers have the services that they rely on 24/7 – be it communication, power or water – is critical and expected. Disruption to these essential services can cause an array of challenges, including financial loss and reputational damage. Pointer has solutions designed to assist with this. In order to avoid these risks, your technical teams need to be able to get to where they need to be, safely and in a timely matter while ensuring that this is done in a compliant, cost-effective manner.



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Industries

— FLEET OUTSOURCING & CAR RENTAL

Fleet Outsourcing and Vehicle Rental not only requires the management of the physical fleet; one is also expected to help customers manage the fleet they rent from you. In addition, you have to differentiate yourself from other fleet providers by offering enhanced services and features that resonate with your customers by making their operations easier, safer and more cost effective.

Pointer allows you to do both, helping you and your customers manage vehicles, drivers and costs, while ensuring both safety and security. Our 24/7/365 alarm response and vehicle recovery helps protect people, vehicles and assets in the event of a safety or security emergency. You'll also be able to monitor vehicle utilisation, including sub and over utilisation of them. In addition, we'll help you extend the lifetime of your fleet by managing preventive maintenance, alerting you to vehicle misuse and even users' poor driving habits.

— AGRICULTURE CONSTRUCTION & MINING

Rugged terrain, exposed environments and remote locations are all characteristics of construction and mining sites. In addition, heavy machinery deadlines, long work hours and strict regulations make it necessary to ensure the safe and smooth running of work sites. People's lives depend on this.

This requires tools that make daily operations more efficient, secure and safer. You need to eliminate as much potential for human error as possible by having continuous monitoring and complete transparency into what is happening, for every vehicle and piece of equipment - at all times. In addition, you need the tools that make sense of all of the incoming data to enable you to make the right decisions.

— OIL, GAS & CHEMICAL TRANSPORT

Transporting goods of any sort is a complicated matter. Transporting HAZMAT (Hazardous Materials) becomes a far more complex and riskier task. Safety and security is of paramount importance as the impact of failure in these areas can be disastrous and results in the loss of valuable cargo and severe damage to the immediate environment and those who are in close proximity. Failure therefore, is not an option.

— ASSET, CARGO MANAGEMENT & IOT

Industries such as construction, mining and agriculture often rent equipment such as generators, cranes, tractors and elevators. Rental companies need tools to remotely monitor the health of the equipment including the time of use. This enables them to monitor how equipment is used and adherence to contractual obligations. The other side of that coin is that it protects the renter from liability stemming from contractual abuse, infringement and careless use of equipment.

— FLEET INSURANCE

Safe driving makes sense for everyone. Beyond the potential life-threatening consequences of poor driving habits, the negative business impact can be substantial. So how can insurance companies increase the value of their portfolios and at the same time, help their insured fleets improve their own performance? Pointer has the tools, technology and services to monitor, analyse, manage and improve driver behaviour.

It is often 3-5% of drivers in large fleets that cause most of the problems. Pointer identifies problematic and risky driving in real-time, alerting the fleet and the insurer to the need for training. Our safety experts will work with the fleet, together with your company's guidance and trainers, to reach pre-define acceptable driving standards. The fleet will be able to reduce offenses that can lead to accidents including harsh acceleration, hard breaking while turning, over-speeding, lane-zigzagging and more.



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Products & Solutions



DASHBOARD & ANALYTICS

Having access to necessary, business critical information means everyone can do their jobs more effectively and efficiently. You need to be able to have immediate access to information that's relevant so that you or your managers can make informed decisions and initiate the most effective response. Pointer's configurable dashboards provide you with an at-a-glance 'health and situation' overview.



SAFETY AND ECO DRIVING

Mitigating the potential for collisions is undoubtedly a priority for any business. Accidents can damage lives and property, delay cargo deliveries and wreck havoc on your business's reputation in the market. This makes driver safety and responsible driving habits critical. Interestingly, many of the same bad driving habits that decrease safety also increase fuel consumption – two things you definitely want to avoid. Adopting a safe and responsible driving culture makes sense not only for your business, vehicles and drivers, but also for the environment. That means you need to monitor, alert and improve bad habits, before they cause devastating results.



VEHICLE DIAGNOSTICS

Understanding your vehicles "health" enables decisions such as when to perform preventive maintenance, what actions can be postponed until the next maintenance cycle, and whether a driver is causing any damage through poor driving habits. These are the questions that you need to have answered on a daily basis to keep your fleets health in check and to maximize business uptime. We provide actionable insights into the driving performance of your fleet and, as a result, the actions needed to improve efficiency and prevent severe wear and tear damage.



DRIVER ACCESS & COMPLIANCE

Every driver and vehicle is uniquely identified within the system, with profiles constantly updated with on real-time information. In addition, the Pointer Access module can be integrated with third-party systems and solutions, to enhance profiles, but also to help accurately calculate hours of service, wages, premiums, driving or parking fines and more. Based on the profile information, Pointer Access can block or permit the use of fleet vehicles by registered and identified drivers. It also notifies both driver and fleet manager in the pre-defined thresholds are exceeded.



ROUTE & TASK MANAGEMENT

In the logistics industry, first time, on time deliveries are an absolute necessity if you intend for your business to keep its customers. In some cases, "just in time" deliveries are part of your customer business models where minimal stock inventory is kept and a frictionless supply chain is required. These customers leverage a strategy that includes minimal inventory, requiring suppliers to deliver material and goods with very tight timeframes. Missing these deadlines and SLA's often means penalties for the transporter and inevitably leads to losing the customer account. To avoid those consequences and meet all your customers' expectations, you need highly efficient planning of all your routes and tasks.



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Products & Solutions



FUEL SAVINGS AND FRAUD PREVENTION

Fuel is your fleets' largest single operating cost. A natural consequence of this is that fuel consumption, fuel theft and fuel fraud, deserves special attention. Fleet businesses need to optimise consumption, reduce theft and fraud when and wherever possible given the immense impact this makes on a fleet operators bottom line performance. Pointer has developed management solutions that help you track driving behaviours that are negatively impacting your fleet fuel economy. The Fuel Savings and Eco Driving Software module has been specifically designed to optimise the usage of fuel across your fleet. It takes a deep dive into identifying the causes for fuel waste and provides actionable insights on how your fleet can reduce consumption.



VEHICLE AND DRIVER SECURITY

Vehicle theft and load robbery are a primary concern for all fleet operators. Transporting valuable goods and operating high value vehicles makes your business an attractive target for criminal elements. You need the right tools, expertise and support to reduce the risk of these events occurring and reduce their impact if they do. Pointer Security has a multi-disciplinary approach to mitigating these risks and has developed solutions that address load robbery, theft and recovery through consultation with various security and insurance organisations globally.



CARGO & ASSET SECURITY

For over 10 years now, Pointer has been a leading provider of Mobile Resource Management (MRM) solutions and have been extensively involved in designing comprehensive Monitoring, Command & Control solutions for assets that are on the move. This translates to monitoring cargo, intermodal containers, trailer flatbeds, bins & packages, generators, cranes and field equipment. We monitor location but also temperature, humidity, position (orientation), working-hours and we assess whether the equipment or packages have been tampered with, dropped, or handled harshly and provide you with a comprehensive report.



YARD MANAGEMENT FOR TRAILER & CONTAINER

If your organisation manages a large inventory of rolling stock, they may be remotely distributed over provinces and even countries. Losing track of them is not an option. Effective management of your yard protects you against loss and ensures a smooth billing process. The challenge is finding a solution that is reliable and effective in conditions that includes remote operations and a lack of power source for sensors and tracking devices. Pointer Yard Management solution addresses these needs and more.



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ASSET MANAGEMENT – TIME OF USE & FUEL

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MOBILE APPS

Depending on your user profiles, fleet size, or specific needs,

Pointer's Mobile Apps provide the information your team needs.

Compatible with both iOS and Android platforms, Pointer has several mobile applications that support fleet and asset management.

These applications give our customers a seamless overview of the critical data elements regarding their fleet and driver behaviour.

In addition, operational managers are given access to the information they need. This allows your field personal to be more effective in managing and carrying out their roles and responsibilities. It's also an ideal solution for vehicles without in-cab monitors as drivers can now receive alerts and updates via the application.



THIRD-PARTY PLATFORM INTEGRATION

Fleet management is generally comprised of various disparate software platforms, systems and applications. This normally includes ERP and dispatching, fleet planning, task monitoring, personnel scheduling, managing and scheduling maintenance and vehicle service, refuelling systems, billing; and much more. These isolated systems create complexity and are inefficient to manage and inevitably waste time and business resources. Pointer APIs allow you to integrate all of these system into a single comprehensive solution customised to your specific needs.



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Global Presence

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