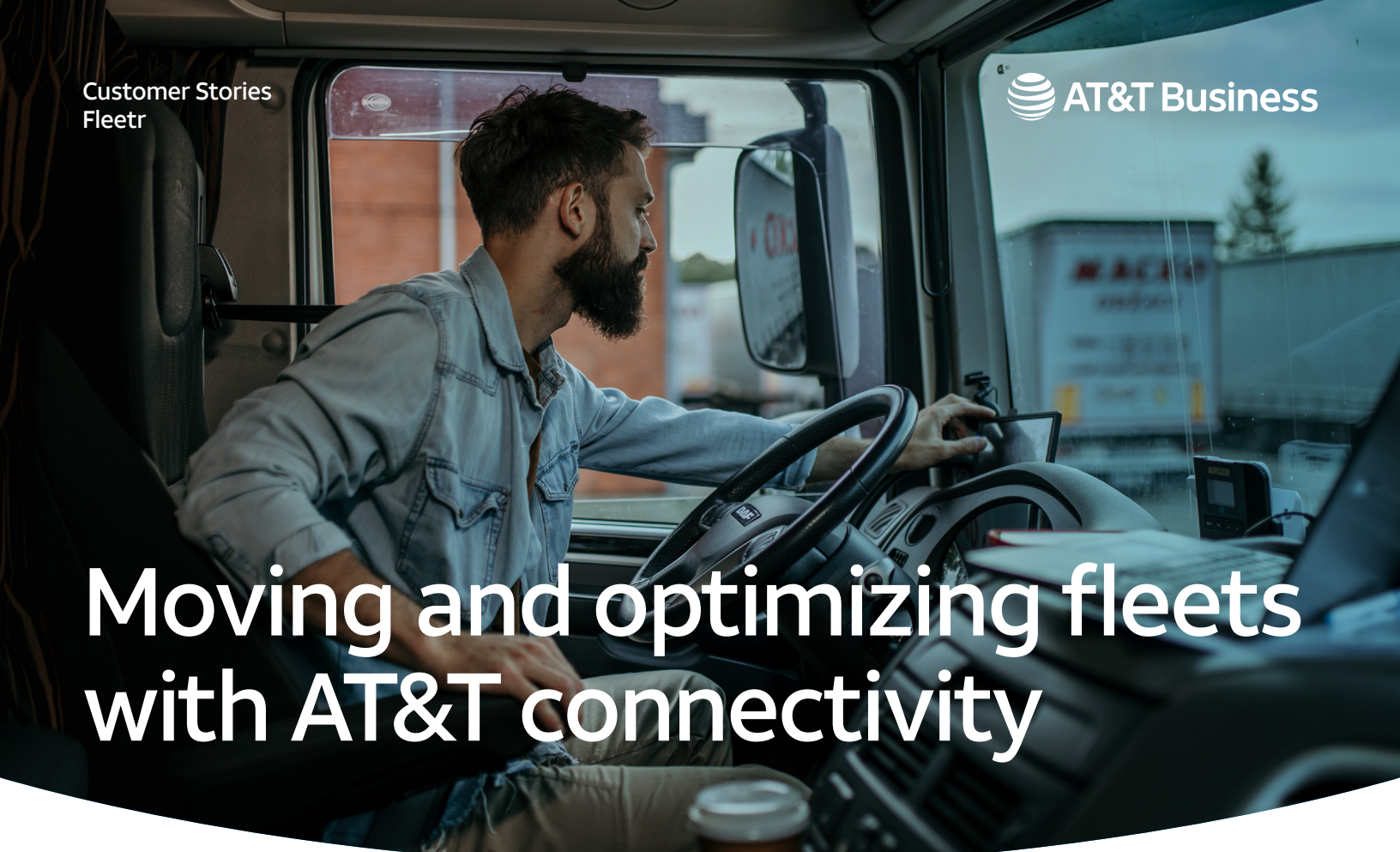




Moving and optimizing fleets with AT&T connectivity

Business needs

A reliable way for fleet owners to track vehicles and protect drivers

Networking solution

Reliable connectivity with AT&T Global SIM and AT&T Control Center for deployment and management

Business value

Improved driver safety, vehicle visibility, operational efficiency, and customer confidence

Industry focus

Vehicle tracking, maintenance support, driver behavior, and operational efficiency

Size

15,000 vehicles on the Fleetr platform

About Fleetr

Fleetr is a fleet management platform that helps organizations track, manage, and optimize vehicles, drivers, and transportation operations. Its telematics-based solution gives small and midsize businesses (SMBs) access to affordable tools for real-time GPS tracking, vehicle diagnostics, driver behavior insights, AI-powered dash cameras, asset tracking, and integrated fuel card support.

The situation

The company's initial connectivity provider was a Latin American firm that lacked the tools to manage Fleetr's sophisticated trackers. Communication with the provider was difficult because a third party managed the relationship. Fleetr needed a provider capable of delivering the necessary connectivity and customer support.

Solution

Fleetr chose AT&T Global SIM, upgrading its infrastructure to provide the subscriber identity modules (SIMs) and deliver top-notch customer support for its sophisticated solution.

Driving value with seamless connectivity

For small and midsize fleet companies, cost-effective solutions are critical to their success. And when they're responsible for managing thousands of vehicles, they can't afford to lose track of them or their drivers. Fleetr is a management platform that provides organizations with real-time views of vehicle locations, driver actions and behaviors, and overall transportation operations.

The platform brings practical and affordable tools like GPS tracking, vehicle health checks, driver behavior insights, AI dash cameras, asset tracking, and fuel card support together in one simple, affordable system for small and midsize businesses.

Fleetr Chief Executive Officer Matt Fuller understands that vehicles represent a major investment for any business.

"In telematics, you have companies that focus on driver behavior scoring for insurance companies, and companies that help businesses manage their fleets," Fuller said. "We sit at the intersection of the two. We're where the insurance industry and the fleet management industry meet."

Solutions tailored for SMBs

The majority of Fleetr's customers are businesses with fleets of 200 vehicles or less. The pickup trucks, SUVs, and vans that make up these fleets span across industries such as plumbing, electrical, lawn care, distribution, engineering, and sales.

These customers use Fleetr because the platform is built for businesses that may not have a dedicated fleet manager on staff.

"When you look at some of our competitors, their platforms are complex and built to manage large volumes of vehicles," Fuller said. "Ours is built for the small business customer who needs something simple to use, but powerful."

Transparent pricing discussions are also a benefit Fleetr customers receive.

"If you go to most of our competitors, you'll have four conversations with salespeople before you can find out the cost," Fuller said. "We're upfront with our pricing."

The platform also helps customers use driver behavior data in practical ways. Fleetr provides driver behavior analysis and coaching tools, while also giving businesses the ability to share data with their insurance broker.

"It's two-fold," Fuller said. "They can manage their drivers and vehicles, improve driver behavior, and also manage their costs."



"I put in an order for SIMs that we needed for a pilot. I ordered them on Friday, and they showed up Monday or Tuesday morning. That's the kind of relationship we need."

Matt Fuller
Chief Executive Officer, Fleetr

Tools to improve driver safety

Fleetr's technology tracks vehicle location and driver behavior in real time. The platform can identify hard braking, hard cornering, and collisions, then use that data to help analyze driver behavior.

"We can detect collisions and send collision alerts," Fuller said. "We can take all that data and run it through our algorithms to analyze driver behavior."

Fleetr's dash cameras are event-driven and can detect incidents such as lane departures and following too closely. Those events are uploaded to the platform, allowing business owners and fleet managers to review footage online without retrieving hardware from the vehicle.

Some customers use driver behavior metrics daily, while others rely on them only as needed. Either way, Fuller encourages customers to approach safety as a coaching opportunity, not a punishment.

"We encourage our customers to look at behavior holistically," he said. "This should not be a gotcha conversation. It should be a relationship where you're giving employees tools to improve their safety on the road."

A need for seamless connectivity

With more than 15,000 vehicles on its platform, reliable connectivity is a must for Fleetr solutions.

Before Fuller led it, the company used a telecommunications provider based outside the U.S. through a third-party relationship. The arrangement was not ideal however, and it created challenges with pricing, support, and Subscriber

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Identity Module (SIM) management tools. The SIM tool for Fleetr is a small card that lets each vehicle connect to a network, enabling them to send and receive data.

"Their pricing wasn't great, and their tools for managing SIMs and devices were practically nonexistent," Fuller said. "And all their tools were in Spanish, which was difficult."

Fuller knew Fleetr needed a stronger foundation for future growth.

"When you're building a business, you need a team, and you need partners," he said. "We were looking for a company that could provide the technical pieces we needed, but also someone we could build a relationship with."

Fleetr upgraded its infrastructure with AT&T Global SIM, which provides seamless cellular connectivity. With this update, the company benefits from AT&T's coverage, reliability, security, and responsive account support.

"I can call or email them and say, 'Here's my problem,' or 'Here's what we're trying to accomplish,' and they're going to help us find an answer," Fuller said. "That is enormous for us as we're building this company."



Growth on the horizon

Fleetr also uses AT&T Control Center, a cloud-based IoT connectivity management platform that helps companies launch, manage, and scale connected devices.

“The Control Center is designed to help companies scale large IoT deployments,” Fuller said. “We also use tools like custom APNs, or access point names, that help isolate and segment traffic and support growth.”

When Fleetr recently needed to activate dash cameras quickly, the tools were available through AT&T Control Center.

“The tools we needed were right there,” Fuller said. “We can integrate that into our technology to automate the process. The ability to scale and access the technical tools we need has been great.”

Fuller said AT&T’s network coverage supports Fleetr customers nationwide, while AT&T Global SIM helps give Fleetr the flexibility to support future growth.

“AT&T is a market leader,” he said. “When we tell our customers that our connectivity is with AT&T, it immediately says, ‘Okay, that’s a reliable source.’ It’s the reliability, the breadth of the network, and the credibility that AT&T brings.”

The importance of relationships

Fleetr works to create a seamless onboarding experience for customers through automation. And AT&T connectivity plays an important role in that process. That coverage is essential because Fleetr depends on connectivity across multiple hardware providers and customer environments.

“The ability to incorporate AT&T into our automated processes as we launch devices is number one,” Fuller said. “Number two is the breadth and coverage of the AT&T network for customers in large cities and those in the middle of nowhere.”

“None of it works if our connectivity in the field doesn’t work,” he said. “Having relationships with the providers of each of those pieces is really important.”

While online ordering can be useful, Fuller said Fleetr values having a real account team when more complex needs arise.

“Online ordering is fine some of the time,” he said. “But when there’s a situation that’s even a little out of the ordinary, automated relationships don’t work. You need a human who can navigate the system with you. That’s why having the AT&T account team is important to us.”

As Fleetr continues to grow, Fuller expects the company’s reliance on AT&T Business to grow as well. “What I see for the future is more and larger data plans to support those operations,” he said.



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