

Customer Value Leadership Award

Telematics Platform Europe



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Letter of Congratulations

Dear Simon,

We are proud to present you with this year's award for best practices in Customer Value Leadership in Telematics Platform.

You may be wondering how we chose you. The answer is that we sent out a team of Frost & Sullivan analysts and industry experts on a global hunt for companies achieving dual excellence in two critical areas: Customer Value and Implementation Excellence. Put another way, we were searching for companies that not only had a vision for a high-quality total customer experience, but used those insights to achieve growth above the industry average. We asked our global network of consultants and analysts to monitor, screen, and analyze creative practices within their regions. We spoke to industry peers. We vetted our findings with an independent Board of Directors. At the end of our process, one company stood out from the rest, and that company was yours.

To achieve excellence in Customer Value Leadership is never an easy task, but it is one made even more difficult due to today's competitive intensity, customer volatility, and economic uncertainty—not to mention the difficulty of innovating in an environment of escalating challenges to intellectual property. Within this context, your receipt of this award signifies an even greater accomplishment.

Moreover, we recognize that your receipt of this award is the result of many individuals (employees, customers, and investors) making daily choices to believe in the organization and contribute in a meaningful way to its future. We believe that such an achievement should be acknowledged and celebrated.

We are therefore proud to bestow this award upon Telematicus, and we hope you use this award as a platform for strengthening your brand, building awareness among new and existing customers, and inspiring your team to even greater levels of performance.

Once again, we congratulate you on your achievements and wish you great success in the future. We are here to support you on any future endeavors.

Sincerely yours,



Sarwant Singh
Senior Partner
Frost & Sullivan

Background and Company Performance

Industry Challenges

The mobile and software markets are growing and changing at a very fast pace. This brings complexity to the market and makes it difficult to deal effectively with software issues in a short span of time. Constant updates and control over the platform is inevitable. Another major challenge for a versatile platform is to support multiple markets and devices on a single platform. This requires a high cost of investment from vendors. The platform framework needs to be flexible and scalable to accommodate the requirements of various customers from different industries.

At the same time, the industry is moving to a device-agnostic environment that requires robust, flexible, and open architecture. The rapidly changing market and increasing number of vendors with similar solutions impose a state of confusion on businesses while they select a solution.

Vendors need to offer device-agnostic solutions with an open platform, allowing businesses to focus on their core areas of expertise while opting for flexible business strategies. Finally, it is also important to offer these solutions at affordable costs.

Customer Value and Implementation Excellence of Telematicus

Product/service value:

Telematicus has been able to offer price-competitive solutions that fit the business requirements of insurance companies, fleets, and vehicle manufacturers. Its platform supports devices including embedded systems, tethered devices, plug-in devices, all major smartphones, Windows-based handheld devices such as Motorola and Intermec, and Windows-based servers and personal computers, presenting businesses with options they can choose from. Telematicus's application framework enables components to do different things while being connected to the same back-end system. For example, the framework allows users to perform different tasks based on user rights.

Telematicus's system can handle multiple data feeds and scale for large volumes and is mobile compliant. This enables the company to provide driver risk assessment and management through Smart Green Drivers for insurance companies including Catlin and through a relationship with Snap-On offer loan tool programs for Honda, Fiat, Volvo, Toyota and Renault.

The platform also supports Android, iOS, and WP8 and can be rapidly built and deployed. Lastly, Telematicus is pioneering second-by-second data granular GPS data collection, which will benefit its fleet and insurance telematics clients.

Purchase experience:

Telematicus's partnerships with Microsoft and Meta System offer business referrals within the ecosystem. With software as its primary focus and an open architecture, Telematicus's

platform is advocated by Microsoft. Telematicus also partners with Meta System for tethered devices and traditional devices.

Telematicus focusses on the specification phase to ensure it provides its clients with the solutions they need. A solution offering is customised after streamlining and prioritising the needs of a client. This allows clients time to develop the solutions they need to get the required data and user views post-deployment. Telematicus's customer engagement focusses on value partnerships and long-term relationships by providing solutions specific to the client, which contribute to a faster bottom-line Return On Investment (ROI).

The ability to customise solutions, continuously interact with clients, and offer the solutions clients need improves customer satisfaction, trust, and loyalty. This emphasises Telematicus's focus on delivering cost-effective solutions to improve customer value.

Total Customer experience:

Telematicus is committed to delivering customised, cost-effective solutions through its framework. Telematicus balances client demands and improves bottom-line benefits, which ultimately result in satisfied customers. To start with, Telematicus offers consultation to prospective clients to streamline the process and prioritise their needs. For example, if a client wants to manage fuel expenses, Telematicus builds a capability to manage fuel and safe driving policies on the same system. Clients can also provide this information seamlessly in their insurance claims processes.

To make the customer experience effortless, Telematicus offers 1st-line support for user setup, registration, issue management, FAQs, and updates through applications and Web sites. It also provides 2nd-line support and access to a full Internet-based shared point system for issue management and process management. Lastly, to support its larger clients, Telematicus offers dedicated issue management and a dedicated support line, and it partners with 3rd parties for support functions.

Frost & Sullivan believes providing process benefits to clients that directly affect clients' bottom-line ROIs through continued support contributes to the total customer experience.

Vision Alignment:

Telematicus is working towards its vision to provide access to smart technology solutions that are not restricted to devices or closed software environments. Its aim is to provide risk management and safe driving software solutions across the globe.

Telematicus is committed to offering innovative, cost-effective solutions that collect, analyse, prioritise, and feed back-end information to relevant people at the right time. Its solutions are developed to meet its core values of efficiency, safety, and environmental improvements. As an example, Telematicus's latest generation of Global Green Drivers software is an innovative solution to manage driver efficiency, safety, and environmental impact.

In addition, Telematicus has developed strategic relationships with Vodafone Global Enterprises and with Microsoft for the hosting and management of telematics data. It is

also working on maximising its technologies for insurance telematics, as well as its Meta System and TRACKER to develop new and innovative telematics solutions. Strategic relationships with Microsoft and Meta System are assisting large fleet operators, and service providers with accessing Telematicus's framework to meet their requirements.

Frost & Sullivan's research shows Telematicus's focussed approach offers flexibility and focus on simple priorities to ensure its solutions make a difference.

Technology sophistication:

Telematicus's focus has always been on software solutions that support a range of hardware platforms. Telematicus products are developed to work with the CABIS business application framework, which is used behind a range of powerful business applications in the automotive, construction, and shipping sectors to extend the functionality and capability of applications. Telematicus is enabling functionality for its client without having to develop new applications on the framework.

Its latest generation of products, the Global Green Drivers applications, is designed to help businesses and drivers understand the impacts of their driving behaviour in core areas of efficiency, safety, and the environment. With this, Telematicus has increased its focus on insurance telematics. The solution can be deployed on any handset and supports driver safety initiatives.

In addition, the capability and functionality of its applications can also be extended to ensure that the solution delivered is sustainable. Evolving functionality, open architecture, and device-agnostic strategy has worked in its favour to acquire strategic customers in insurance, risk management, and driver behaviour.

Telematicus is committed to providing innovative solutions through development of its own software rather than utilising 3rd-party technologies on the market.

Operational Efficiency:

Traditionally, the biggest challenges to a software market are multiple new releases in a short span of time, in which case the software has to be upgraded based on the releases. It is extremely important to be able to cope with changes and address all multiple mobile platforms in order not to lose any section of the market.

Telematicus performs timely upgrades to cope with the changing market and controls version releases. Its software upgrades are released to developers a week before they are released to customers. Telematicus recently migrated to Microsoft Azure to tackle challenges in this rapidly moving industry and now has a robust cloud platform.

Telematicus has addressed these challenges by moving rapidly and providing consistent service to its clients.

Conclusion

Telematicus has been offering solutions through continuous innovation of its home grown technology. It offers cost-effective solutions and allows customers to reuse existing hardware wherever possible, reducing their investments. Telematicus's focus on simple priorities has empowered its customers to simplify, improve, and enhance business operations.

Significance of Customer Value Leadership

Ultimately, growth in any organization depends upon customers purchasing from your company, and then making the decision to return time and again. In a sense, then, everything is truly about the customer—and making those customers happy is the cornerstone of any long-term successful growth strategy. To achieve these dual goals (customer engagement and growth), an organization must be best-in-class in three key areas: understanding demand, nurturing the brand, differentiating from the competition. This three-fold approach to delivering customer value is explored further below.



Understanding the Total Customer Experience

As discussed on the previous page, demand forecasting, branding, and differentiation all play a critical role in delivering unique value to customers. This three-fold focus, however, is only the beginning of the journey and must be complemented by an equally rigorous focus on the customer experience. Best-practice organizations therefore commit to the customer at each stage of the buying cycle and continue to nurture the relationship once the customer has made a purchase.

During the buying cycle, successful companies identify prospects, engage them through resonant communications, and manage to a successful close through superior service and targeted incentives to buy. Once the purchase is complete, customer-focused organizations continue to nurture relationships with ongoing service, transparency, and integrity. In this way, they build a loyal customer base with low attrition rates and high lifetime value. This ongoing, cyclical dynamic is further illustrated below.



Frost & Sullivan's Global Research Platform

Frost & Sullivan maintains more than 50 years in business and is a global research organization of 1,800 analysts and consultants who monitor more than 300 industries and 250,000 companies. The Company's research philosophy originates with the CEO's 360 Degree Perspective, a holistic research methodology that encourages us to consider growth challenges, and the solutions companies employ to solve them, from every angle. This unique approach enables us to determine how best-in-class companies worldwide manage growth, innovation and leadership. Based on the results of our research in customer value leadership, Frost & Sullivan is proud to present the 2014 European Customer Value Leadership Award in Telematics Platform to Telematicus.



Key Benchmarking Criteria

For the Customer Value Leadership Award, we evaluated the total client experience and strategy implementation excellence according to the criteria detailed below.

Customer Value Excellence

- Criterion 1: Total Customer Experience
- Criterion 2: Product/Service Value
- Criterion 3: Purchase Experience
- Criterion 4: Ownership Experience
- Criterion 5: Service Experience

Implementation Excellence

- Criterion 1: Vision Alignment
- Criterion 2: Process Design
- Criterion 3: Operational Efficiency
- Criterion 4: Technological Sophistication
- Criterion 5: Company Culture

The Intersection between 360-Degree Research and Best Practices Awards

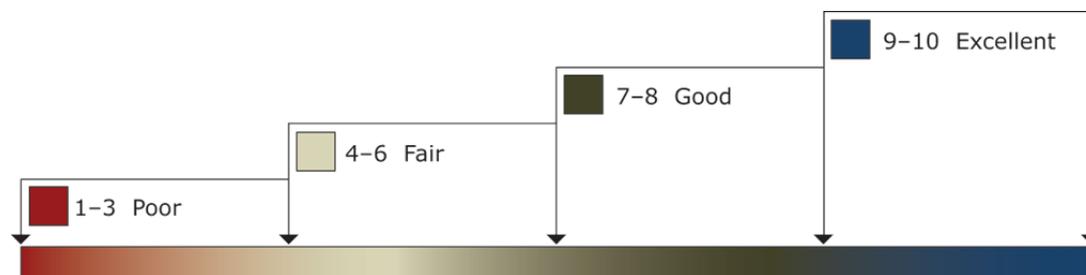
Research Methodology

Frost & Sullivan’s 360-degree research methodology represents the analytical rigor of our research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan’s research methodologies. Too often, companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.



Decision Support Scorecard and Matrix

To support its evaluation of best practices across multiple business performance categories, Frost & Sullivan employs a customized Decision Support Scorecard and Matrix. This analytical tool compares companies’ performance relative to each other. It features criteria unique to each award category and ranks importance by assigning weights to each criterion. The relative weighting reflects current market conditions and illustrates the associated importance of each criterion according to Frost & Sullivan. This tool allows our research and consulting teams to objectively analyze performance, according to each criterion, and to assign ratings on that basis. The tool follows a 10-point scale that allows for nuances in performance evaluation; ratings guidelines are illustrated below.



Best Practice Award Analysis for Telematicus

Decision Support Scorecard: Customer Value Excellence

The Decision Support Scorecard, shown below, includes all performance criteria listed on page 7 and illustrates the relative importance of each criterion and the ratings for each company under evaluation for the Customer Value Leadership Award. The research team confirms the veracity of the model by ensuring that small changes to the ratings for a specific criterion do not lead to a significant change in the overall relative rankings of the companies.

Finally, to remain unbiased and to protect the interests of all organizations reviewed, we have chosen to refer to the other key players in as Company 2 and Company 3.

DECISION SUPPORT SCORECARD FOR CUSTOMER VALUE LEADERSHIP AWARD: CUSTOMER VALUE EXCELLENCE

<i>Measurement of 1-10 (1 = poor; 10 = excellent)</i>	Award Criteria					
	Total Customer Experience	Product/Service Value	Purchase Experience	Ownership Experience	Service Experience	Weighted Rating
Customer Value Excellence						
Relative Weight (%)	20%	20%	20%	20%	20%	100%
Telematicus	9.0	9.0	9.0	9.0	9.0	9.0
Company 2	7.0	7.0	7.0	8.0	8.0	7.4
Company 3	7.0	7.0	6.0	6.0	6.0	6.4

Criterion 1: Total Customer Experience

Requirement: Customers receive exceptional impression at every stage of the purchase cycle

Criterion 2: Product/Service Value

Requirement: Products or services offer the best value for the price, compared to similar offerings in the market

Criterion 3: Purchase Experience

Requirement: It is as simple for salespeople to sell the product or service as it is for the customer to buy the product or service

Criterion 4: Ownership Experience

Requirement: Customers are proud to own and use the company's product or service

Criterion 5: Service Experience

Requirement: Customer service is accessible, fast, and stress-free

Decision Support Scorecard: Implementation Excellence

DECISION SUPPORT SCORECARD FOR CUSTOMER VALUE LEADERSHIP AWARD: IMPLEMENTATION EXCELLENCE

Measurement of 1-10 (1 = poor; 10 = excellent)	Award Criteria					
	Vision Alignment	Process Design	Operational Efficiency	Technological Sophistication	Company Culture	Weighted Rating
Implementation Excellence						
Relative Weight (%)	20%	20%	20%	20%	20%	100%
Telematicus	9.0	9.0	9.0	9.0	8.5	8.9
Company 2	8.0	7.0	8.0	8.0	8.0	7.8
Company 3	5.0	6.0	7.0	5.0	5.0	5.6

Criterion 1: Vision Alignment

Requirement: The executive team is aligned on the organization’s mission and vision

Criterion 2: Process Design

Requirement: Processes support the efficient and consistent implementation of tactics designed to implement the strategy

Criterion 3: Operational Efficiency

Requirement: Staff performs assigned tactics seamlessly, quickly, and to a high quality standard

Criterion 4: Technological Sophistication

Requirements: Systems enable companywide transparency, communication, and efficiency

Criterion 5: Company Culture

Requirement: The executive team sets the standard for commitment to customers, quality, and staff, which translates directly into front-line performance excellence

Decision Support Matrix

Once all companies have been evaluated according to the Decision Support Scorecard, analysts can then position the candidates on the matrix shown below, enabling them to visualize which companies are truly breakthrough and which are not yet operating at best-in-class levels.



Impact of Customer Value Leadership Award on Key Stakeholders

The Customer Value Leadership Award recognizes Telematicus's accomplishments in Telematics Platform. Unbiased, third-party recognition can help enhance credibility and brand value, thereby supporting <Award Recipient>'s standing in the market. By researching, ranking, and recognizing those who define excellence in their respective endeavors, Frost & Sullivan hopes to inspire and influence the following three constituencies:

Investors

Investors and shareholders always welcome impartial third-party recognition. Similarly, prospective investors and shareholders are drawn to companies with a well-established reputation for excellence. Unbiased validation is a highly credible way to showcase an organization worthy of investment.

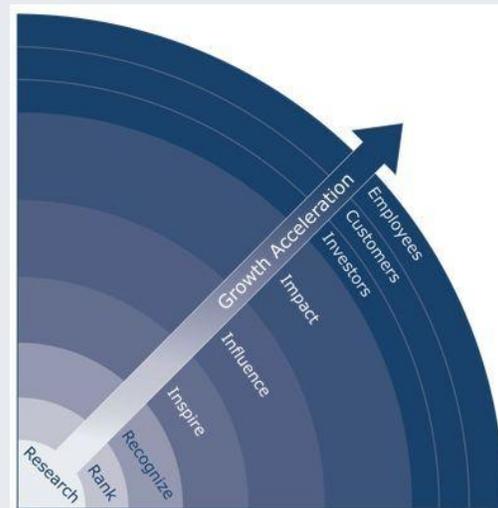
Customers

Third-party validation can help assure prospective customers of a company's value and reputation. It can also help lower the level of risk that a customer may feel in engaging for the first time with an organization.

Employees

This Award represents the creativity and dedication of Telematicus's executive team and employees. Such public recognition can boost morale and inspire your team to continue its pursuit of excellence in customer value leadership for Telematicus.

BEST PRACTICES LEVERAGE FOR GROWTH ACCELERATION



About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

Disclaimer

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