



**REDTAIL**  
TELEMATICS®

## Company Overview



**The Driving Force Behind Vehicle Intelligence**

## About Redtail Telematics

Redtail was established to explore the potential of GPS technology, turning location and accelerometer data into meaningful insight for consumers, fleet managers, insurance firms and beyond.

Redtail's Vehicle Asset Management (VAM) device is used by major insurers in the UK, US and Europe and fleets across all industries, including taxi fleets, emergency services and heavy equipment.

Redtail Telematics was founded in 2010 as a sister company to Plextek Consulting, an award-winning designer and manufacturer of communications systems for technology customers worldwide, and one of the largest independent electronics consultancies in Europe.

The company is unique in that it controls every aspect of the telematics supply chain. This gives it incredible flexibility in how it delivers tailored solutions to its customers.

In every instance, Redtail's consultancy services will advise on how to deliver different business outcomes and tailor its technology accordingly. This approach makes Redtail a strong partner, both for those that have a clearly defined view of what their telematics needs are, and for those that are exploring the potential of the technology for business efficiency and innovation purposes.



# Redtail is a global leader in the design, manufacture and distribution of quality customized telematics products



## Fleet

Any organization that owns a fleet of vehicles can use Redtail's technology to ensure their vehicles are being driven well and are where they're supposed to be.



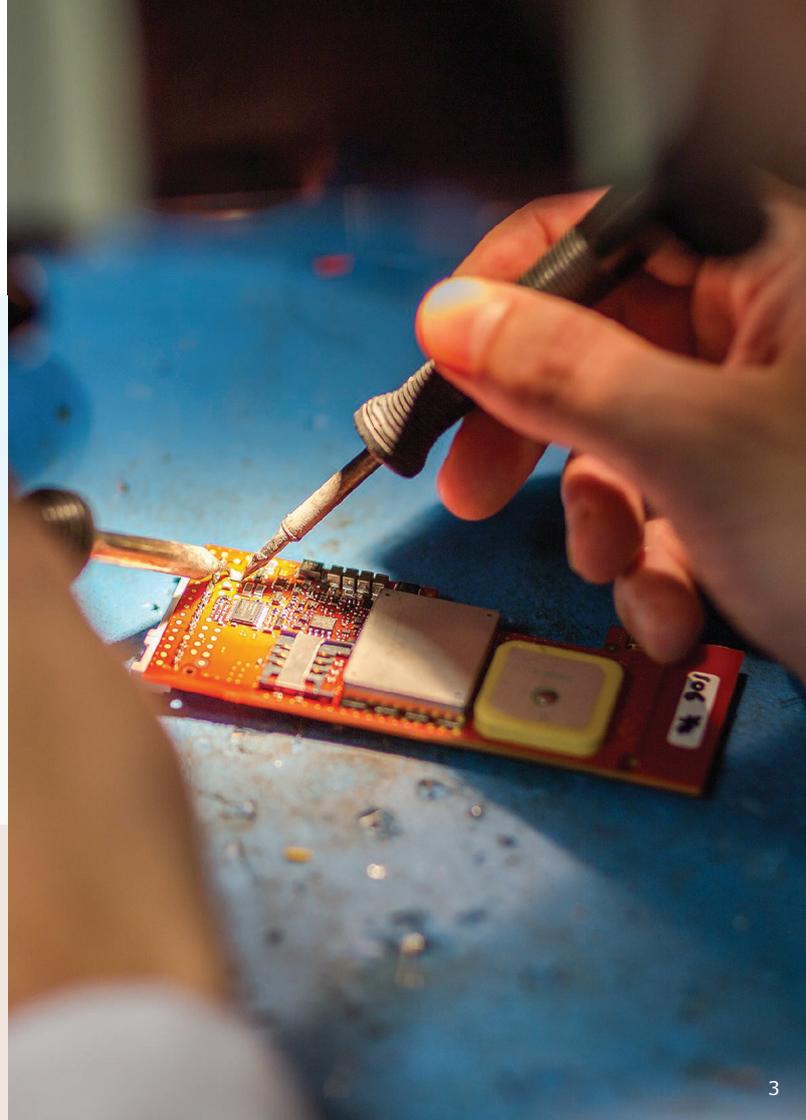
## Insurance

Insurance companies are using Redtail Telematics to accurately assess risk, reward good drivers with lower premiums and digitally reconstruct crash incidents.



## Consumer

Redtail Telematics systems have recorded over a billion miles worth of data and Redtail's design team has delivered over 6 million devices worldwide into the automotive aftermarket.



# Serving the fleet industry

Redtail's GPS tracking system offers real time location, mapping and driver behavior information on demand. It provides fleet managers with the data they need to improve driving behavior and reduce fuel consumption. Crucially it enables fleet managers to locate their vehicles and drivers at all times.

Redtail's telematics technology has the ability to identify problematic driver behavior, including:



Harsh braking



Speeding



Rapid acceleration

It also detects engine status, mileage, device alerts and battery voltage to protect against unnecessary maintenance and repair costs.

By identifying these habits and determining a vehicle's status, Redtail can extend the overall life of a vehicle by measuring and sending alerts to drivers when it's exposed to undue wear and tear, encourage better driving behavior and reduce the cost of maintenance and repair.

Redtail's technology is supporting fleets in a number of different sectors, including:



School buses



Taxis



Short & long haul trucking



Emergency services



Utilities, local delivery & services



National & local /regional government



Heavy equipment / offroad





## Redtail Vehicle Asset Management (VAM) Module

VAM captures and provides data on driver behavior, including rapid acceleration, harsh braking and sharp cornering, as well as a vehicle's maintenance status. This information unlocks significant return on investment and savings.

Redtail Rugged extends VAM to off-road, rugged terrain. It pinpoints company assets in remote areas, day or night, and provides location aware information for machines and vehicles.

*"We have been providing Redtail's VAM1 Vehicle Asset Management GPS device and its turnkey fleet management solution to our small and medium fleet customers, and the response has been entirely positive. Now, with the addition of the self-powered Redtail Rugged device, our customers are finding all their needs covered in one cost-effective solution."*

**Susan Johnson**  
COO of Encompass

## Redtail Fleet Management System (FMS)

FMS captures data and delivers intelligence to fleet managers to help them achieve operational efficiencies from their fleet. It enables fleet managers to set unlimited boundaries, monitor speeding, customize points of interest and assist in dispatching the closest driver to a location for re-routing.

*"Prior to installing the Redtail devices the drivers would idle the vehicles excessively, wasting fuel. I know this because the town cars have an engine idle meter on them. Once Redtail was installed, I was able to catch the drivers idling excessively and put an end to that driver behavior, thus reducing fuel consumption and emissions. The next month's fuel bill was several hundred dollars lower than average and there are continued savings."*

**Robert McKenzie**  
La Jolla Star Transportation



## Serving the insurance industry

Redtail enables insurance companies to create customized solutions for both individual profile risk assessment and mileage based insurance. With Redtail Telematics insurance firms can offer tailored premiums based on actual driver behavior, to ensure they areas competitive and profitable as possible.

By providing usage based insurance, insurers will benefit from greater consumer insight, improved CRM, more accurate and individualized pricing and a more predictable risk base.

## Incident Notification and Reconstruction (INR)

Its Incident Notification and Reconstruction (INR) technology, based on high-speed sampling rates, is the most accurate solution available for crash reconstruction. By recreating accidents at a forensic level of detail, insurance companies can understand precisely what happened just before, during and after an accident. This replaces potentially unreliable human recollection of events with hard facts and precise locations, in turn enabling timely and accurate assessments of liability and claim costs.



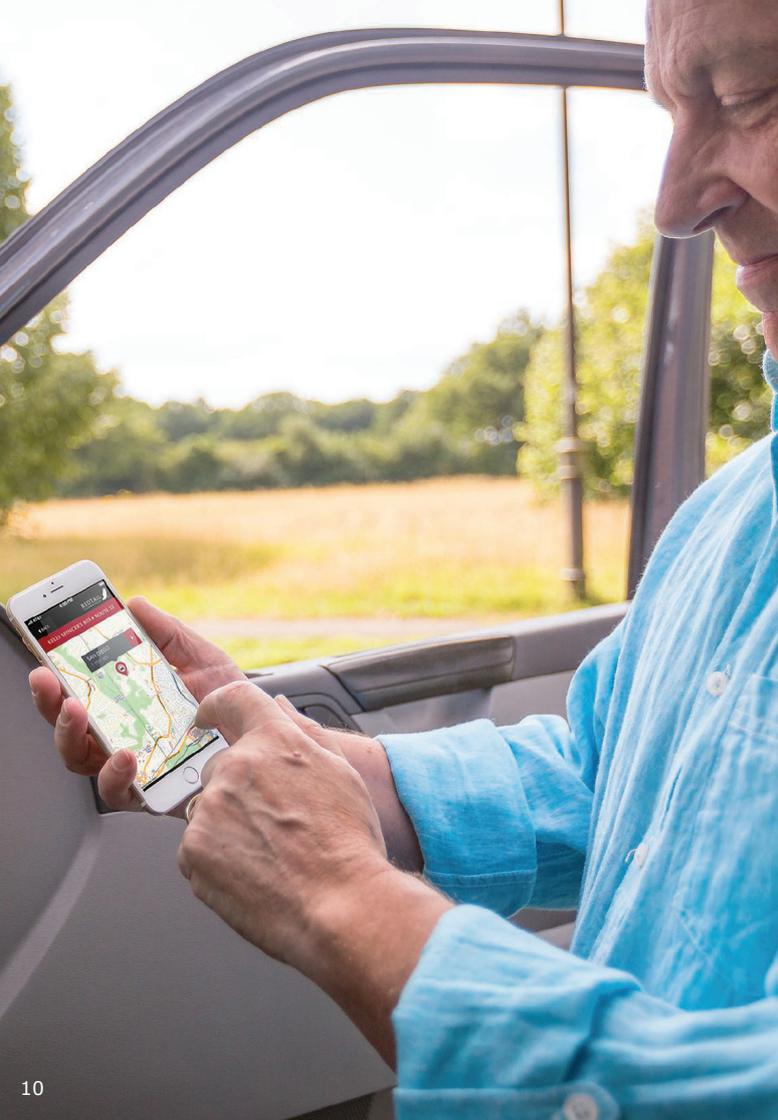
The INR platform supports First Notification of Loss, digital reconstruction of incidents, and complete crash management. It also integrates with an insurer's own claims management platforms through flexible, standards-based APIs, in order to take crash forensics to the next level.

*"We continue to be delighted with our partnership with Redtail. We created Ingenie to attract young novice drivers into a community where they can be treated as individuals and rewarded with good driving. To do this we needed a box that provided high speed sampling combined with a reliable and robust data feed. Redtail's track record as a supplier to the automotive aftermarket plus the time and attention they took to understand our requirements gave us great confidence."*

**Richard King**

*Former CEO, Ingenie*





## Driver Scoring App Features

Our driver scoring App presents each driver with their daily and weekly score, along with graphic data giving them details of how their score has been derived. In addition, the App will give valuable feedback and advice as to how they can improve their driving behavior. The App can be white-labelled for your brand, and specified to the requirements of your interaction with your policy holders.

- Runs on iPhones (iOS 8 and later) and Android phones (Android 4.4 KitKat and later)
- Allows a user to log in and view current and historical driving scores
- Includes gauges and charts to clearly show how much a behaviour is affecting the user's score
- Includes explanations of how driving behavior affects driving score, and how to improve
- Provides animations to demonstrate bad and good behaviors
- Friendly, colourful, animated UI



# Redtail Telematics: your one-stop Telematics Service Provider

Redtail is a full-service, Telematics Service Provider (TSP) and in control of every aspect of the telematics proposition, from hardware design through to manufacture, deployment and software engineering. Its key service areas include:

## Manufacturing



Redtail is one of the few telematics service providers to have in-depth expertise in manufacturing.

## Design Services



Redtail designs products that meet the highest automotive quality standards. Partner with one of the largest independent electronics consultancies in Europe.

## Hardware



Redtail's hardware records up to 1,000 data samples per second. Redtail has an unmatched track record in producing high performing, reliable hardware.

## Datawarehouse™



Redtail DataWarehouse™ enables a level of detailed analytics not seen elsewhere in the market.

## Consulting



Redtail will work with you to address business and product issues, specific to your organization or market.



# Manufacturing

Redtail works with some of the leading contract manufacturers around the world and helps clients select the most appropriate facilities, taking all cost and quality considerations into account.

A large proportion of its products are directly manufactured for clients in a wide range of areas, from mass market automotive units through to highly-specialized low volume systems, covering telecoms, defense and medical product sectors.

Redtail's expertise in component selection and bill of materials (BOM) reduction has helped many clients realize significantly higher margins than would otherwise have been achieved.

Redtail's EMC testing facility in the UK enables a wide range of pre-certification tests to ensure clients achieve regulatory approvals in a smooth manner.

Redtail's sister company, Plextek Consulting has developed a wide range of factory test solutions for both its own products and its client's products. These test systems are essential for ensuring high yields and maintaining excellent levels of quality assurance.

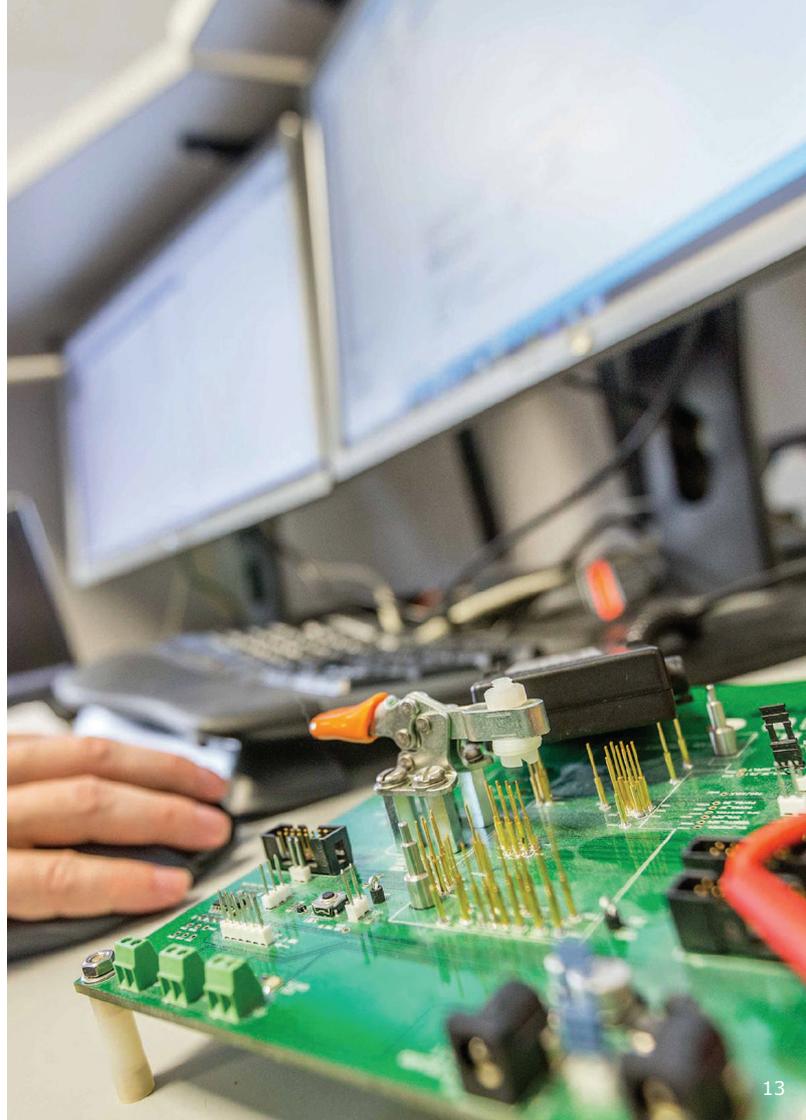


## Design Services

In partnership with sister company and award-winning design house Plextek Consulting, Redtail designs products that meet the highest automotive quality standards.

As one of the few full service telematics providers with complete control over its hardware and software supply chain, it is able to tailor a distinctive solution to almost any business need.

Redtail designs customized hardware and data analytics solutions, and offers advanced industrial and automotive design support across a range of different technologies.



## Hardware

Redtail Vehicle Asset Management (VAM) is an unrivalled GPS worldwide hardware platform, with an advanced feature set designed to exceed market demands.

It is suitable for all types of vehicles and assets including off-road equipment and machinery. It has on-board units suited to every day as well as rugged vehicles.

Its high speed sampling rate enables recording of up to 1,000 data points per second (10x more data than other current-generation technology) means it can paint a very accurate account of events as they happened.

Redtail's on-board device can be installed in such a way as to be out of sight, out of mind and beyond tamper range. Alternatively, it can be delivered as a simple in-car device, connecting to the 12V cigarette lighter port or the OBDII port.

To date Redtail and sister company Plextek Consulting have shipped over 6 million VAM hardware units in the automotive aftermarket worldwide.



## Datawarehouse™

Redtail's DataWarehouse™ is a robust, scalable, high transaction capability database designed for markets that require continuous location data. It provides insights about harsh braking, excessive rotation, sharp cornering and acceleration. It captures partial and complete journey information, shares asset tracking and location data – and more.

High priority messages, such as 'Crash' & 'Panic' events are pushed immediately through the database, which can scale from individual vehicles and small fleets to a million devices or more.

The frequency of its data sampling takes driver behavior observation a step beyond GPS and enables a level of detail not seen elsewhere in the market.

The system has been designed to survive everything from momentary cellular drops, breakdowns and power outages to hardware failures and other disruptive events. The sites are geographically distributed.





Redtail Telematics is a global provider of wireless technology delivering vehicle intelligence to customers in the insurance, automotive and fleet management sectors worldwide. Redtail's solutions are used to manage fleets, its data warehouses have recorded more than a billion miles of data, and it is delivering a third of the telematics insurance installed UK base, using vehicle based intelligence to offer fairer, more innovative ways to calculate premiums, assess crashes and evaluate claims.

Drawing on the design and development credentials of sister company Plextek Consulting ([www.plextek.com](http://www.plextek.com)), an award-winning designer and manufacturer of communications systems for technology customers worldwide, the team has delivered more than 6 million hardware units into the automotive aftermarket with an unmatched track record of quality, reliability and performance.

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