

TomTom WORK 101

Provided by RouteSolutions.com

Agenda

I. Introduction to TomTom WORK

**II. TomTom Work Deep Dive:
3 Part Solution**

I. LINK

II. TomTom GO 7000

III. Webfleet

III. Pricing and Positioning Overview

IV. Questions

Introduction: WORK

What is It?

- **TomTom Work:**
 - TomTom's Telematics solution that combines vehicle tracking and reporting with navigation, 2 way communication and order dispatch for truly connected fleet management.



VIDEO:

<http://www.tomtomwork.com/us/landingpages/video/video.xml>

Where is it today?

TomTom WORK evolution

- **Q4 2007**
 - Over 38,000 assets tracked
- **Q2 2008**
 - Over 50,000 assets tracked
- **Today**
 - Over 80,000 assets tracked

The TomTom approach: Connected Navigation

To Date solution

- **Custom**
- **Difficult**
- **Costly**
- **Lack of control**
- **Complex**

TomTom's solution

- **Clear**
- **Easy**
- **Value**
- **Single source**
- **Name behind product**

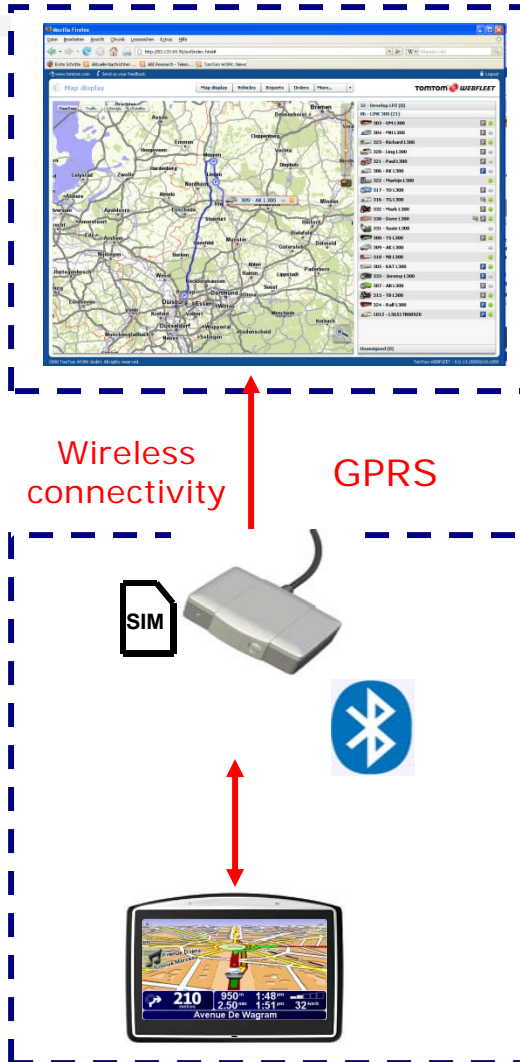
TomTom Work Deep

Dive: 3 Part Solution



TOMTOM  **WORK**

Connected Navigation



- 1 TomTom **WEBFLEET**
PC with Web-Browser only

- 2 TomTom **LINK**
Black box with SIM card

- 3 TomTom **PRO 8000**
Business User Interface



TomTom LINK 300

- Stand-alone features

- Tracking & Tracing
- Odometer reporting
- Tour & Log-book reports
- Standstill monitoring
- Geofencing & Geoalerts
- Anti-theft & security options
- Digital Input for asset monitoring & control (optional)



NEW TomTom GO 7000

- Based on proven Hardware platform, TomTom WORK has created the first TomTom PND specifically designed for TomTom WORK customers
- Sold exclusively through TomTom WORK qualified resellers
- Helps businesses to save time and fuel
- Great value for an affordable price

Features:

- LIVE services ready
- Improved TomTom WORK user experience
- IQ Routes™ and Advanced Lane Guidance
- 12 month minimum availability



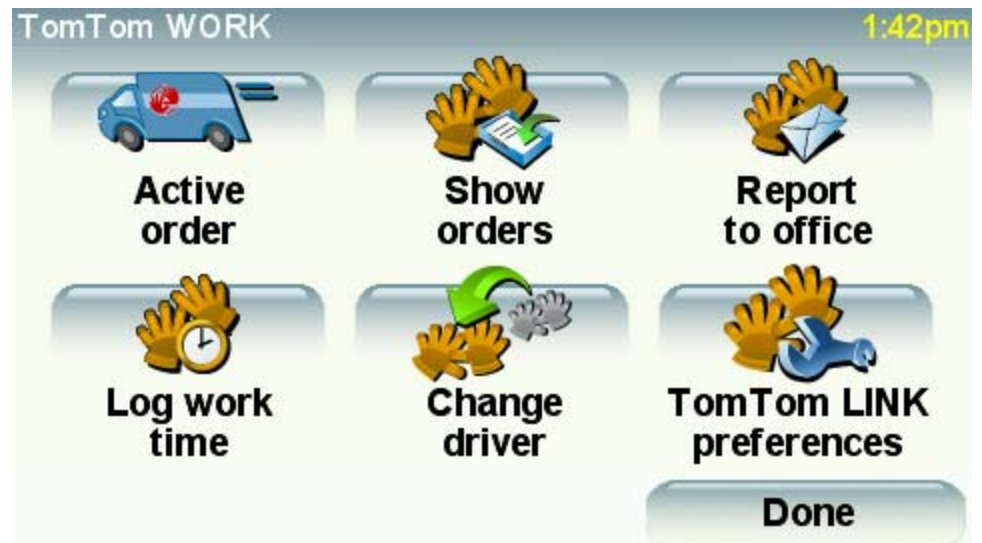
TOMTOM  **WORK**

TomTom Device (with WORK user interface)

Main Menu



TomTom WORK Menu



TomTom Device (Receiving an order)

Order Sent from Dispatch



Envelope on touch screen and
2 "beeps" from device



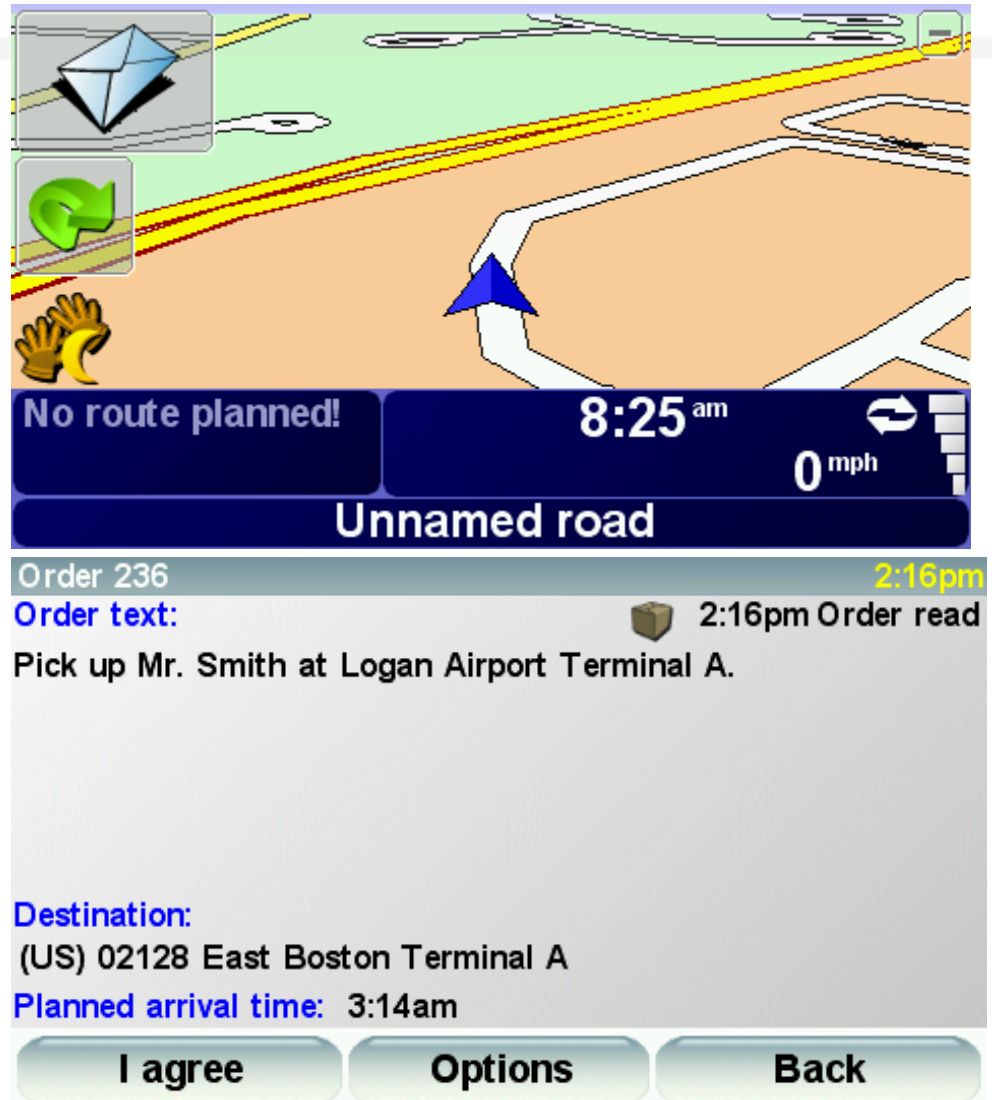
Driver touches envelope



Order Screen Appears



Driver touches *I agree*



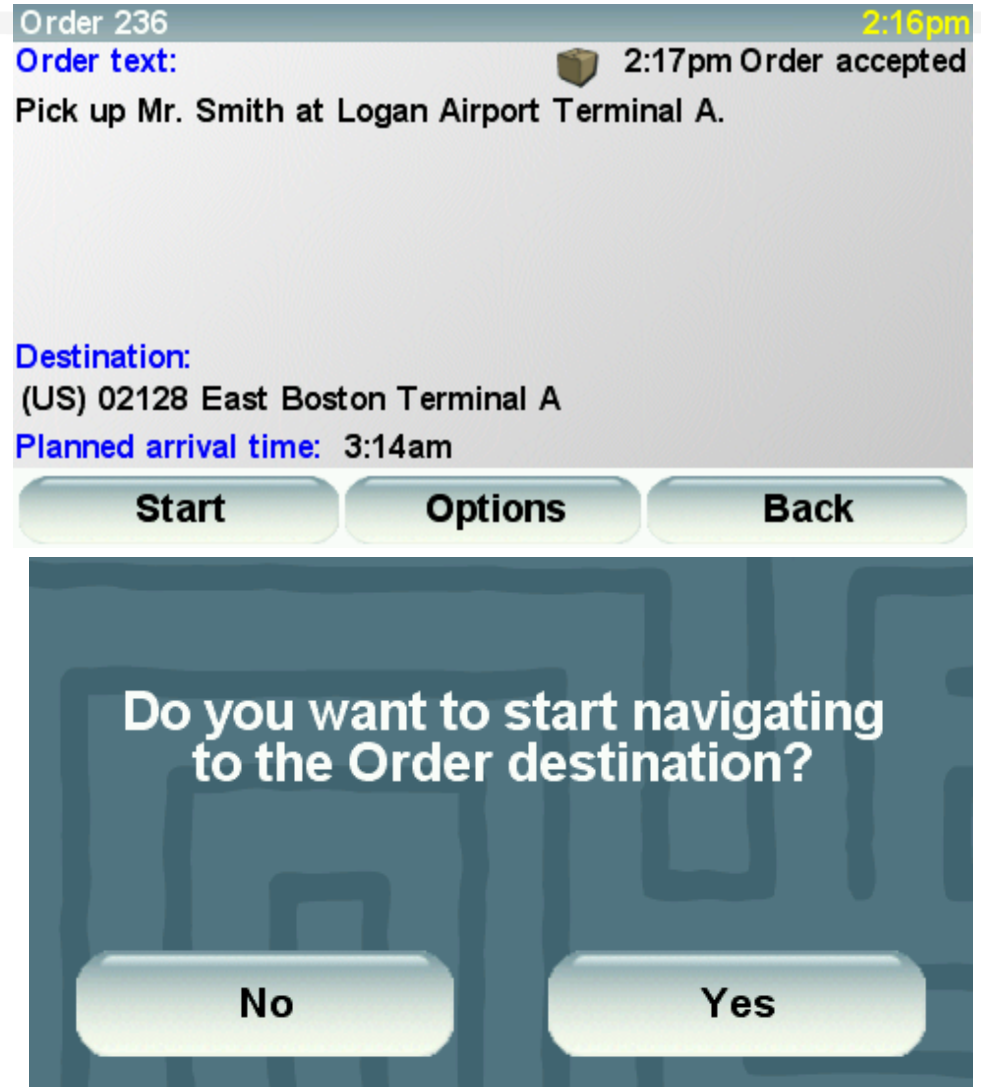
TomTom Device (Receiving an order)

↓
Order displays as *Accepted*

↓
Driver touches *Start*

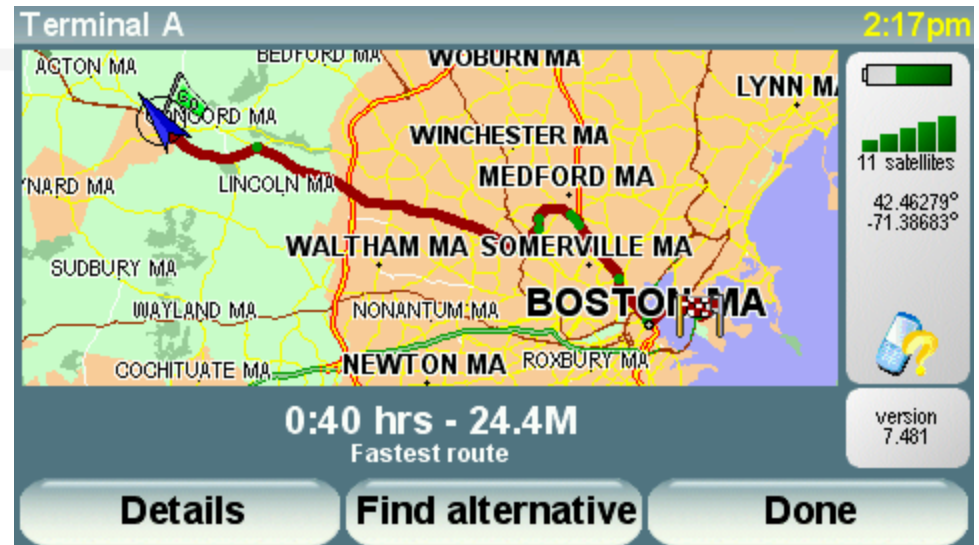
↓
Driver prompted to begin navigation

↓
Driver touches *Yes*
↓



TomTom Device (Receiving an order)

Route is Calculated




Begin navigation to order destination





TomTom Device (Receiving an order)


↓
Arrive at Destination - Pick Up
Started

↓
Pick Up Finished


Order 236 2:18pm
Order text:  2:17pm Order started
Pick up Mr. Smith at Logan Airport Terminal A. ...



Order started



Pickup started



Pickup finished

Status **Options** **Back**

Order 236 2:18pm
Order text:  2:17pm Order started
Pick up Mr. Smith at Logan Airport Terminal A. ...


Pickup started

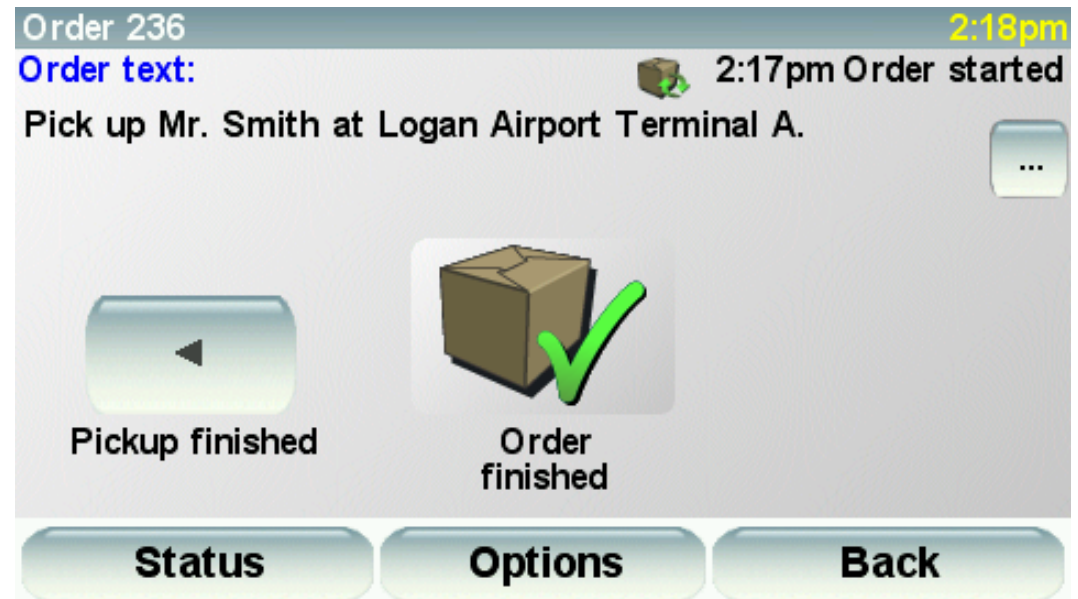

Pickup finished


Order finished

Status **Options** **Back**

TomTom Device (Receiving an order)

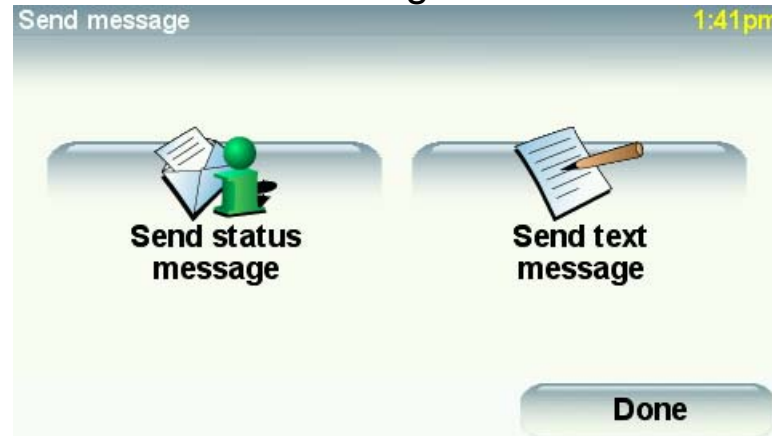
Order Finished



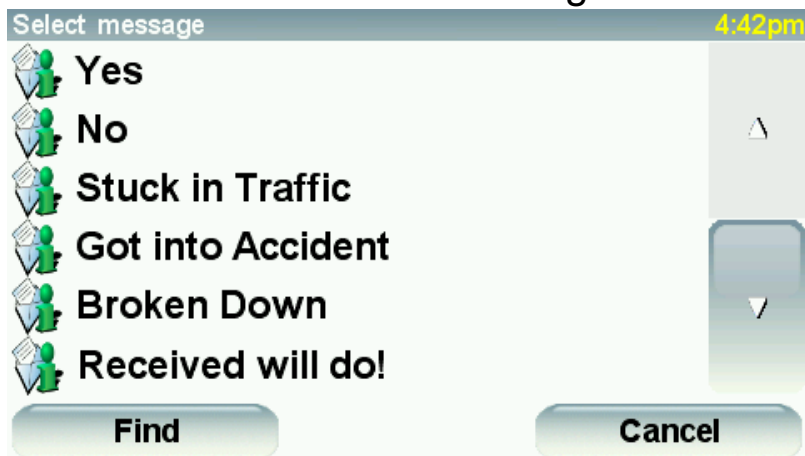
TomTom Device

(Driver initiated message)

Choose a canned or typed message



Canned status message



typed message



TomTom Device

(Log Work Time)

Driver Clocks in and out on
device



Webfleet

- **Web Based Fleet Management**
- **View vehicles in real time**
- **Utilizes Smart Adobe Flex Technology**
- **Best in Class:**
 - **Ease of Use**
 - **Tracing**
 - **Trip Playback**
 - **Maps**
 - **Efficient two-way communication**
 - **Smart order management**
 - **Reliable reporting**

Highly interactive

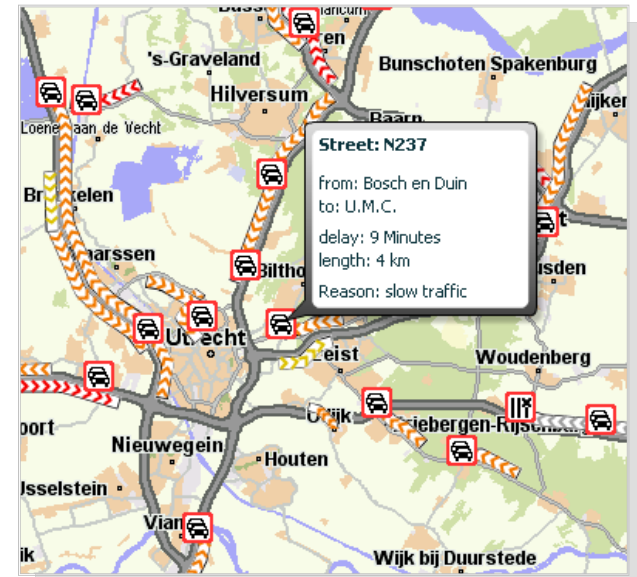
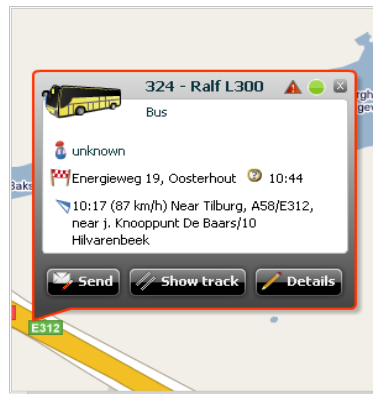
All information at your fingertips

Just click...

... and see the traffic incident details

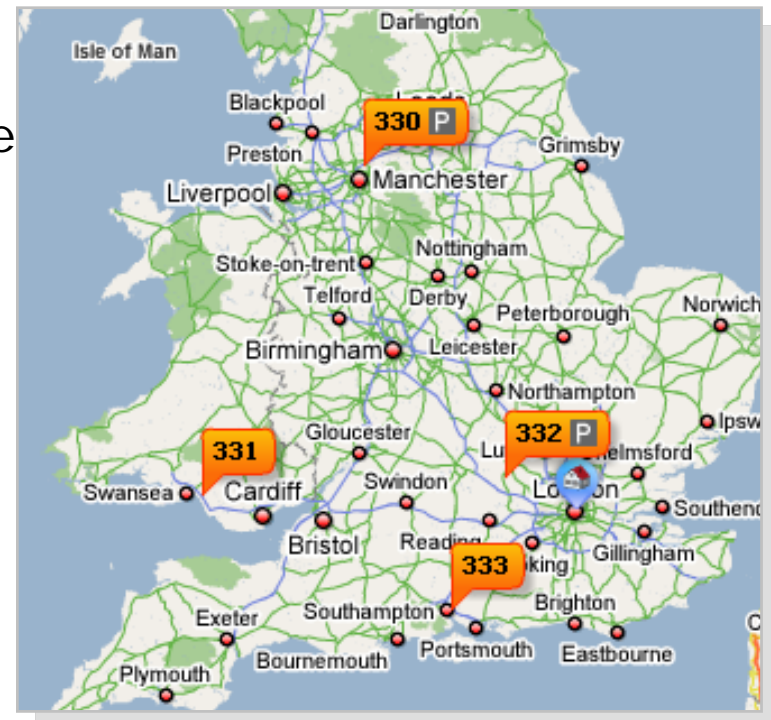
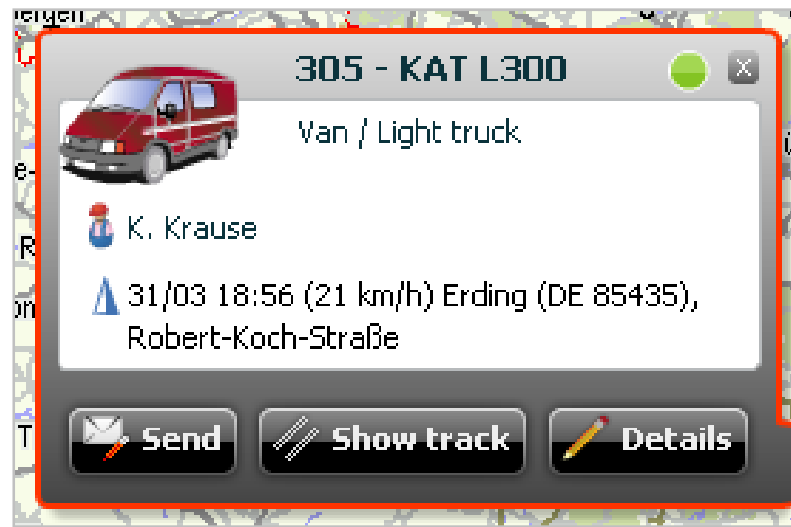
... and see an address detail

... and see vehicle details



View vehicles in real-time

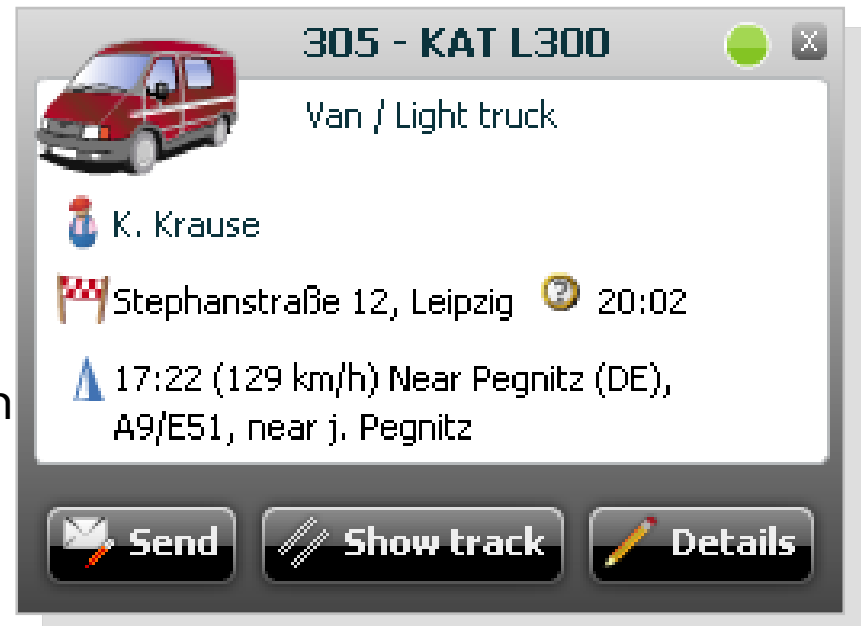
- Keep track of your vehicle fleet
 - View movements on the map
 - Updates every 1 minute
- Zoom in on one particular vehicle



View vehicles in real-time (2)

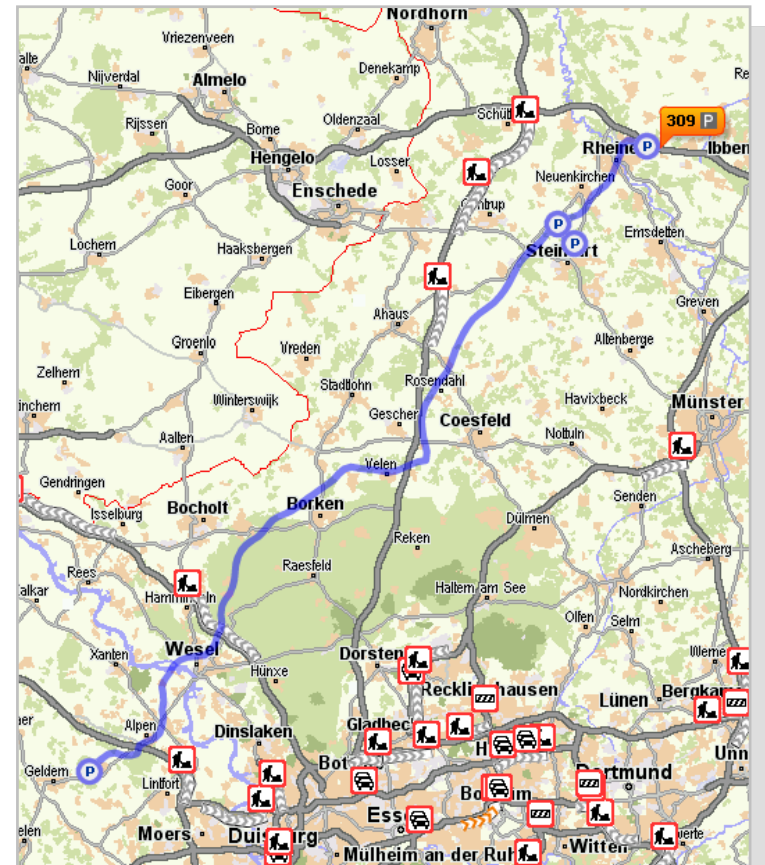
Click on vehicles in the map to see most important vehicle information:

- Selectable car icon
- Driver name
- Vehicle number and name
- Destination
- Estimated time of arrival
- Current position and direction
- Job status (free, busy...)
- Buttons to instantly
 - Send message / order
 - See the track
 - See more details



Intelligent tracing

- View a vehicles trail
- Visual display of
 - stops
 - standstill times
 - speed label
- 90 day history is stored

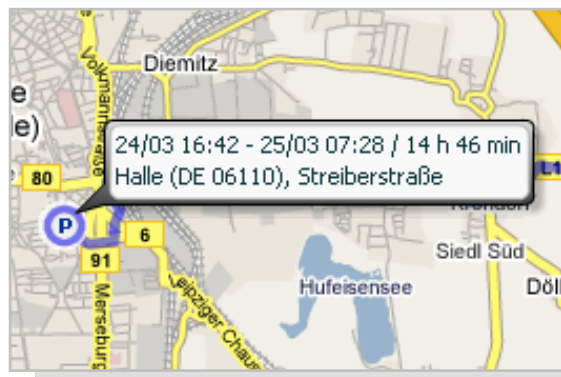


Intelligent tracing (2)

See the time and the speed of any point of the trail just by going with the mouse over the trail

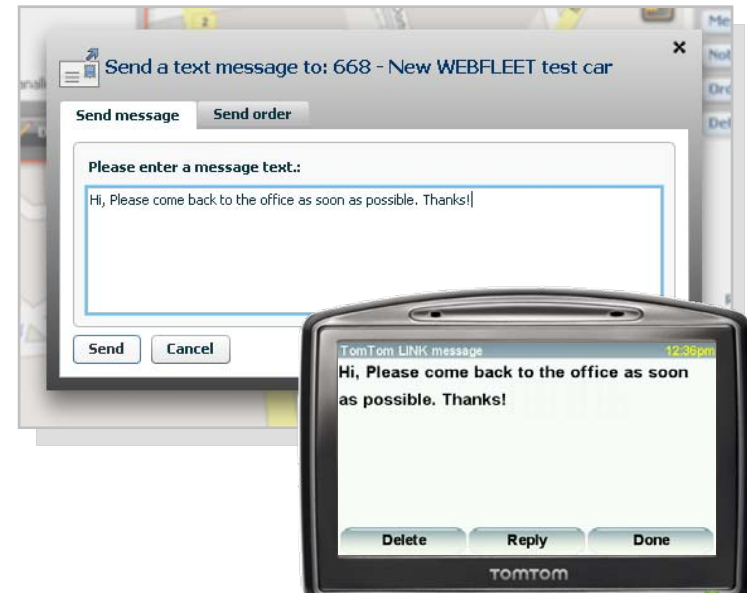
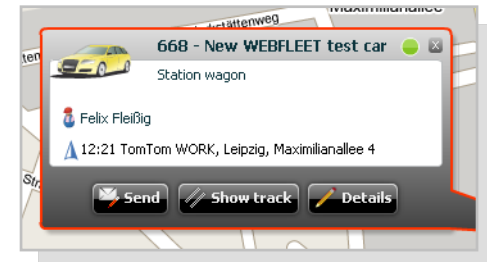


See "P" icons included in the trail display and get more information if you go with the mouse to that icon



Easily send messages

- Easily send messages by clicking the button "Send" on any of the vehicles in the map.
- Just type the message in the text form that pops up and click "Send".
- The driver will get the message immediately on the PND and will be notified with both a tone and an icon.



Receive automatic notifications

Receive automatic message notifications for

- Text messages,
- Order status information
- and alarms sent by the driver in the field



Smart order management

- Easily send orders to your vehicles by clicking "Send" in the map and choose "Send order".
- Enter the Order text, a time and the address and click "Send".
- The driver receives the order and can start route guidance to the order destination.

Send order to: 668 - New WEBFLEET test car

Send message Send order

Order data

Type: Service order

ID: 1234

Order text: Please bring the package to Tom.

not yet sent

Scheduling

Execution: 25/03/2008

Arrival: 11 : 00

Tolerance: 30 Minutes

Order destination

Street: Maximilianallee 4

ZIP: 04129

City: Leipzig

Country: Germany

Select address

Contact

Name: Frau Keller

Phone: +49 341 24495-0

Send Cancel

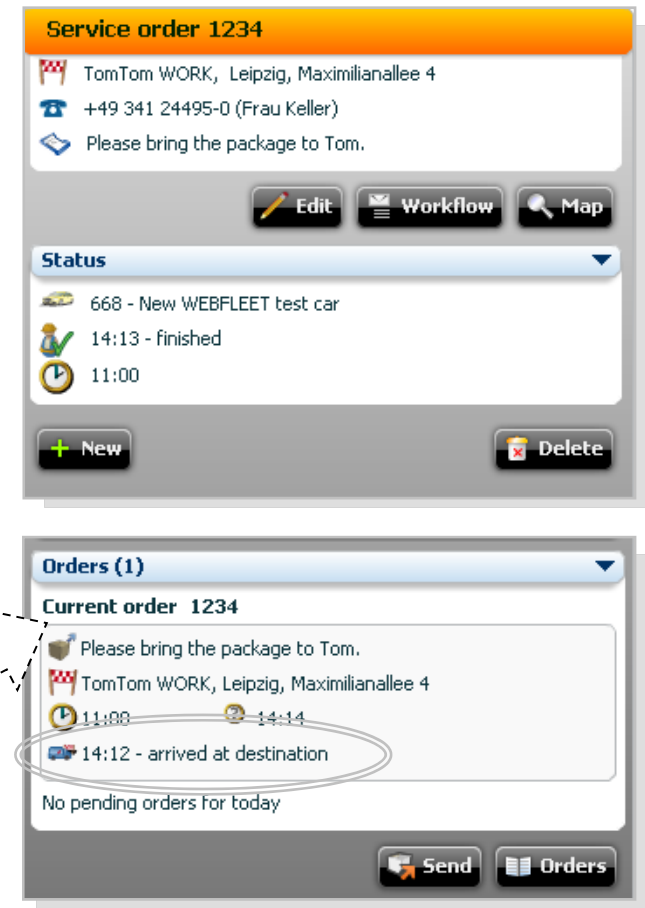
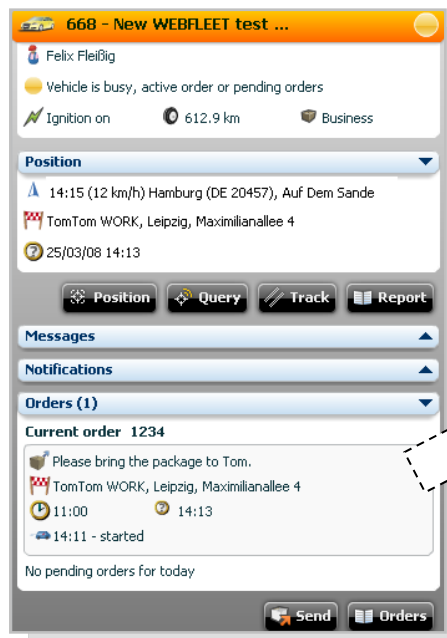
Smart order management (2)

Specify the order address by simply choosing a preset address or input street, zip or city to find your address using TomTom geocoding.

A screenshot of the TomTom Work web interface. The interface includes a top section with a dropdown menu, a text input field, and a "not yet sent" status indicator next to a worker icon. Below this is a section titled "Order destination" with fields for Street (Maximilianallee 4), ZIP (04129), City (Leipzig), and Country (Germany). A "Select address" button is located below these fields. A "Contact" section follows, with fields for Name (Frau Keller) and Phone (+49 341 24495-0). A dashed line connects the "Yes" button on the TomTom device to the "Select address" button in the web interface.

Smart order management (3)

- Drivers report their job status by clicking the intuitive icons on their TomTom navigation device
- Always see the current job status of your drivers in WEBFLEET

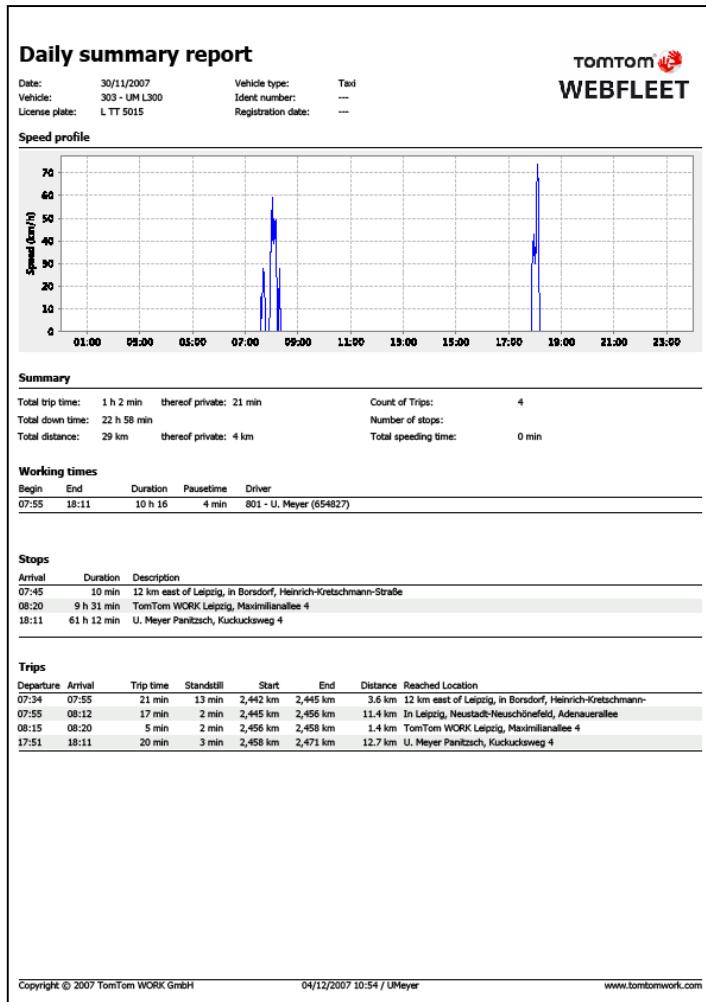


Extensive reporting

- Easy-to-read reports provide your business with high quality and reliable information at your fingertips
- Clearly composed data saves you valuable time in the office and on the road
- Tailored reports help you with internal and external administration processes
 - Payroll
 - Billing
 - Taxation



Easily Create PDF reports



- Reporting on
 - Trips
 - Standstill times
 - Working time
 - Order management
 - And much more...
- Daily summary report
 - Speed profile included
 - Maximum speed can be defined to determine speeding
 - Shows all stops
 - Shows all trips

Reporting in WEBFLEET

- Browse through your fleet data within the user interface of WEBFLEET
- See easy to read lists with real time information for trips, orders, vehicles and much more ...

TOMTOM WORK

Orders

Map Vehicles Reports Orders More...

--- All groups --- --- All vehicles --- --- Status --- 19/03 : today Filter:

Date	ID	Current state	Order destination	Vehicle
19/03	1553	15:39 work started	GB NN14 1UA Kettering, Hipwell Road	330 - Dave L300
19/03	Van Mossel	not yet sent	NL Weert, Industriestraat	324 - Ralf L300
19/03	6785	15:17 finished	Destination not available.	305 - KAT L300
19/03	24	11:27 pick up started	CH	324 - Ralf L300
19/03	VD Berg	not yet sent	NL 4906 Oosterhout, Energieweg	330 - Dave L300
19/03	1552	13:26 finished	GB OL102QD Heywood, Manchester Road 191	330 - Dave L300
19/03	456	16:10 finished	DE 55299 Nackenheim, Autalstr	

324 - Ralf L300

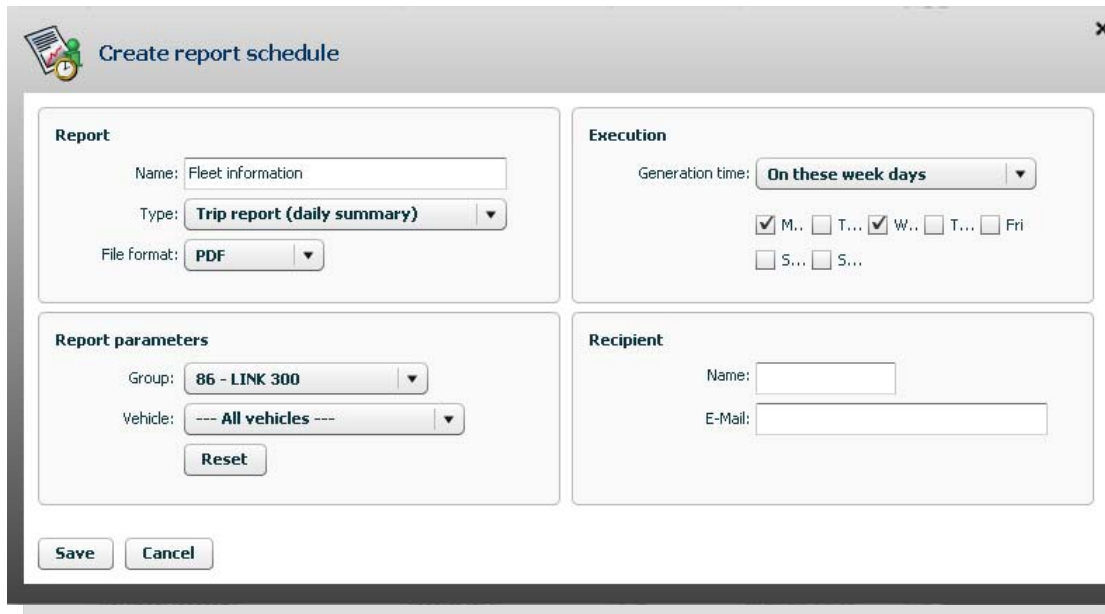
Trip data Standstill Logbook

17/03 - 23/03 : last week Filter: Reset

Date / Time	Arrived / Departed	Odometer	Duration / Standstill	Distance
17/03 22:51	6.0 km north east Aachen, Würselen, Mauergäßchen	26270.0 km	1 h 23 min	144.5 km
17/03 21:28	9.0 km north east Schaarbeek, A201 near Zaventem	26125.0 km	4 min	
17/03 18:11	9.0 km north east Schaarbeek, A201 near Zaventem	26125.0 km	27 min	23.4 km
17/03 17:44	11.0 km west Leuven, E40/A3, near j. E40/A3	26102.0 km	5 min	
17/03 17:33	11.0 km west Leuven, E40/A3, near j. E40/A3	26102.0 km	43 min	63.5 km
17/03 16:50	9.0 km north Hasselt, E314/A2, near j. E314/A2	26038.0 km	10 min	
17/03 16:13	9.0 km north Hasselt, E314/A2, near j. E314/A2	26038.0 km	42 min	36.9 km
17/03 15:30	16.0 km north east Maastricht, Nieuwe Postbaan near Stein	26002.0 km	20 min	
17/03 14:08	16.0 km north east Maastricht, Nieuwe Postbaan near Stein	26002.0 km	39 min	54.8 km
17/03 13:29	18.0 km north west Hasselt, Industrieweg near Beringen	25947.0 km	3 min	
17/03 12:36	Position not available.	25947.0 km	2 min	0.8 km
17/03 12:34	Position not available.	25946.0 km	1 min	
17/03 11:55	18.0 km north west Hasselt, Schoebroekstraat near Beringen	25946.0 km	27 min	21.3 km
17/03 11:28	28.0 km north Hasselt, Verloren Hoek near Lommel	25925.0 km	3 min	0.6 km
17/03 09:49	Position not available.	25925.0 km	1 min	
		25924.0 km	1 h 14 min	90.9 km
		25833.0 km	5 min	

Scheduled reports

- Schedule all available reports for automatic daily or weekly delivery by e-mail
- For example configure a weekly logbook to be sent to your email address for fast and easy fleet overview



The screenshot shows a 'Create report schedule' dialog box with the following sections:

- Report**
 - Name: Fleet information
 - Type: Trip report (daily summary)
 - File format: PDF
- Execution**
 - Generation time: On these week days
 - Frequency: ☒ M., ☐ T..., ☒ W., ☐ T..., ☐ Fri, ☐ S..., ☐ S...
- Report parameters**
 - Group: 86 - LINK 300
 - Vehicle: --- All vehicles ---
 - Reset button
- Recipient**
 - Name:
 - E-Mail:

At the bottom are 'Save' and 'Cancel' buttons.

Easy to use

- No installation required
- No IT maintenance required
 - TomTom WEBFLEET is web-based and accessible from any PC with internet connection
- Intuitive (no skills required)
- All information at your fingertips
- Grouped functionally

Full screen map view

TomTom WORK www.tomtomwork.com Send us your feedback Logout

Größe Karte Karte Fahrzeuge Reports Aufträge Mehr...

TomTom Stauinfo Google Satellit

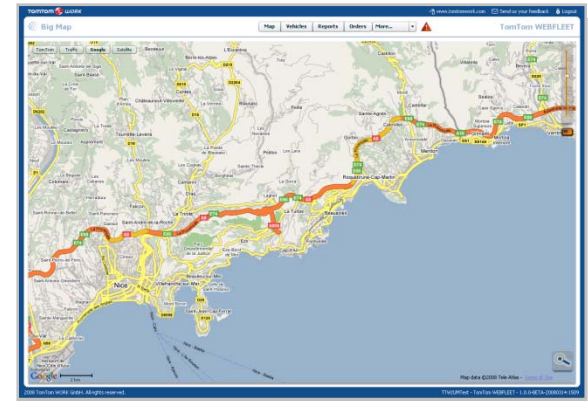
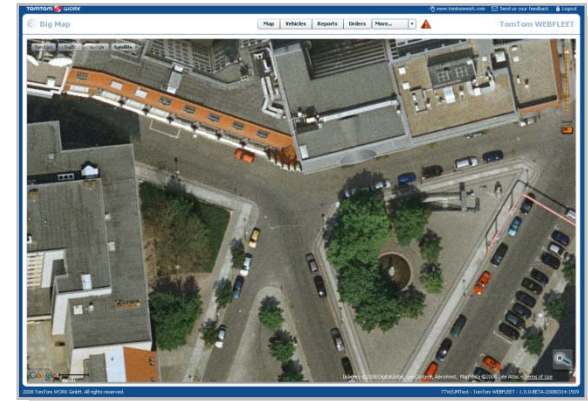
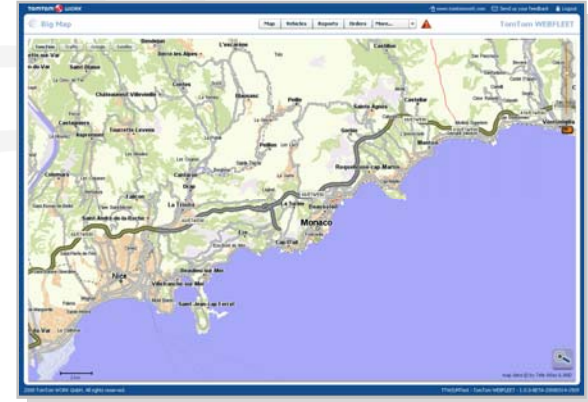
- Superior overview on vehicle fleet and fleet movements
- Supporting Hi-Res displays with any screen resolution

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User choice of map

Your choice of Map:

- TomTom WEBFLEET map includes the latest map changes (Map Share technology)
- Google Satellite map for the most realistic view
- Google street map provides a well known user experience



Pricing and Positioning



TOMTOM®  WORK

Webfleet Pricing

Webfleet Service

Connected:

- 10 second location
- Transmit every minute
- Unlimited Messaging
- Unlimited Reporting
- Unlimited users
- \$39.95/month/unit
- \$49.95/month/unit with Live Services

Track Only:

- 10 second location
- Transmit every 3 minutes
- Unlimited Reporting
- Unlimited Users
- \$29.95/month/unit



What is my return?

- Reduce over time (.5 hour per week per driver)
- Increase productivity (x additional service call per week = x revenue x4 = monthly revenue = payback)
- Reduce fuel consumption
- Increase efficiency (send the closest driver)
- Improve response time (weather, disaster, emergency response)

Is navigation safe? Is it worth it?

BENEFITS OF USING IN-VEHICLE NAVIGATION

With Navigation:



People feel more in control & are less stressed

Reaction times are improved by 12%

The workload is reduced by 20%



Mileage is reduced by 16% and driving time by 18%

Without Navigation:

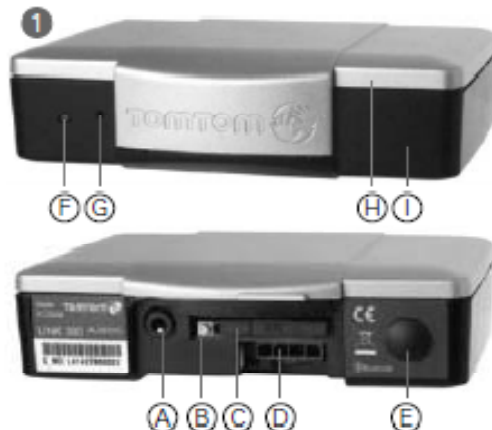


There are 12% more claimed accidents &
5% more claimed damage

Appendix: Installation and Activation

LINK300- In The Box

What's in the box



- 1 TomTom LINK 300
 - A Service/Update cable connector
 - B Release button for SIM card holder
 - C SIM card holder (SIM card installed)
 - D Power cable connector
 - E GPS antenna connector (SMB) for optional use of an external GPS antenna
 - F LED
 - G Reset button
 - H Top side
 - I Bottom side
- 2 Power cable
- 3 Plastic seal
- 4 Two transparent adhesive strips for windshield mounting
- 5 Two grey adhesive strips for dashboard mounting
- 6 Cleaning tissue
- 7 Holder
- 8 Two self-tapping screws and washers
- 9 SIM card pre-installed
- 10 Activation label

GO 7000 - in the box



TomTom GO 7000



Easy Port foldable windscreen mount



Carry case



Car charger



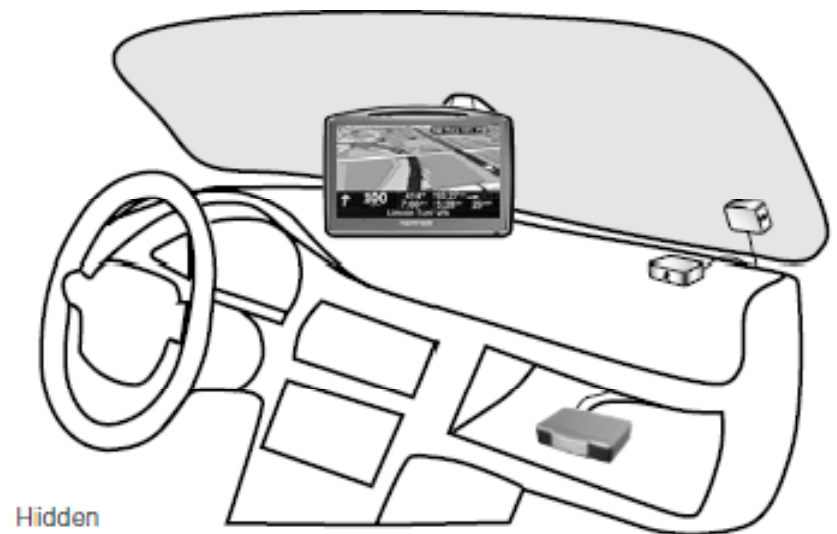
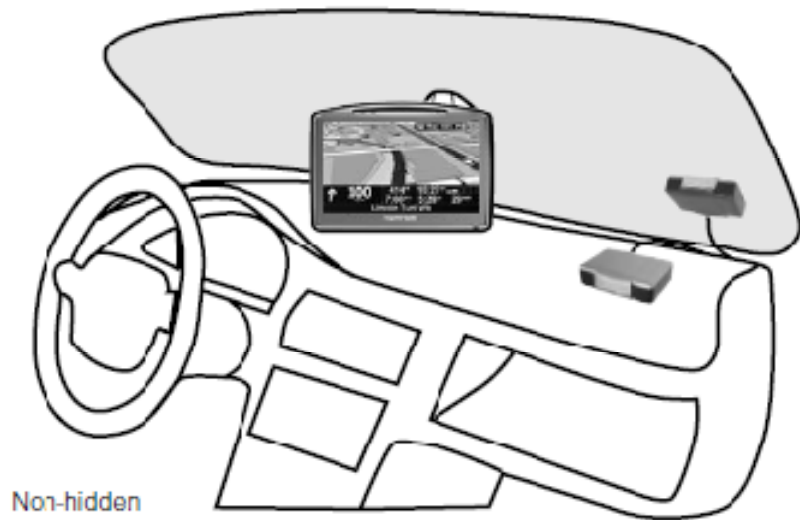
Documentation pack



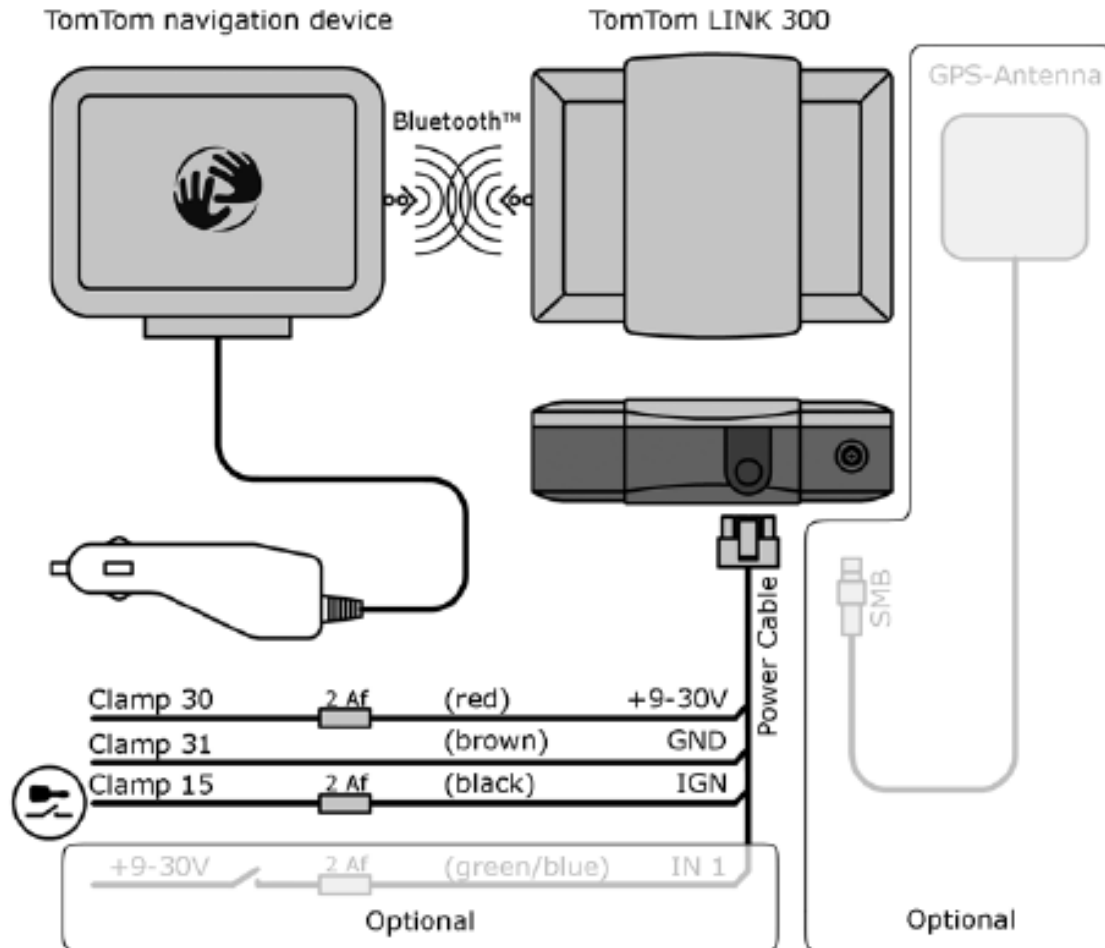
USB cable

TOMTOM  **WORK**

Installation



Connection Overview



Connecting to TomTom GO

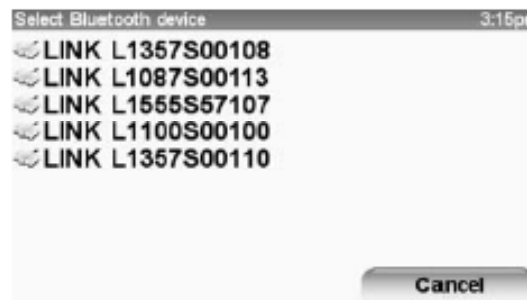
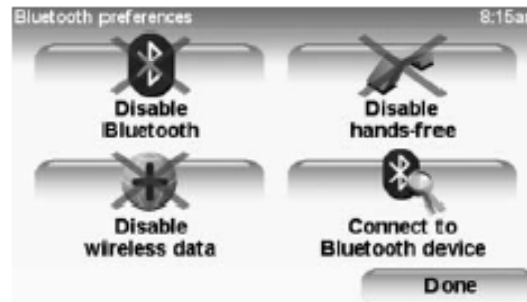
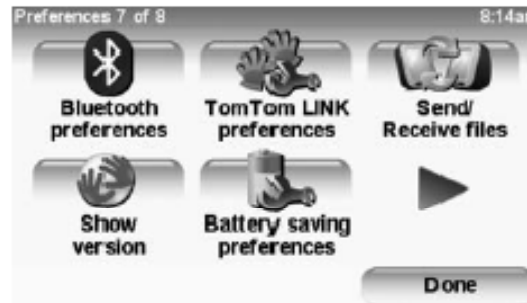
1. Make sure that the TomTom LINK 300 is connected to power and has GPRS connection.
2. Switch on the navigation device.
3. Tap the screen to bring up the main menu.
4. Tap Change preferences.
5. Tap Bluetooth® preferences. If this menu item is not displayed tap Show all menu options first.
6. Tap Connect to Bluetooth® device.

The navigation device starts searching for Bluetooth® devices:

If your navigation device finds more than one Bluetooth® device, it shows you a list of the available devices - please continue with step 7.

If your navigation device finds only one TomTom LINK 300, continue with step 8.

7. Select your TomTom LINK 300 from the list. The name starts with 'LINK' followed by the serial number of your TomTom LINK 300. The serial number is shown on the outside of the box.
8. Enter the Activation Code indicated in your TomTom WEBFLEET contract confirmation.



Connecting to TomTom GO

Vehicle license plate number 3:17pm

L - TT 90

1	2	3	4	5
6	7	8	9	0
.	,	-	'	@
←	abc	#&?	ABC	OK

Vehicle type 3:17pm

Passenger car

Taxi

Bus

Van/Light truck(< 13,000lb)



Truck(13,000 - 33,000lb)

Heavy truck(> 33,000lb)

Other Cancel

TomTom connection status 7:08

Status:
Connected

Bluetooth:	Connected
GPRS:	Connected
LINK S.N:	L41307S00117
LINK SW:	5.28 / 0.0935
SIM ID:	89402010507410502048
Operator:	26292
Account:	Activated

Done

9. Enter the identification information of the vehicle correctly.

10. Select the appropriate vehicle type.

If you have properly connected the two devices, the connection will be established automatically. Additional menu items will appear on your navigation device. On the driving view of your navigation device the two red crossed arrows must not be displayed.

You can always check the connection status between the two devices by tapping Connection status under TomTom LINK preferences on your navigation device.