



**INVEST IN AI-ENABLED, COST-EFFECTIVE  
EMBEDDED TELEMATICS PLATFORM FOR  
CONNECTED FLEETS**





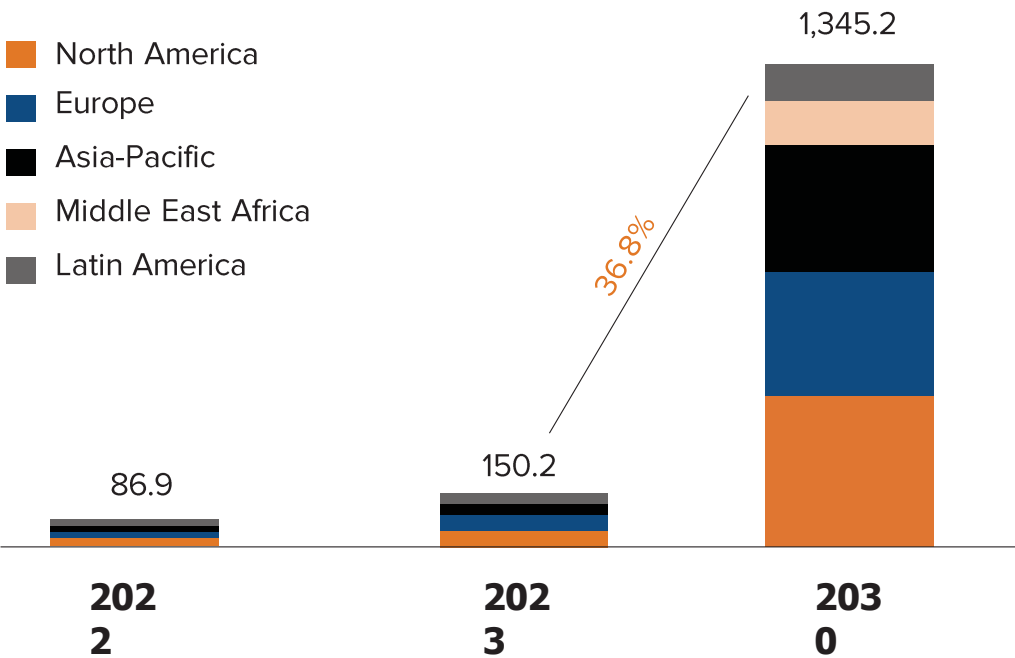
Almost every sector and business is discussing its plans for digital transformation with the advent of artificial intelligence (AI) and machine learning (ML). For this reason, it's no surprise that experts expect the Global AI market to be worth \$1,345.2 billion by 2030 due to its adoption by businesses in various sectors.

It's common knowledge that businesses in every sector must embrace up-and-coming technology to Thrive, Adapt quickly, and Make the most of their human and financial resources.

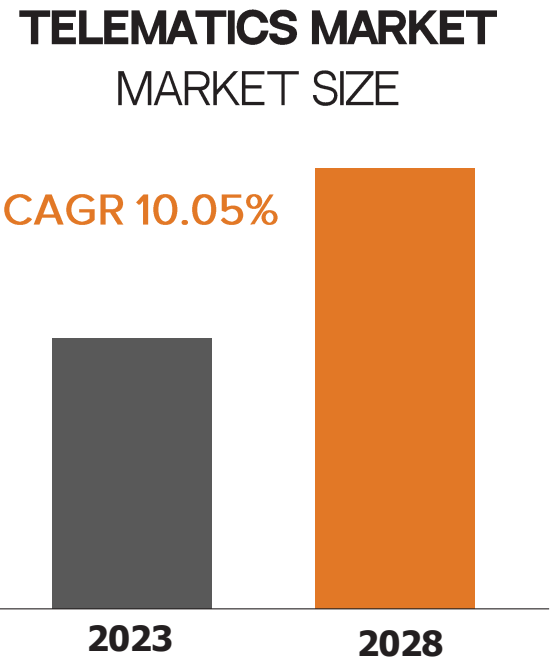
The same applies to businesses in the fleet management industry.

In the quick-evolving logistics industry, fleet managers face various challenges to meet the enormous surges of last-mile deliveries and ever-changing consumer Expectations while maintaining efficiency and environmental friendliness.

As a result, companies that rely heavily on logistics are always looking for ways to improve their processes with vehicle telematics. According to experts,



The Telematics Market will increase from its 2022 valuation of \$40.22 billion to reach \$70.55 billion by 2028, a CAGR of 10.05%.



According to a survey by expert market,

83%

of fleets already use telematics.

93%

of fleets with 50+ vehicles employ the use of telematics products

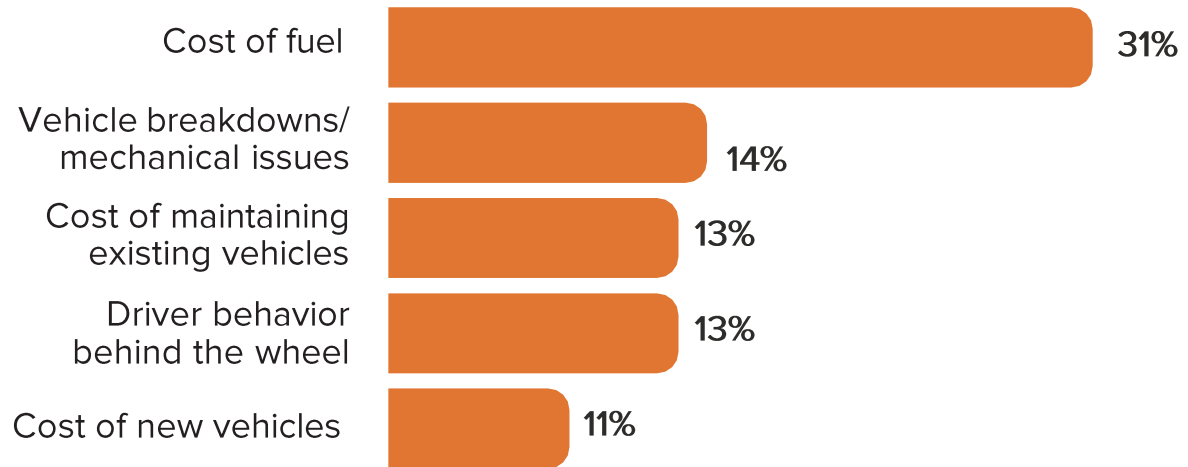
52%

of fleets with 3 vehicles or fewer use telematics.







Vehicle telematics has emerged as a big player in the transportation sector, especially in the wake of the pandemic. It caters to solving the most common operational risks of fleet operators, which are:

**BIGGEST OPERATIONAL RISKS OVER THE NEXT YEAR**



Yes, improvements in GPS monitoring and telematics have led to paradigm changes, attributing to the major breakthrough of telematics in the development of fleet management. However, can you imagine what the incorporation of AI technology into telematics may have to offer?

AI-enabled telematics solutions have the potential to provide far more considerable advantages than those offered by traditional telematics systems. A merger of AI and telematics will result in high-performing fleet management operations that can:

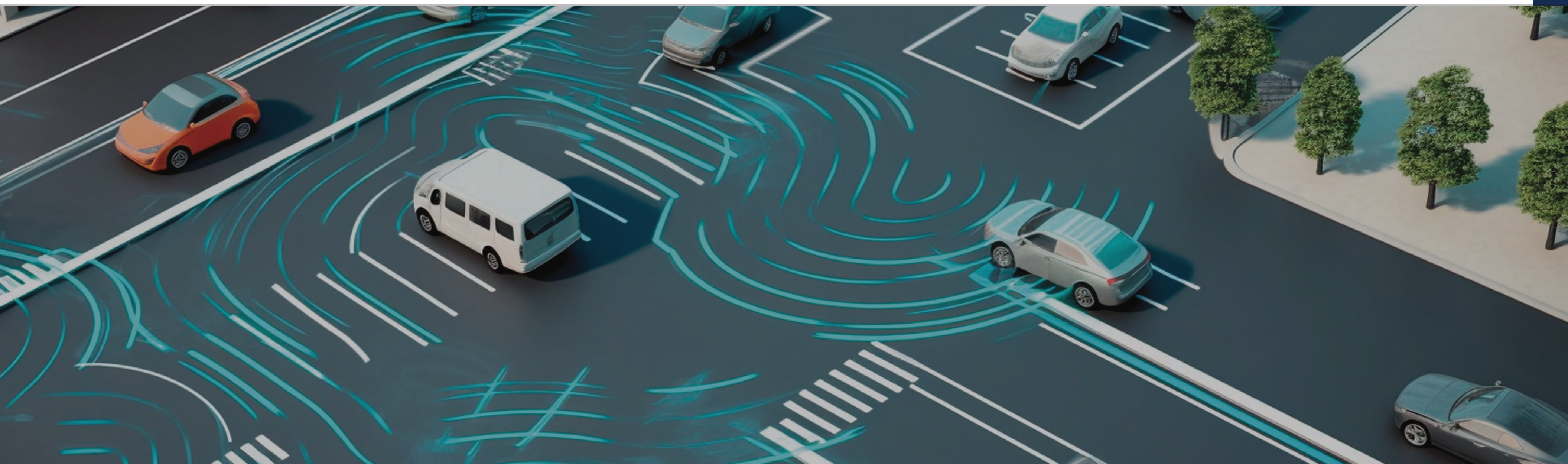
-  Encourage high-quality data collection from multiple data sources
-  Boost productivity and reduce administrative functions
-  Initiate automation in data analysis for better and more accurate insights
-  Encourage the adoption of predictive safety and maintenance



# THE CHALLENGES:

## Traditional Fleet Management Limitations

It's no wonder that the need for telematics solutions has skyrocketed as fleet companies seek better methods to keep their drivers and vehicles in the loop. Despite investing heavily in technology, many are rapidly disillusioned by the results they get from their solution. Here are some major challenges in fleet management with traditional telematics solutions that are not empowered by artificial intelligence:





# 01

## LIMITED AND INACCURATE DATA INSIGHTS

While one of the telematics' assets is its capacity to use many data input sources it can also present as one of the technology's major disadvantages.

Investing in AI-enabled telematics solutions can bring an end to sorting through disparate sources and can give access to real-time collision and accident data to analyze driver performance.

Additionally, without an AI-enabled telematics solution, one can not harness the power of real-time data reporting.

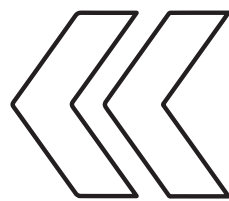
**51% OF SURVEYED INSURERS BY CEREBRUMX CLAIM IT'S DIFFICULT TO OBTAIN HISTORICAL DATA AS THEY ONBOARD NEW DRIVERS.**

### What does this mean?

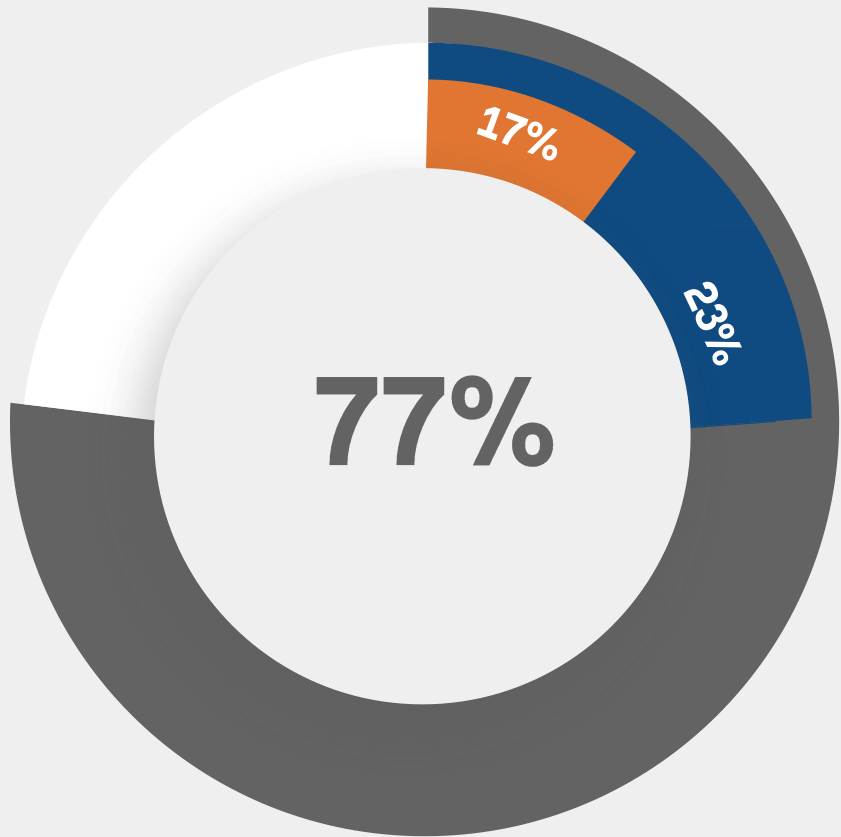
Your system may collect data, but there's a lag before it gets to you.

This results in:

- Unforeseen maintenance interruptions
- Inefficient resource allocation
- Limited driver insight



## CEREBRUMX SURVEY SHOWS



- **77%** of fleets and insurers evaluate drivers based on data including performance, claims, and accidents, but
- **23%** of them collect this information with Police reports, OBDII, Credit Reports or MVR
- **17%** of fleets and insurers still use the time-consuming manual process of sorting through fraudulent claims!





## WHAT CAN YOU DO WITH REAL-TIME DATA REPORTING?



Improved Driver Behavior



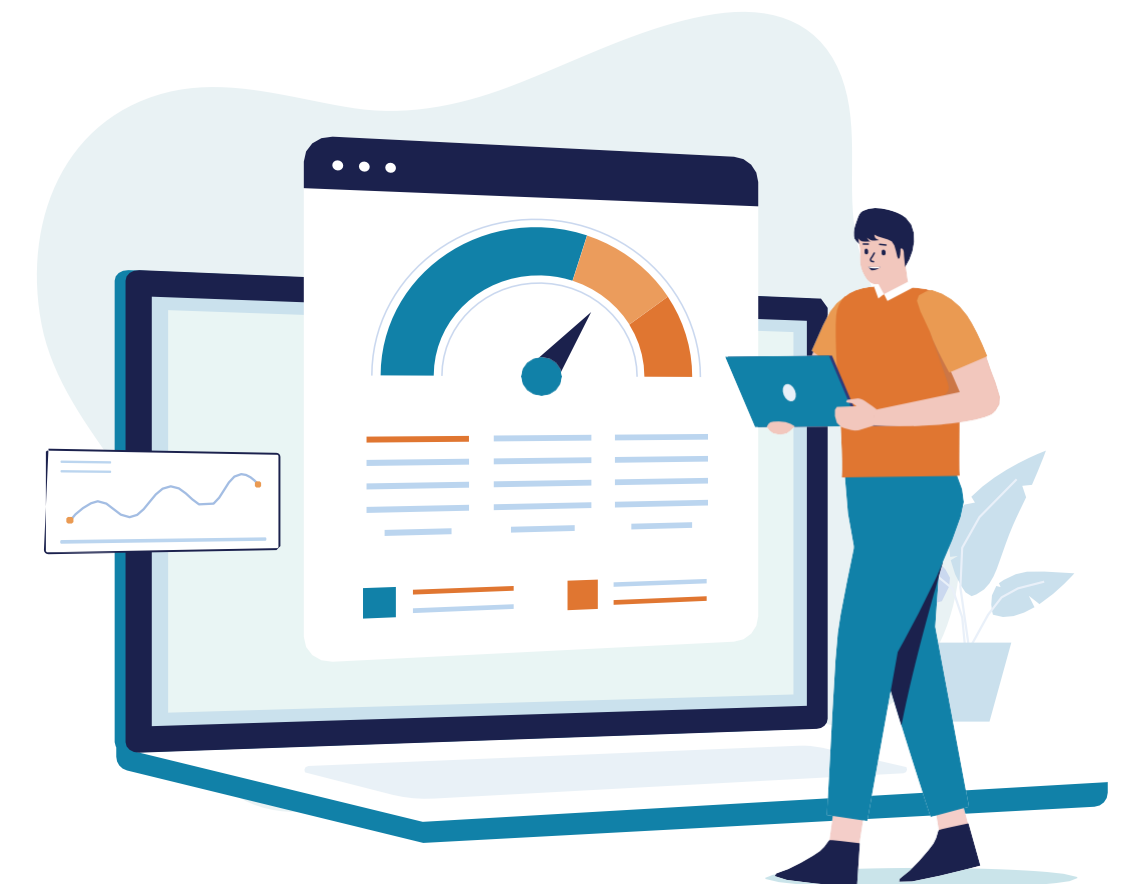
Advanced Vehicle Analytics



Optimize Fleet Total Cost Of  
Ownership (TCO)

Without AI, you're left on your own to make sense of all the data that gets collected by your telematics solution. But when you automate data collection with AI-powered telematics solutions from quality sources, Fleets can:

- ① Leverage advanced analytics to identify trends
- ② Streamline operational processes and save costs
- ③ Adapt a culture of predictive decision-making policies over-reactive decision-making policies.










# 02

## UNAVAILABILITY OF EASY TO INTEGRATE TECHNOLOGY

Integrating telematics solution in your fleet hardware come in many forms that are integrated into Beacon, OBD dongle, Blackbox, etc. to provide various functions, including:

-  Engine temperature
-  Vehicle emission
-  Tire pressure
-  GPS tracking
-  And much more

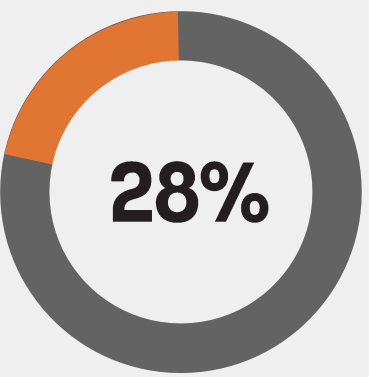
Telematics would be useless without the management of such gear. To maximize the return on investment from telematics, it is essential to match the hardware to the most useful application.

### The correct integration must be used to guarantee:

-  Minimal time,
-  Proper expenditure of resources towards installation and maintenance of the hardware.
-  Maximum effort, and

There are significant gaps in capability among numerous current top telematics systems. This is why many fleet management companies employ a variety of systems, reports, and tracking tools in their day-to-day operations.

## CEREBRUMX SURVEY SHOWS



CerebrumX Survey shows that 28% of fleet management executives can't access the right resources that can collect data from disparate sources

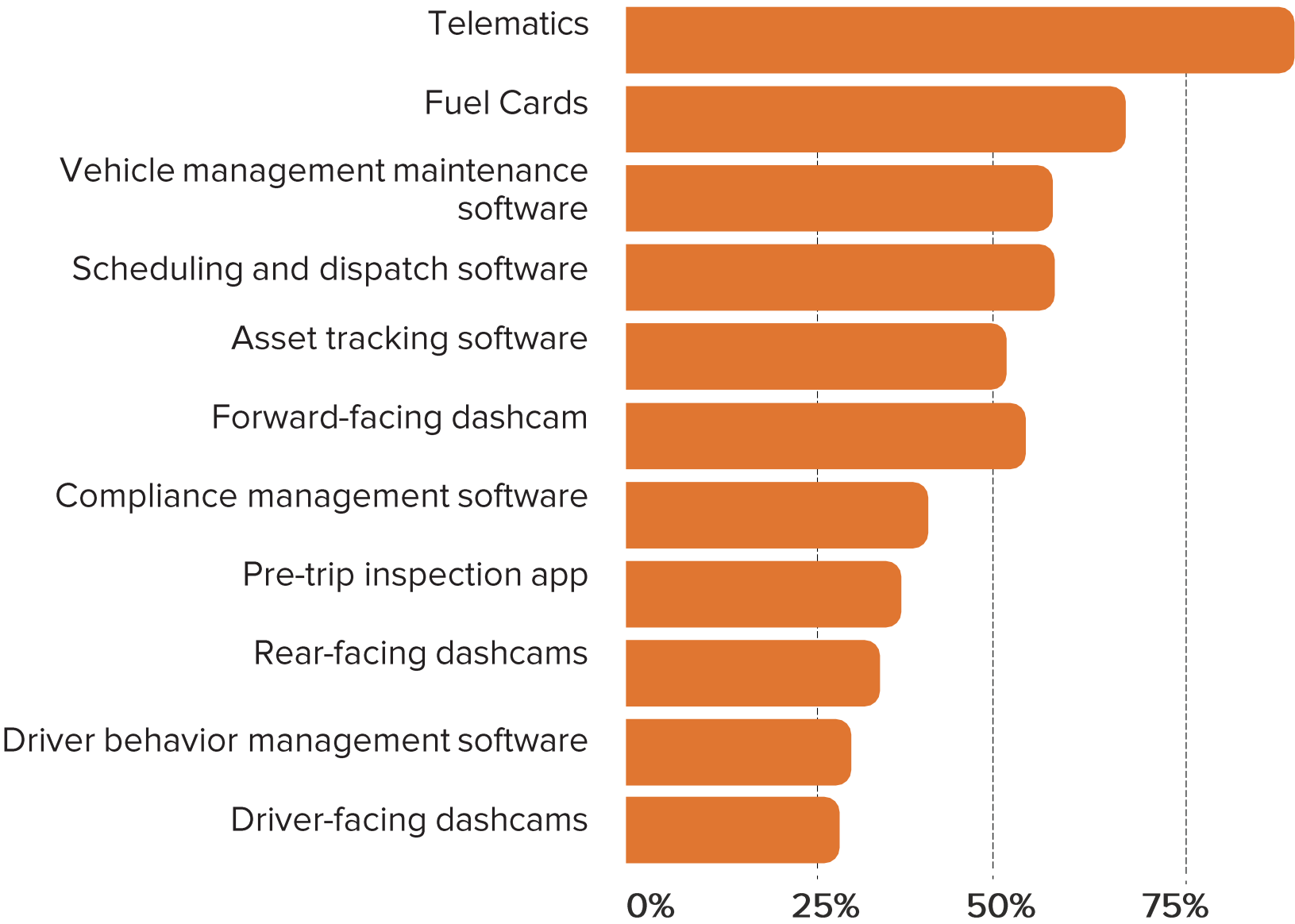






When compared to the difficulties of overseeing and intervening in just one telematics system daily, which may be extremely time-consuming, the process of managing numerous systems or dashboards to acquire visibility and control over a complete fleet becomes rather complicated.





**TECH ADOPTION MOST POPULAR FLEET MANAGEMENT TOOLS**



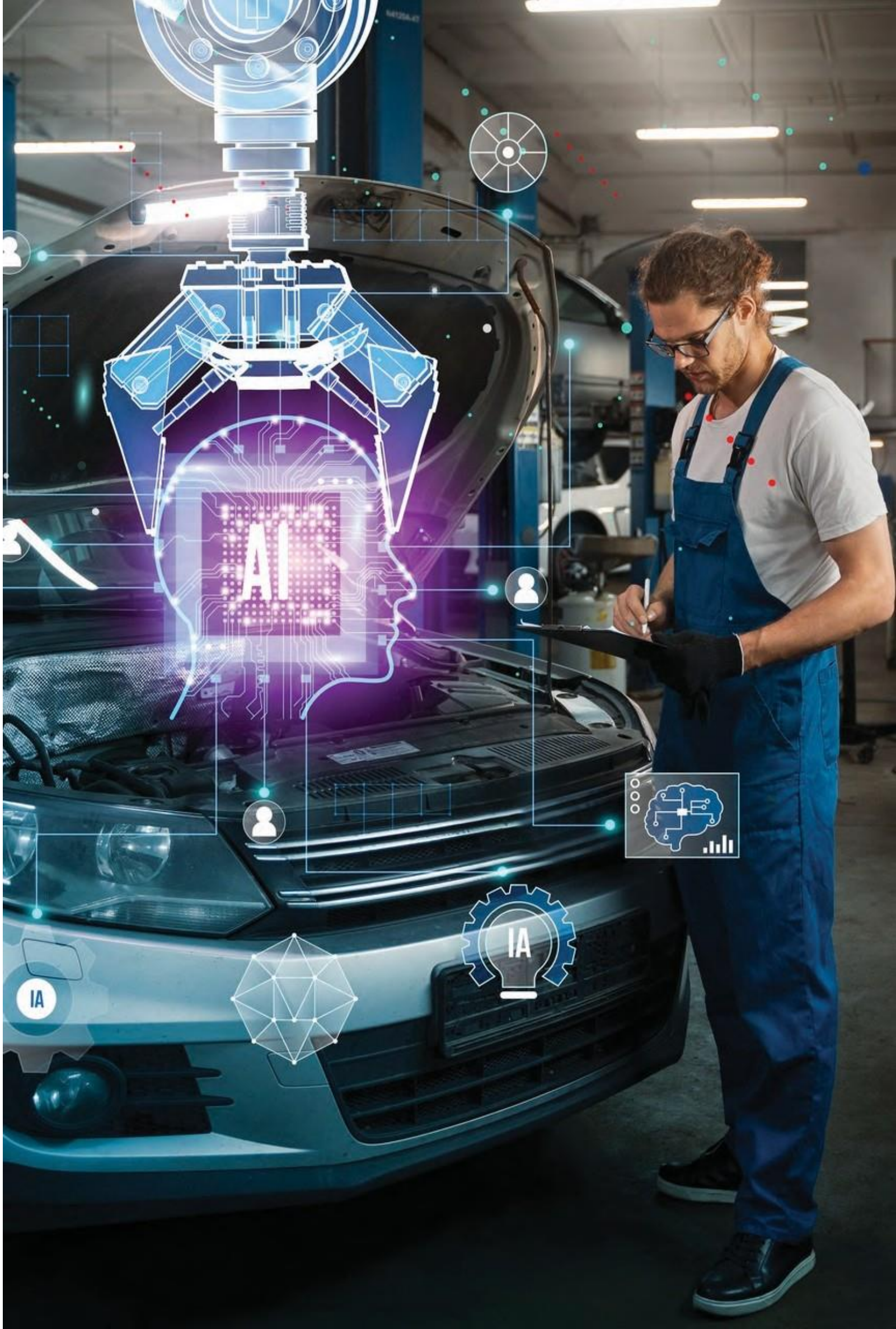


# SO HOW IS AN AI-ENABLED TELEMATICS SOLUTION AN ANSWER?

Adopt a single integration AI-powered system that is independent of external hardware or device installation. It can beat all your installation and maintenance woes. It can help make accurate futuristic predictions and support appropriate action in the present to optimize fleet efficiency with a single interface by:

-  Detecting dangerous conditions on the road,
-  Identifying driving behavior that poses a risk, and
-  Optimizing routing,
-  Predicting maintenance and safety issues using the car's in-build data sources, such as dashcam footage.

These advancements allow businesses to get the most out of their investments and boost the efficiency of traditional telematics setups.





# 03

## MYTH AS AN EXPENSIVE SOLUTION


We found out that when it comes to integrating AI and persuading C-level executives to use it, many executives believe there are financial limits. Cost is one of the major deterrents for fleet businesses and insurance providers to take on telematics (let alone AI-enabled) in vehicle insurance services.

**BUT** as per CerebrumX survey,


90% of insurers show a desire in investing AI-enabled telematics solutions because they want:

  
Mobile  
telematics


  
Connected  
vehicle data

  
Ability to accurately  
analyze driver data

### Most of the cost comes of telematics solutions comes from:

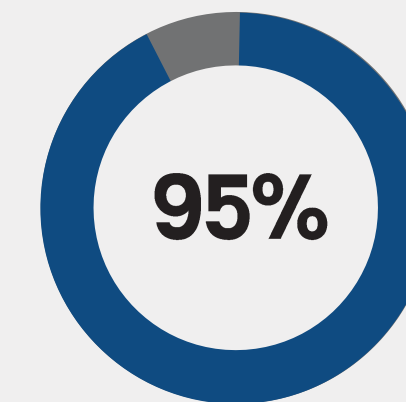
 The initial capital expenditure (CapEx) from

- Purchase of hardware and devices
- Installation charge

 Ongoing operational expenses (OpEx) from

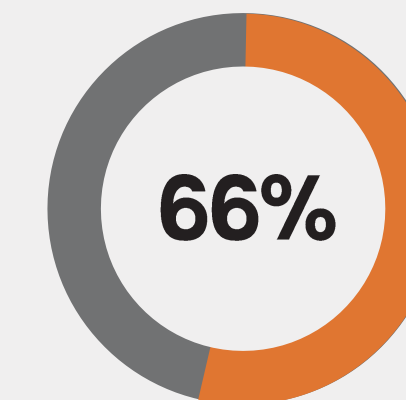
- Maintenance and repairs
- Upgrades and changes

### WE FOUND THAT:



**95% of insurers**

don't provide usage-based pricing to their clients.



**66% operate**

with an inefficient telematics system that isn't directly connected with OEMs to collect data in real time.


For insurance and fleet executives to create useful usage-based insurance programs for drivers, we believe they must have access to affordable cutting-edge platforms and technology for collecting data from various sources, such as OEMs and maintenance partners.





# 04

## PRIVACY AND REGULATORY COMPLIANCE

It's important to have a firm grasp of what counts as "personal data" and how that designation might affect drivers' right to secrecy and safety. Fleet managers must examine how their data is being utilized and also notify drivers about the data being mined to assure:

- 

Consent
- 

Protection of individual security and privacy
- 

Reduce consent-related conflicts

Manufacturers of telematics systems need to assure the responsible use of their products by investing in methods of fraud detection and the identification of fraud detection patterns, both against external miscreants and those seeking to tamper with devices.

GDPR.EU





CCPA Compliant





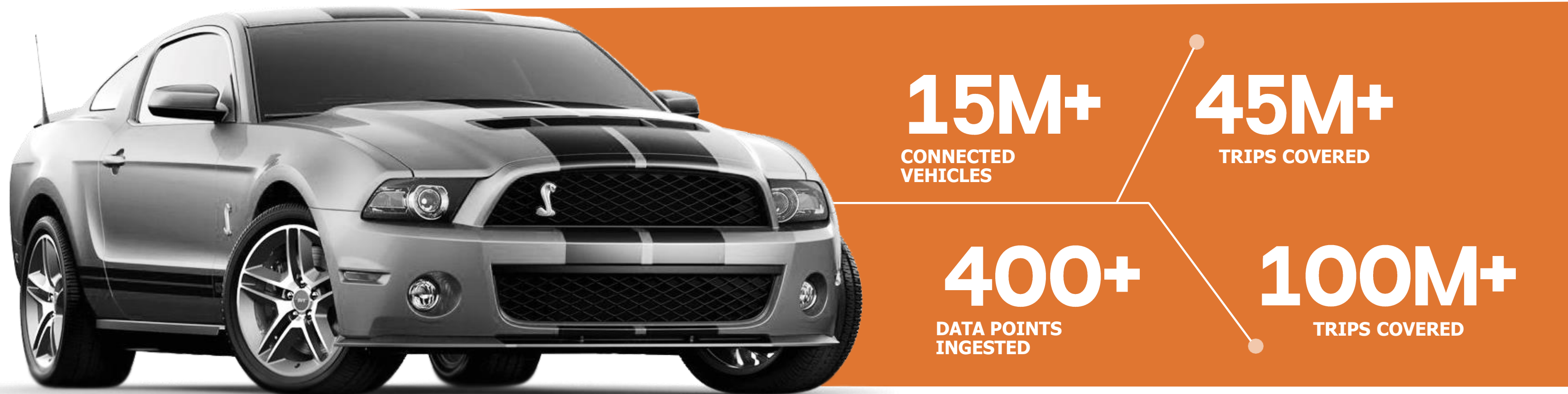
# UNVEILING FLEETCONNECT:

## An Overview

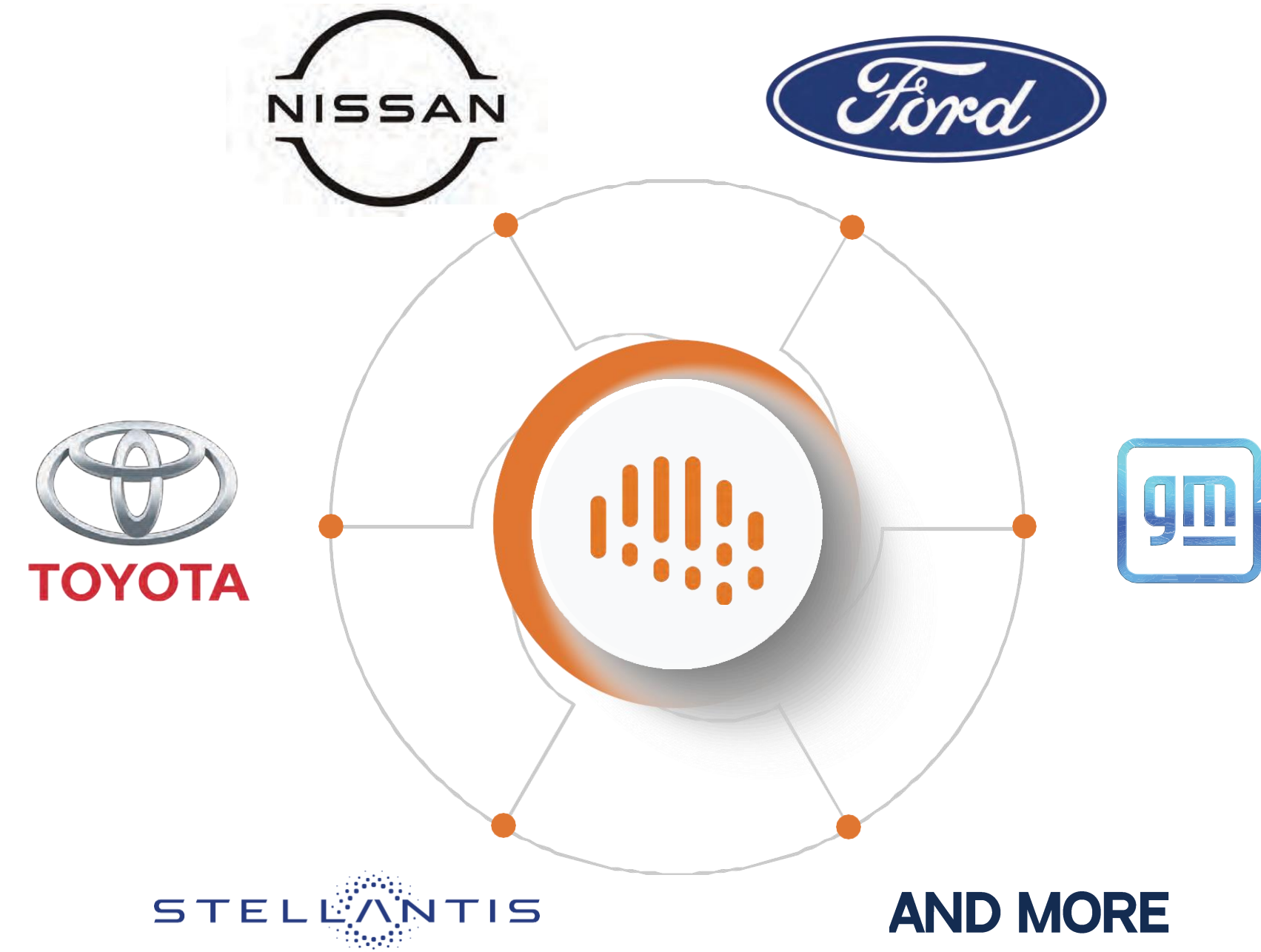
As an answer to the growing challenges of fleet management with Telematics, CerebrumX introduces its AI-driven augmented deep learning platform (ADLP) product offering exclusively for Fleets: FleetConnect. What it offers?

### An embedded telematics solution that:

- Ingests real-time data directly from the OEMs
- Compatible for vehicles with or without hardware installation
- Provides enhanced on-the-go analytics with the use of artificial intelligence

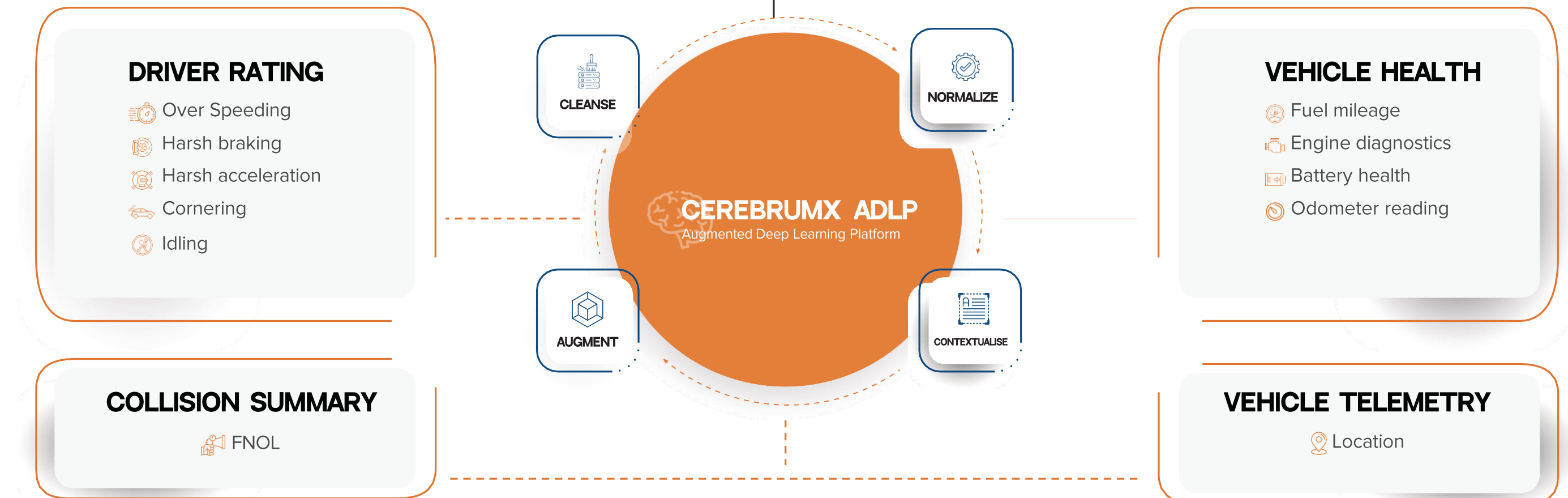
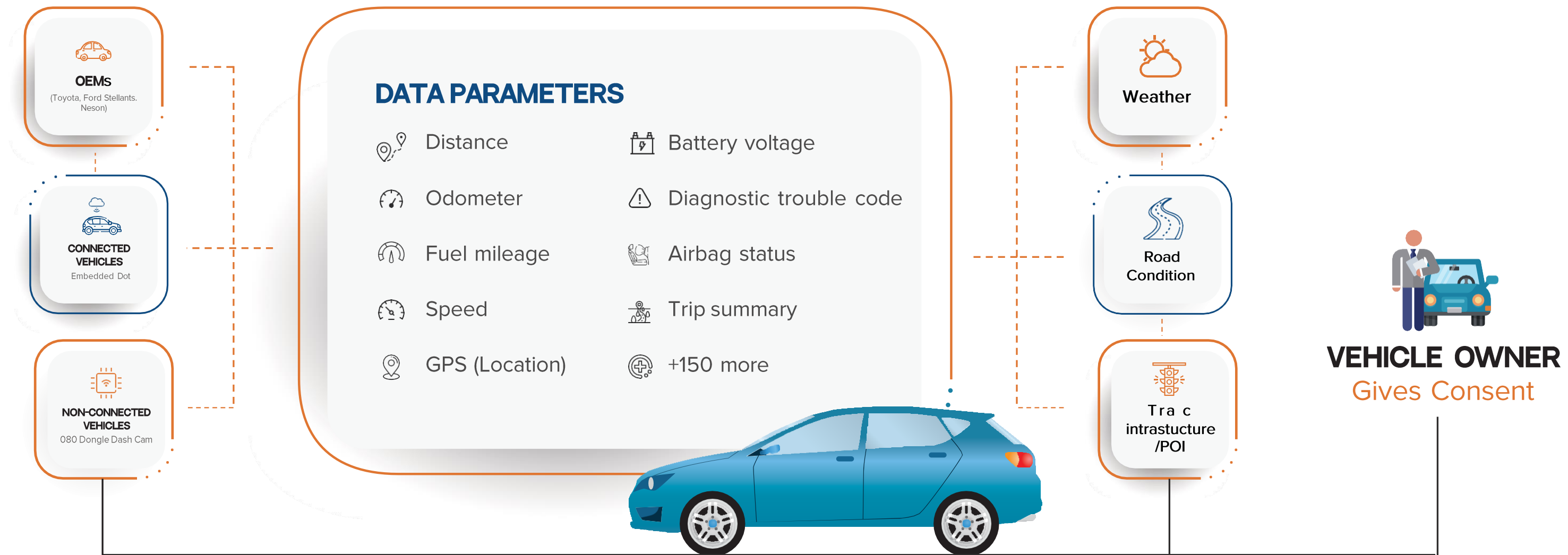






CerebrumX covers 70% of connected vehicles in North America and anticipates 98% Coverage By H2, 2023.







# FLEETCONNECT:

## A Comprehensive Solution

We discussed the challenges that put a damper on the fleet management and telematics industry above. FleetConnect emerges as a one-stop solution for all those concerns with its many features that tackle a wide range of challenges and tasks.



### ALL IN ONE EASY-TO-USE PLATFORM

Seamlessly collects information from OEM and several data points,



### GET ACCURATE DATA INSIGHTS

Makes it easy to understand with real-time actionable insights,



### FLEXIBLE INTEGRATION

Allows fleet managers to promptly address issues to minimize the cost of repercussions.







**Below are the features of FleetConnect that enable fleet managers to make use of the data:**

## **FLEET TELEMETRY Real-Time Vehicle Tracking**

The Augmented Deep Learning Platform (ADLP) at the heart of FleetConnect allows customers to tailor analytics to their exact specifications.



**Fleet managers may zero in on the KPIs that matter most to their business,**




**Gain actionable insights to improve efficiency, productivity, and cost savings, and**





**FleetConnect is tailored to meet the specific needs of every fleet, including monitoring fuel use, tracking driver behavior, forecasting repair needs, etc.**




With fleet telemetry, you can keep up with the vehicles of your fleet wherever they may be with real-time tracking. With insights from real-time data reporting, you can:

 Maximize vehicle utilization and streamline fleet navigation

 Allocate jobs based on vehicle location

 Save fuel and time with the shortest route identification

 Maintain punctuality and boost Uptime with real-time ETAs

**DATA WE USE:**

-   
**Location**
-   
**Speed**
-   
**Acceleration**
-   
**The direction of movement**
-   
**Altitude**







## DRIVER BEHAVIOR AND EFFICIENCY

### Enhancing Driver Performance

When managing a fleet, driver safety is of utmost importance.



Advanced data collecting and analysis features make it possible to keep an eye on driver behavior.



Spot potentially dangerous patterns like speeding or slamming on the brakes.



Reduce the number of accidents and improve road safety with responsible driving behavior via real-time notifications and training opportunities.

With our feature to keep an eye on the roads and drivers ensures everyone's safety. Our driver behavior insights allow you to monitor real-time driver performance and create a customized program.



Assure driver safety through proactive measures



Encourage responsible driving practices



Identify coaching opportunities for skill enhancement



Dissuade of risky behaviors on the road



In case of a collision, we provide swift response and thorough analysis to:



Access to crash  
summary data



Detailed First Notice of  
Loss (FNOL) analysis



Comprehensive  
understanding of accident  
causes and effects



Unveiling of Advanced Driver  
Assistance Systems (ADAS) data for  
collision assistance

#### DATA WE USE:



Rapid  
acceleration



Harsh  
braking



Cornering



Over  
speeding



Safety  
belt usage



Trip  
details



Airbag  
status



Collision  
severity



Event date  
and time



Event  
location





## FLEET HEALTH & DIAGNOSTICS

### Predictive Maintenance Insights

Unanticipated maintenance difficulties might halt production and lead to unanticipated costs. You can use our solution for:



Predictive maintenance to anticipate and avoid breakdowns before they happen.



Reduce maintenance costs and increases uptime by keeping tabs on vehicle health and evaluating performance data.

Our real-time data transpires to let you to create an environment of proactive maintenance with our features of predictive fleet health insights and diagnostics and service warnings. We provide:



Seamless identification of vehicle needs



Early problem anticipation with actionable suggestions



Efficient management of fleet fuel consumption



Accurate determination of vehicle residual value





**Our feature to send you a service warning can:**


- 


Elevate the performance of your fleet
- 


Help you avoid costly repairs and breakdowns
- 


Minimize downtime

**You get Prompt event-triggered notifications when:**

- 


Washer fluids level go down
- 


If there are any types of malfunctions
- 


If the vehicle overheats
- 


Coolant levels are down


**DATA WE USE:**


- 

Odometer readings,
- 

Fuel level,
- 

Battery life,
- 

Tire pressure,
- 

Coolant temperature,
- 

Engine temperature

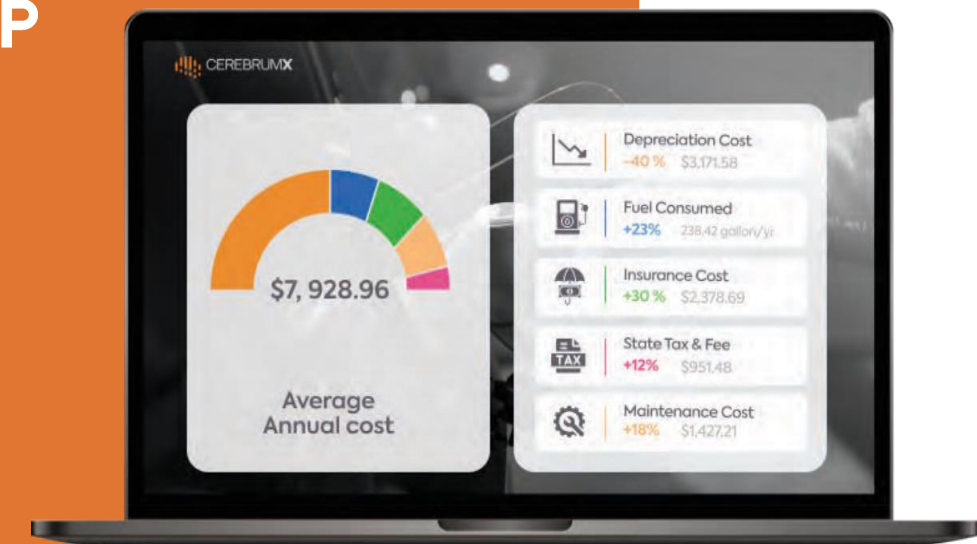






## TOTAL COST OF OWNERSHIP Holistic Financial Insights

FleetConnect comes with no CapEx, which means there are no costs of installment. Additionally, we empower you to optimize your OpEx by:



**Uncovering the substantial potential for cost reduction using real-time data insights.**



**Increase profits as a result of efficiency and cut down on unexpected expenses and total cost of ownership (TCO).**



**Make strategic choices that result in reduced operating expenses.**



How? Keep reading.

Fleetconnect provides a comprehensive financial overview of all the vehicles in your fleet to efficiently use your resources, make informed decisions, and increase the cost-effectiveness of your business.



Get comprehensive fuel consumption tracking



Manage all your insurance-related expenses for each vehicle



Monitor and optimize the taxes you owe and see where you can save



Get an inclusive approach to financial insight

DATA WE USE:



Fuel Consumption



Insurance cost



Annual maintenance



Depreciation



State fees





# THE ROAD AHEAD:

## Embracing the Revolution

### WE WILL SUPPORT YOUR EVERY SUSTAINABILITY INITIATIVE

Commercial fleets are rapidly adopting electric vehicles (EV) to go green in response to mounting pressure from national authorities and a zero-emissions business ambition.






**EV SALES**  
tripled between  
2020 to 2022

**2.3 MILLION+**  
electric cars sold in 2023 Q1  
(25% more than 2022 Q1)

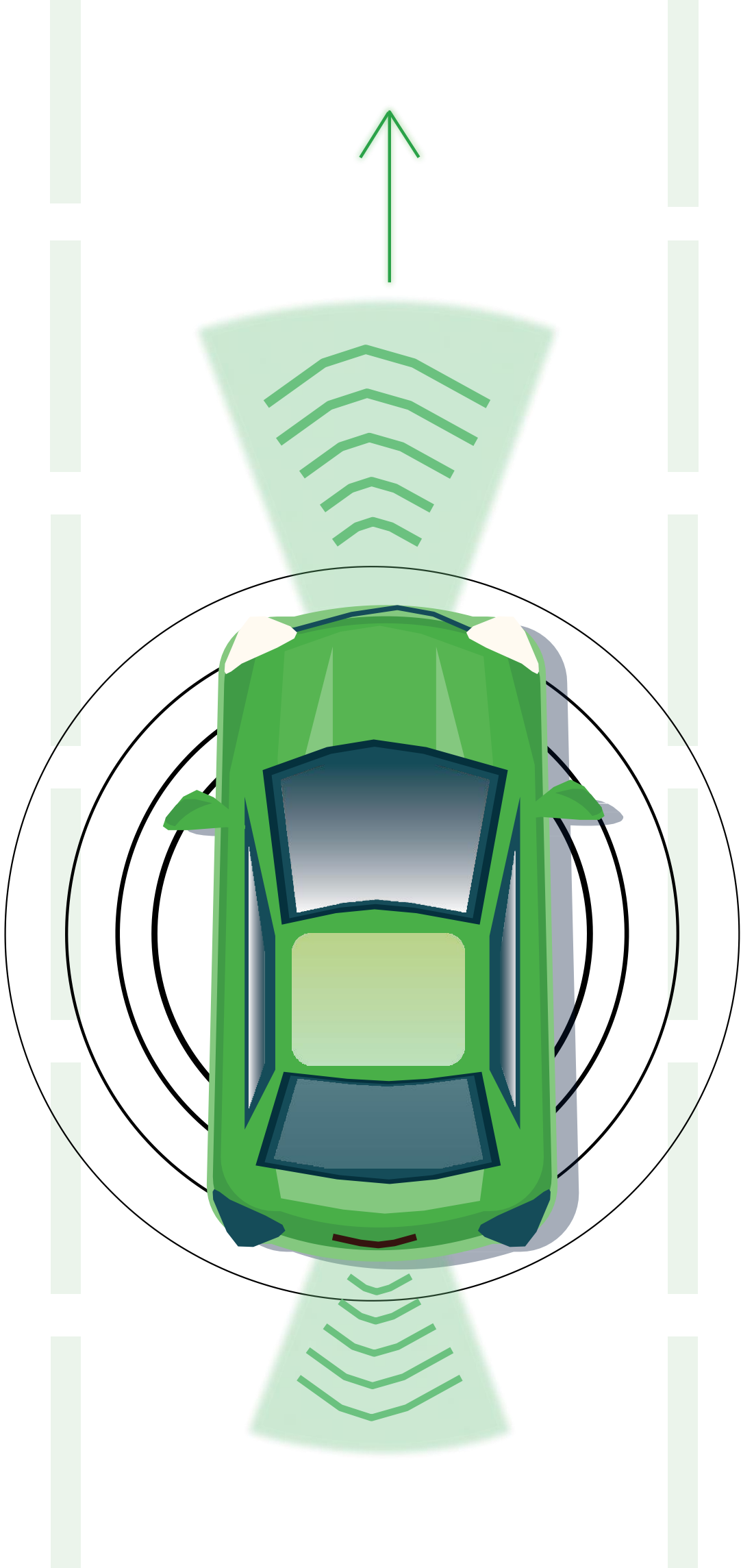
**14 MILLION**  
sales in this year  
Predicted by experts

If you're looking ahead towards a green future, we're with you.

### COMMON CHALLENGES OF ELECTRIFYING YOUR FLEET:

-  Time consuming process
-  Wide range of choices in choosing vehicles
-  Setting up charging infrastructure
-  Onboarding EV savvy staf and drivers.
-  Using energy efficiently

We guarantee that our solution will be a significant contributor to your ability to make well-informed decisions during the whole of your electrification project. Fleet electrification and charging infrastructure needs are two of the most important considerations in EV fleet management.





Powered by AI algorithms, CerebrumX's EVConnect delivers data-driven actionable insights that empower EV owners and operators. By harnessing real-time connected vehicle data and cutting-edge AI technology, EVConnect ensures efficient route planning, battery management, and predictive maintenance, enhancing overall EV efficiency and longevity.

1 **REDUCED COSTS (RATE PLAN)**

EVConnect empowers customers to choose from a range of flexible charging plans, as per their needs and availability, and bring in cost optimization.

2 **INTELLIGENT ENERGY CONSUMPTION**

EVConnect support energy and cost optimization by providing data that let customers charge their EVs at the right time to leverage excess solar optimizer and enjoy lower rates for reduced impact on energy bill.

3 **EV SMART CITY (TIME & ENERGY OPTIMIZATION)**

EVConnect allows customers to find nearest charging stations through in-car notifications, reserve charging slots and pay for services utilized, quickly and seamlessly.



Charging  
behavior,



Battery  
health,



Level  
of charging,



Energy  
consumption,



Cost of  
charging, and



Charging session data,  
such as time and location.





# INCORPORATE AI-DRIVEN DATA SOLUTIONS WITH **FLEETCONNECT**

With FleetConnect, you can unlock the real power of quality data to streamline your fleet operations, save costs, and even promote sustainability initiatives in a way that won't break the bank!

**Company-wide implementation is challenging; however, we prioritize:**

- Installation of our solution in all your vehicles without any hitches,
- Keeping sensitive information safe, and
- Educating users thoroughly

Reach out to us and choose a package that fits the needs of your business. **Get in touch** with us right now to find out how FleetConnect can boost your fleet's efficiency, improve safety, and save costs.

Visit us at <https://cerebrumx.ai/>

Write to us at [connect@cerebrumx.ai](mailto:connect@cerebrumx.ai)





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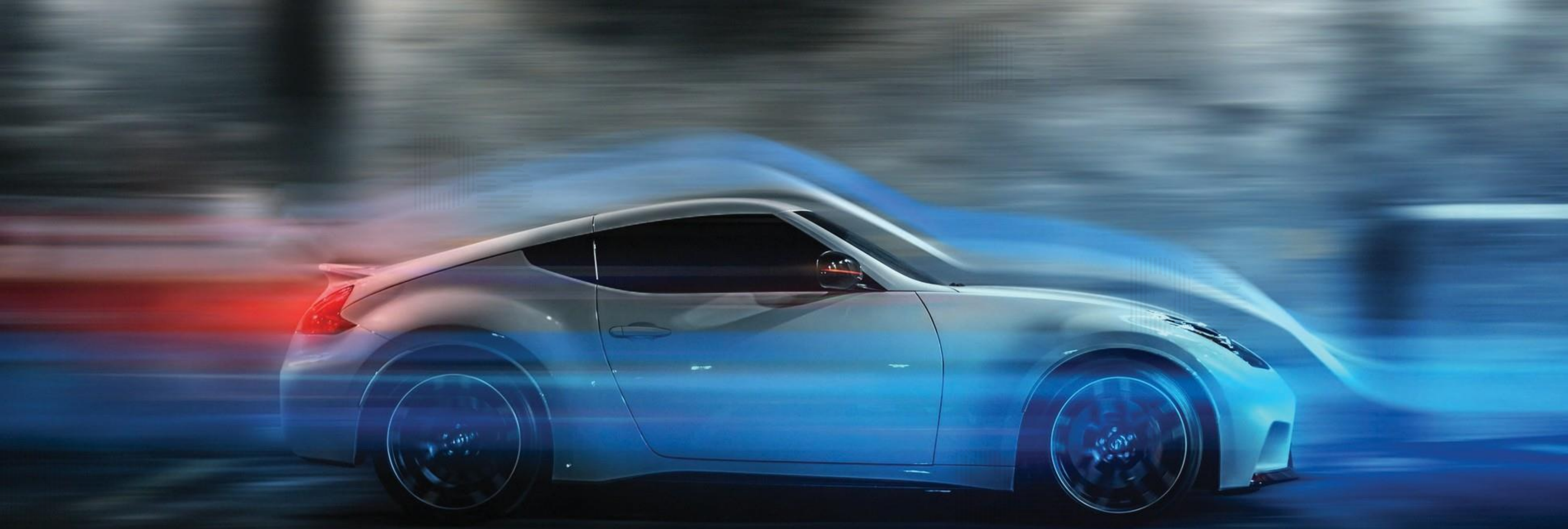
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