



GPS Fleet Tracking Solutions with Real Time Location and Movements



Guillaume Poudrier
CEO

About Geothentic:

Geothentic is a provider of GPS fleet tracking solutions that help businesses save thousands of dollars every year. We work hard to be your fleet tracking vendor, and offer competitive products and excellent customer service. We use GPS Fleet Tracking technology (Global Positioning System) to collect and record vehicle and trucks activities in order to provide real time location, movements, status of a vehicle of fleet.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: Mr. Poudrier, what is the concept behind Geothentic?

Mr. Poudrier: We have developed a very flexible tool to help companies reduce the cost associated with the management of truck fleets or vehicle fleets. We have a proactive function on our system. We can allow the company and our customer to reduce the fuel consumption of the vehicle and to have information in order to pay the right working time for their employees. It is a GPS tracking system that we call ORCA, which is a small black box that is installed inside of the vehicle. Then via a web platform, the manager can remotely access all of the information needed. You just need to get an internet connection.

CEOCFO: Where does the flexibility come in that might not be available in another product?

Mr. Poudrier: We have a patented function called Ignition Killer with that you can set a limit of time for idling; for example three minutes of idle. Therefore, after three minutes of idling the engine will shut off automatically in a safe way. Linked with that function we can do a great deal of other things. There things that we can do with police cars, such as an automatic restart of the vehicle if the battery level is too low. If the police opens the driver door the vehicle will start automatically so that they can go where the driver needs to go quickly. We have many custom features such as this one. We develop our own hardware and software so that we can adapt the system to the specific need of the customer. It is not just a passive black box. We can take action directly on the car and all of the information that we collect can be linked to a third party system, such as a CRM or ERP accounting software that the company may be using.

CEOCFO: Do you make changes based on customer feedback? How do you decide what features to add?

Mr. Poudrier: We are always adding new features based on customer feedback. We have engineers who work full time only to improve the functions of our product. In addition, we are really close to our customers and close to the market in order to stay ahead of the game. As per example, in some specific industries, like poultry, we have developed a special monitoring of temperature in the transportation process. There use to be a lot of death within the small and young poultry because of important temperature variation. Our solution consisted of three temperature probe install at key places to



relay the temperature variation to the fleet manager. This was only an example; we are trying hard to develop features with the needs of our customers in mind. When we do development like these we try to make sure we are solving an issue that will help as many potential clients as possible.

CEO CFO: *On some of your basic features, do you find that there are certain things companies do not take advantage of that they really should?*

Mr. Poudrier: We are trying hard to educate our client on different topic. For example most company have an "Idling" problem they don't know about. By "idling" we mean vehicles that have the engine on without moving. Most of our customer, before they meet us, will have an average idling time of about 30 to 40%. Being so, we try hard to educate them about this issue, and with our NTI Link System, or Idle Killer we aim at bringing this down to 10%. Not only will this make them a greener company, but will also make them save a quite good amount of money. Therefore, we have developed some automatic tools where we can show the customer the amount of money that can be saved if the customer adds this feature. Many of them just use the motor tracking function to know the time a driver is at a location, but they may benefit from knowing about the gas consumption. With the idle function, they can reduce green gas emissions and maintenance fees. We keep track of all the data to discuss and show them the benefits of adding this function.

"We have developed a very flexible tool to help companies reduce the cost associated with the management of truck fleets or vehicle fleets... It is a GPS tracking system that we call ORCA, which is a small black box that is installed inside of the vehicle. Then via a web platform, the manager can remotely access all of the information needed. You just need to get an internet connection."

- Guillaume Poudrier

CEO CFO: *Do you sell direct to your customers or work through distributors? What is your sales and marketing model?*

Mr. Poudrier: It depends where, we are presenting in 16 different countries. Mainly we work with distributors, but also have direct sales representative who develop the market, as well as support the distributors.

CEO CFO: *What is involved in implementing your system?*

Mr. Poudrier: We do a first meeting and if the customer is interested in our solution we suggest that the customer installs our free pilot project. We then install it in one or two vehicles of their fleet and can install many different options at the same time. Knowing what the customer really needs, they can now see if the system is good for them or if another function is needed. After that we go forward with the customer and begin to install our solution to the entire fleet. We have different way to implement the system. You can rent it, so that there is no upfront implementation cost for the customer which make them see the benefits from day one. We then do a training at their facility and make sure that the customer understands all of the options they have access too and all of the added features. In order to make sure they get the most out of our platform.

CEO CFO: *Are most of your new customers coming from a different system or is it the first time that they are using some type of tracking system?*

Mr. Poudrier: The market has changed over the years. When we started, for 99% of them it was their first experience with a tracking system. Today, about 25% of them already have a system in place and they are interested in changing their system to improve and add new functions. They may want to get some new feature to help them reduce the operational cost per vehicle for example. They may also want to get a better after sales service with more support, which is something that our training team offers freely. Therefore, the majority of our customers still never tried a tracking system, but we know the market will keep changing.

CEO CFO: *What has surprised you as the business has grown and developed?*

Mr. Poudrier: What has surprised me is the number of companies that did not use this kind of system and that even some big companies with a large fleet did not considered it. They still used the old method of going into each vehicle and get the odometer reading. It surprises me to see how a company can function without a tracking system. They have a great deal of high value and costs associated with each vehicle, the gas, the

maintenance fees and also the driver are just some example. The bottom line is that we offer an easy way to save an important amount of money which will yield to better financial result at the end of the year.

CEO CFO: *How is business these days?*

Mr. Poudrier: Business is really good these days. Last year we grew our income by 60% and we will try to stay in these numbers for the upcoming years. We got some very interesting projects which keep the business growing fast and very well.

CEO CFO: *What was the reason for the 60% growth and how do you continue it?*

Mr. Poudrier: It is all about the solution we've develop. It is at the same time flexible and adaptable to the specific needs of the customer. It is very affordable even for very small companies. We had a successful vertical approach in some market, the petroleum industry been an example. Another reason is that we will listen closely to the need of each market diversity. For example the need are different in Africa than in North America. Taking in account their economical situation allow us to take a competitive place in local markets. Diversification is also a dominant factor of our success. Being in more so many country allow us to overcome recession or market slowing down. If the US market become too hard, we can concentrate more on Algeria for result. But at the end of the day, it comes down to a young management team that work hard to answer consumer need whoever and wherever they are.

BIO: Guillaume Poudrier, CEO

After some years on the market I saw a empty hole for GPS tracking solution. I then founded Géothentic in Trois-Rivière in 2006. The business was hard but the sales where good. I worked hard the first few years building up the customers and the product. After a while we were already a small team and moved to a bigger office in Montreal. Not after long, our growth was pretty impressive and to maintain it we had to look overseas for new markets. We then started to develop in Africa, United-States, Central and South Africa. Today I can say that Géothentic is a worldwide provider of fleet management solutions.





GEOTHENTIC

Geothentic

**2177 Masson
Montréal, QC H2H 1B1
1 888-377-0269
www.geothentic.com**