



Ctrack Selected by Northumbrian Water Limited to Target Fleet Improvements

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Advanced telematics solution to improve road safety, increase asset utilisation and reduce fuel costs

SAN DIEGO--(BUSINESS WIRE)--Sep. 7, 2017-- [Inseeogo Corp.](#) (Nasdaq:INSG) – a leading global provider of software-as-a-service (SaaS) and solutions for the Internet of Things (IoT) – announced that Northumbrian Water Limited (NWL), one of the largest water utilities in the UK, has teamed up with Ctrack, an Inseeogo company, to develop and implement an advanced telematics solution that will help improve road safety, increase asset utilization and reduce fuel costs. The web-based Ctrack Online system will be used, in combination with driver identification and real-time feedback tools, across a fleet of 900 vans used by the mobile workforce of Northumbrian Water and Essex & Suffolk Water that operate in the north and south-east of England. The win resulted in Ctrack adding its 8th water utility in the UK to its client base and truly making Ctrack one of the leading telematics providers within this telematics vertical.

The Ctrack solution was selected following a competitive tender process based on the superior functionality and ease-of-use of the technology, along with Ctrack's core values and partnership approach. With Ctrack Online, NWL replaces a legacy system and will significantly expand its tracking capabilities, increase the availability of operational insight and business intelligence within the organization.

The Ctrack solution will be used to support five areas of the business – maintenance, water treatment, meter reading, commercial services and waste water – across both the Northumbrian Water and Essex & Suffolk Water operations. The fleet and scheduling teams, based at NWL's headquarters in Durham, will be using the system daily, while a large number of business and operations managers will have controlled access to relevant information. An executive dashboard will also be used to provide a summary of business-critical data to the senior management team.

With NWL operating a pool of fleet vehicles used by multiple engineers, the company will use a driver identification system to gain greater understanding of the status and whereabouts of its engineering team. By separating driver and vehicle data, the company will be able to monitor and report on six key performance indicators – driver behavior, speeding, compliance, working times, utilization and fuel costs. The information will also be used to support the investigation of vehicle collisions and fleet-related complaints from members of the public.

The dashboard-mounted Driver Behavior Indicator (DBI) will alert engineers of any infringements when on the road and encourage improved performance behind the wheel. Green, amber and red lights will display a cumulative series of warnings, while a sustained period of improved driving will allow the lights to be cleared. A Driver App will also provide access to an individual driver score that can be viewed alongside a company average score. A breakdown will include harsh acceleration, braking and cornering, as well as speeding and excess idling, with a peer comparison for each, so engineers can understand their own areas of improvement.

Kate Wilson, Fleet Manager of Northumbrian Water Limited commented: "Safety, and in particular protecting our drivers, is a priority for the business, so we needed a telematics solution that would not only focus on operational performance but also contribute to the wellbeing of our employees. Improving driver behavior is key to operating responsibly, and the Ctrack solution will prove to be hugely valuable moving forward. The speed, simplicity and accessibility of the system means it can be used to support a wide range business and operational functions as well as target continuous improvement."

John Wisdom, European Managing Director of Ctrack said: "We work closely with our customers to create highly-effective and easy-to-use solutions in line with individual objectives, which target the biggest opportunities and most significant areas of improvement. Our ability to capture and convert telematics data into useful, tailored and meaningful management information, means we are best-placed to help deliver significant business benefits by improving productivity, reducing costs and delivering a rapid return on their investment."

ABOUT INSEEGO CORP.

Inseeogo Corp. (Nasdaq: INSG) is a leading global provider of MiFi®-branded intelligent wireless solutions for the worldwide mobile communications market and software-as-a-service (SaaS) and solutions for the Internet of Things (IoT). The Company sells its telematics solutions under the Ctrack brand, including its fleet management, asset tracking and monitoring, stolen vehicle recovery, and usage-based insurance platforms. Inseeogo Corp. also sells business connectivity solutions and device management services through Inseeogo North America (formerly Feeney Wireless). The Company is headquartered in San Diego, California.

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