



OEM/ CHANNEL

CONNECTED OEM PLATFORM



A CENTRAL INTELLIGENCE SYSTEM CONNECTING ASSETS, PEOPLE AND PROCESSES

IoT for industrial manufacturers (sometimes called the Industrial Internet of Things or IIoT) is a game-changer for the sector

The right IoT platform delivers significant business-efficiency benefits – including improved processes, production, product quality and system integration.

In addition, IoT can offer new revenue opportunities as the potential for new customer services and market functionalities allow for stronger relationships to be forged with end users.

The Microlise OEM Platform allows you to build value and competitive advantage while strengthening customer engagement.

And it is value that is measurable. Data from the OEM Platform delivers critical product usage intelligence. Customer support is also strengthened by improved engineering and product performance and through more timely and proactive first time fixes. Other value-adds include improved warranty control and better repair and maintenance management.

KEY BENEFITS:

- ✓ Enhanced customer engagement
- ✓ Increased aftermarket performance
- ✓ Advanced services enablement
- ✓ Customer service transformation
- ✓ Engineering process improvement
- ✓ Increased cost control



CONNECTED FROM END TO END...

The Microlise OEM platform acts as a central intelligence system, to transform what's possible - connecting assets, people and processes to improve customer outcomes, increase ROI and manage operational complexity.

FEATURES:

- + Remote health, diagnostics & repair
- + Asset performance management
- + Fleet visibility & security
- + Usage monitoring & predictive analysis

BENEFITS



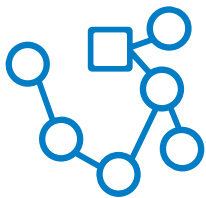
ENHANCED CUSTOMER ENGAGEMENT

The Mlcrolise OEM platform enables you to provide unique applications for your customers, helping them to run their business in a more effective and safe way.



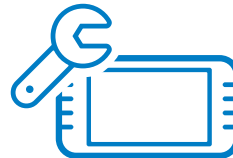
INCREASED AFTERMARKET PERFORMANCE

By providing information about asset performance in the field, you can drive the performance of aftermarket teams.



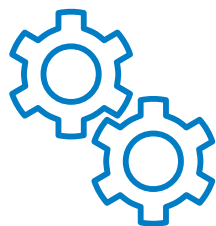
ADVANCED SERVICES ENABLEMENT

Connecting field based assets and machines provides a platform to launch a range of new business models to customers, differentiating your sales offer from traditional and disruptive competitors.



CUSTOMER SERVICE TRANSFORMATION

By understanding real asset condition in the field, your service organisation is able to develop and deliver enhanced service to clients improving response times and first time fix.



ENGINEERING PROCESS IMPROVEMENT

By connecting your assets and machinery your engineering teams gain better understanding of duty cycles and can feed this information back into on-going product development



IMPROVED COST CONTROL

Warranty systems provide vital data to help companies manage product quality and its associated costs. By connecting assets in the field, an early warning system can be implemented, bringing huge benefits in terms of cost management and customer experience.

FEATURES



Remote Health, Diagnostics & Repair

Understanding the health of vehicles in the field is critical to your customers and to your support teams and product engineers.

The Microlise OEM Platform collects asset health data in real-time to allow:

- Customers and support staff to make timely maintenance decisions based on real-time monitoring, to contain or reduce costs
- Access to data from remote assets to improve product performance and strengthen customer satisfaction
- Full visibility of asset uptime - a critical measure to support customer satisfaction metrics.

BENEFITS:

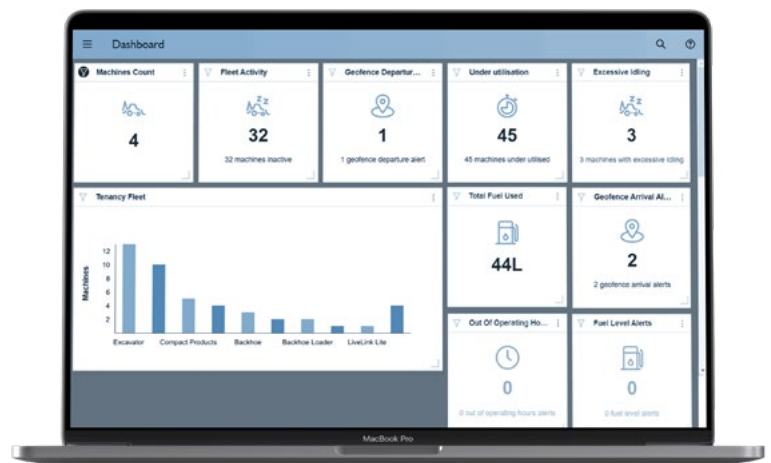
- ✓ Improved customer service
- ✓ Higher asset uptime and availability
- ✓ Better cost control

Asset Performance Management

Understanding how your assets are performing and how they are being used in the field is critical to your customers.

The Microlise OEM Platform delivers real time asset performance data via a series of dedicated white-label applications, helping your customers to manage their asset in the safest, most effective and productive way possible.

This performance data is also invaluable to your service and engineering teams as lessons learned can be incorporated into the support process and in future product designs.



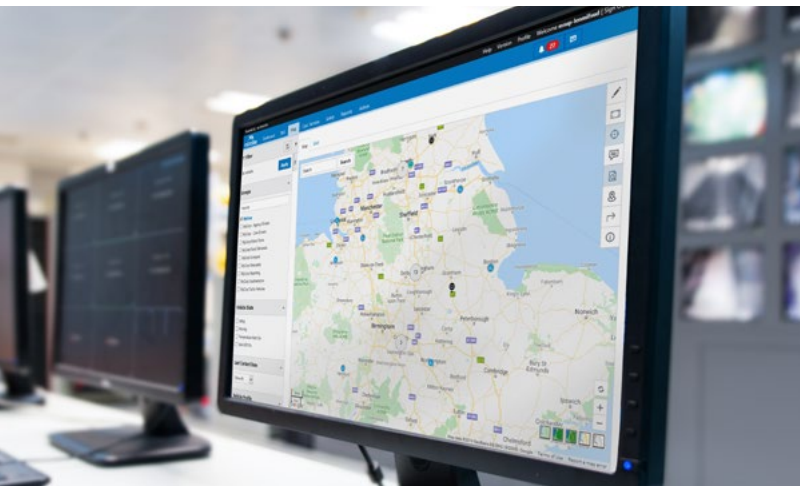
BENEFITS:

- ✓ Increased visibility of asset performance
- ✓ Streamlined development cycle
- ✓ Enhanced customer experience

FEATURES

Fleet Visibility & Security

The OEM Platform provides your customers with enhanced levels of asset security and can drive increased efficiency in their business.



With full integration to Google Maps, you secure both real-time and historical asset location, usage and movement metrics.

Geofences can also be set for mobile assets, providing system alerts if assets enter or exit specific locations.

With fully tailored software and reporting, asset owners can access the information needed to maximise fleet management.

BENEFITS:

- ✓ Increased asset security
- ✓ Greater operational efficiency
- ✓ Improved cost control

Usage Monitoring & Predictive Analysis

Microalise has developed a suite of products that provide access to critical information at the touch of a button. Utilisation reports are tailored to users to ensure they meet precise information requirements and provide actionable insight for both managers and operational staff. With asset type and user groupings, key decision makers are armed with the intelligence they need to make timely decisions about fleet composition, size and structure.

Big Data analytics can provide you with valuable insight to drive faster and smarter decision-making. Data is one of the most valuable assets companies have at their disposal. How you gather, manage and interpret that information can deliver significant benefits and improve resource allocation.

Through data collection and subsequent analysis, the OEM supply chain becomes more visible allowing you to drill deeper into customer preferences, market trends and any supply chain shortcomings that may be revealed. For example, by analysing product usage and location, you can better anticipate customer service needs and improve user experience.



BENEFITS:

- ✓ Improved product development
- ✓ Effective cost management
- ✓ Enhanced customer service



TRUSTED TECHNOLOGY AND ESTABLISHED EXPERTISE

Microlise works with global manufacturers to deliver connected assets to support key focus areas including:

- › Customers/end users
- › Aftermarket (parts/service) management
- › Product sales
- › Engineering & design
- › Dealer/workshop control
- › Product quality

WE'VE BEEN
PERFECTING AND
DEPLOYING OEM
TECHNOLOGIES FOR
OUR PARTNERS FOR
OVER **30 YEARS**

WE SUPPORT OVER
500,000
ASSETS GLOBALLY

KNORR-BREMSE

To enhance its technical and engineering support for commercial vehicle fleet operators, Knorr-Bremse offers the ProFleet Connect solution from Microlise.

With a comprehensive services package, ProFleet Connect empowers fleet operators to utilise their fleets more efficiently and to ensure their drivers develop safe and economical driving habits.

By concentrating on tracking and by improving the service fleet operators provide to their customers, Knorr-Bremse is strengthening customer connections, helping them to forge more efficient and flexible fleet operating practices.



KEY PLATFORM BENEFITS:

- ✓ Fleet-wide visibility and tracking
- ✓ Utilisation, efficiency and safety analysis
- ✓ Distribution planning and execution management
- ✓ Driver and mobile worker empowerment

TATA



TATA Motors is continuously engaged in making transportation more profitable and efficient for their customers. The TATA Fleetman program is focused on helping owners to manage their fleet in a more controlled way to improve productivity and cost management.

Fleet operators can monitor their fleets in real time, minimise fuel wastage, optimise utilisation and monitor driver behaviour to enhance safety and efficiency while reducing operating costs.

KEY PLATFORM BENEFITS:

- ✓ Fleet efficiency management
- ✓ Customer service and delivery performance improvement
- ✓ Real time monitoring of fuel consumption
- ✓ Vehicle and consignment security enhancements

JCB LIVELINK

Machinery uptime is of critical importance to JCB. The JCB LiveLink connected machinery program is focused on helping the aftermarket team at JCB to provide the industry's finest customer support.

JCB dealers and customers are able to monitor machine activity remotely, ensuring that machines are operated in the safest and most efficient way and that maintenance is performed correctly in line with customer needs.



KEY PLATFORM BENEFITS:

- ✓ Customer machinery uptime support
- ✓ Web applications to help customers to manage efficiency and safety on-site
- ✓ A support tool for engineering and manufacturing teams

MAN FIT-TO-GO

The MAN Fleet Management platform has supported them to realise operating cost savings and optimise their fleet activity. The system provides information, data processing and telecommunications capabilities to maximise fleet management, logistics and control.

The platform has also helped MAN's customers to make significant fuel savings and optimise fleet activity.



KEY PLATFORM BENEFITS:

- ✓ Customer facing applications to improve fuel economy and road safety
- ✓ Improved compliance documentation
- ✓ Dealer workshop planning software

ROBUST, FLEXIBLE, SECURE AND SCALABLE

At the core of our connected system is a proven solution that delivers on a range of operational and customer-focused outcomes including:



Quick start

Deploy your connected programme at speed for early ROI.



White label

Branded to support your unique customer offering.



Visibility

Delivers asset-specific insight to increase productivity, efficiency and control.



Flexibility

Our bespoke, fit-for-purpose solution is precisely tailored for faster integration and reduced resource overheads.



Security

The Microlise OEM Platform provides unrivalled, end-to-end security from device firmware through to protected cloud storage.



Robust

Approved hardware and unsurpassed application uptime delivers reliability across the toughest of applications



Scalability

Deploy the solution at speed and scale up by simply adding more connections.



Support

An IoT implementation is not just about technology. By selecting a partner with an established track-record and product expertise you benefit from ongoing product refinement and proactive project management support.

CONNECTED FROM END TO END

By combining your market knowledge and expertise, with our quick to market solution, you can increase your competitive edge and deliver increased ROI.

Our trusted solution can be adapted to fit existing corporate processes and be branded as you wish, to align precisely with your existing portfolio.

With tailored support from Microlise, you can increase end customer engagement and help them to reduce costs, cut their environmental footprint and significantly boost vehicle health and operational effectiveness.



Want to discuss how we can design and build an asset monitoring, tracking, recovery and security solution that aligns with your business needs?

Please call us on **+44 (0)1773 537000**

Or visit **www.microlise.com**



ABOUT MICROLISE

Our mission at Microlise is to support organisations to run their business more cost-effectively, compliantly and efficiently

Our telematics, real-time journey management and proof of delivery solutions unlock profitability, simplify processes and strengthen safety and customer engagement, while reducing environmental impact.

We support 14 of the UK's 15 largest retailers as well as JCB, MAN Truck & Bus UK and Tata Motors amongst others. We help our customers to cumulatively save millions of pounds on annual fuel costs while reducing CO2 emissions by hundreds of thousands of metric tonnes.

Our business is supported by our culture which guides the way we behave, the way we work, the way we connect with our customers, and the way we support and develop our people.

Operating for over thirty years, we are a privately-owned business, based in Nottingham in the UK, and with offices in Europe, India and Australia. We are the proud recipient of two concurrent Queen's Awards for Enterprise - International Trade in 2018 and Innovation in 2019.

OUR PURPOSE IS TO
ENABLE A SAFE, EFFICIENT
AND RESPONSIBLE
CONNECTED WORLD



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