

Gurtam Community.

10 facts about the biggest telematics force

Anastasiya Eroho

Head of Marketing Department, Gurtam



What is Gurtam Community

Partners

Developers



Hardware
manufacturers

Gurtam

What is Gurtam Community

- 1,600 partners
(1,200 direct ones and 400 dealers)

Partners

Developers



Hardware
manufacturers

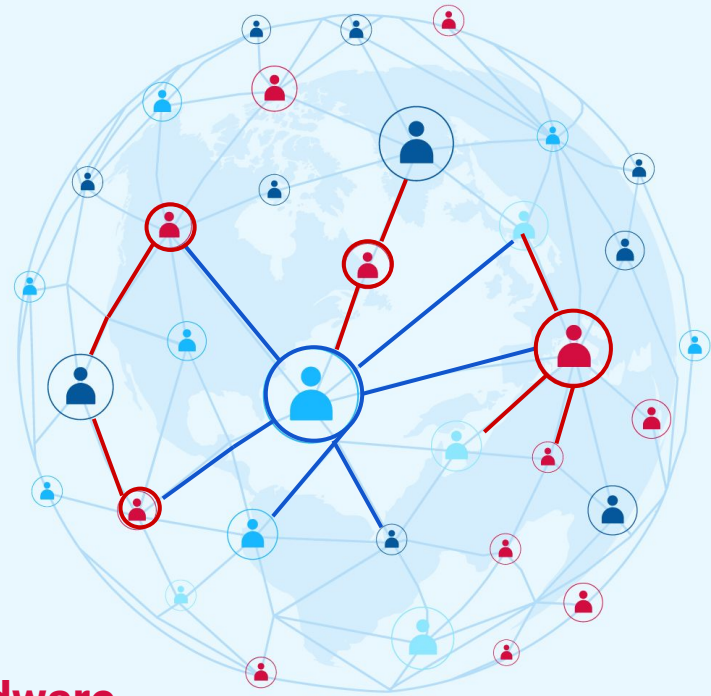
Gurtam

What is Gurtam Community

- 1,600 partners (1,200 direct ones and 400 dealers)
- 500 hardware manufacturers (including competitors)

Partners

Developers



Hardware
manufacturers

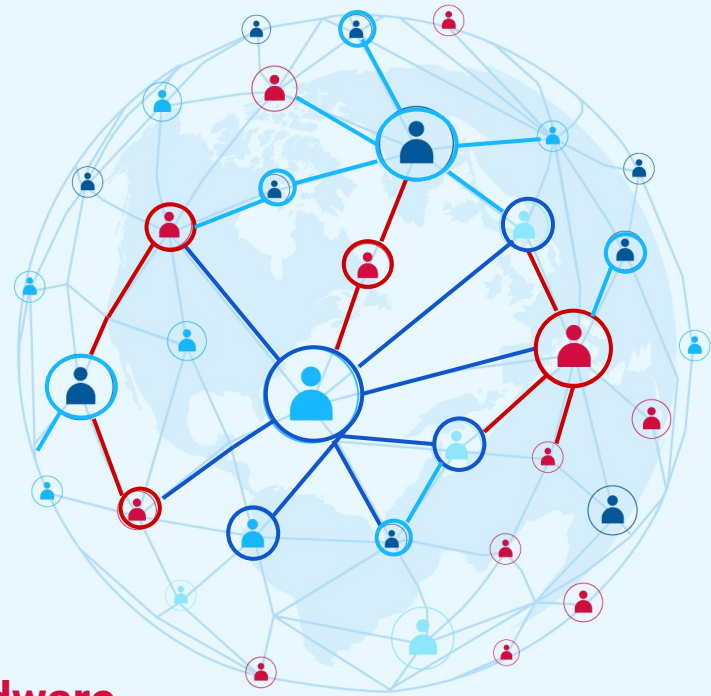
Gurtam

What is Gurtam Community

- 1,600 partners (1,200 direct ones and 400 dealers)
- 500 hardware manufacturers (including competitors)
- developers of Wialon-based solutions

Partners

Developers



Hardware
manufacturers

Gurtam

Gurtam Community: a complicated structure

One member – many roles

- partner + software developer
- hardware manufacturer + partner
- competitor + winner of awards based on number of units on Wialon



10 facts



27,636



27,636

people in CRM used for this research
(+2,200 during the preparation)



Fact #1.

If Gurtam had one partner...



Fact #1. If Gurtam had 1 partner...

Carlos

He is from Russia

Uses Wialon Hosting

Works in fleet management

Has 1,500 units

10 years in business

4 years with Gurtam

Company size is 9 people



incl.



Fact #1. If Gurtam had 1 partner...

Carlos

Uses Teltonika

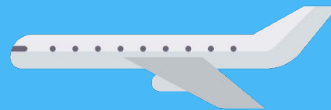
Works under personal brand

Uses 1 third-party app

Traveled 4 hours to Minsk yesterday

Will listen to 15 hours of presentations during TelematiX

Will enjoy 19,5 hours of networking



15 hours
10 minutes



19 hours
30 minutes

1,600




Regions

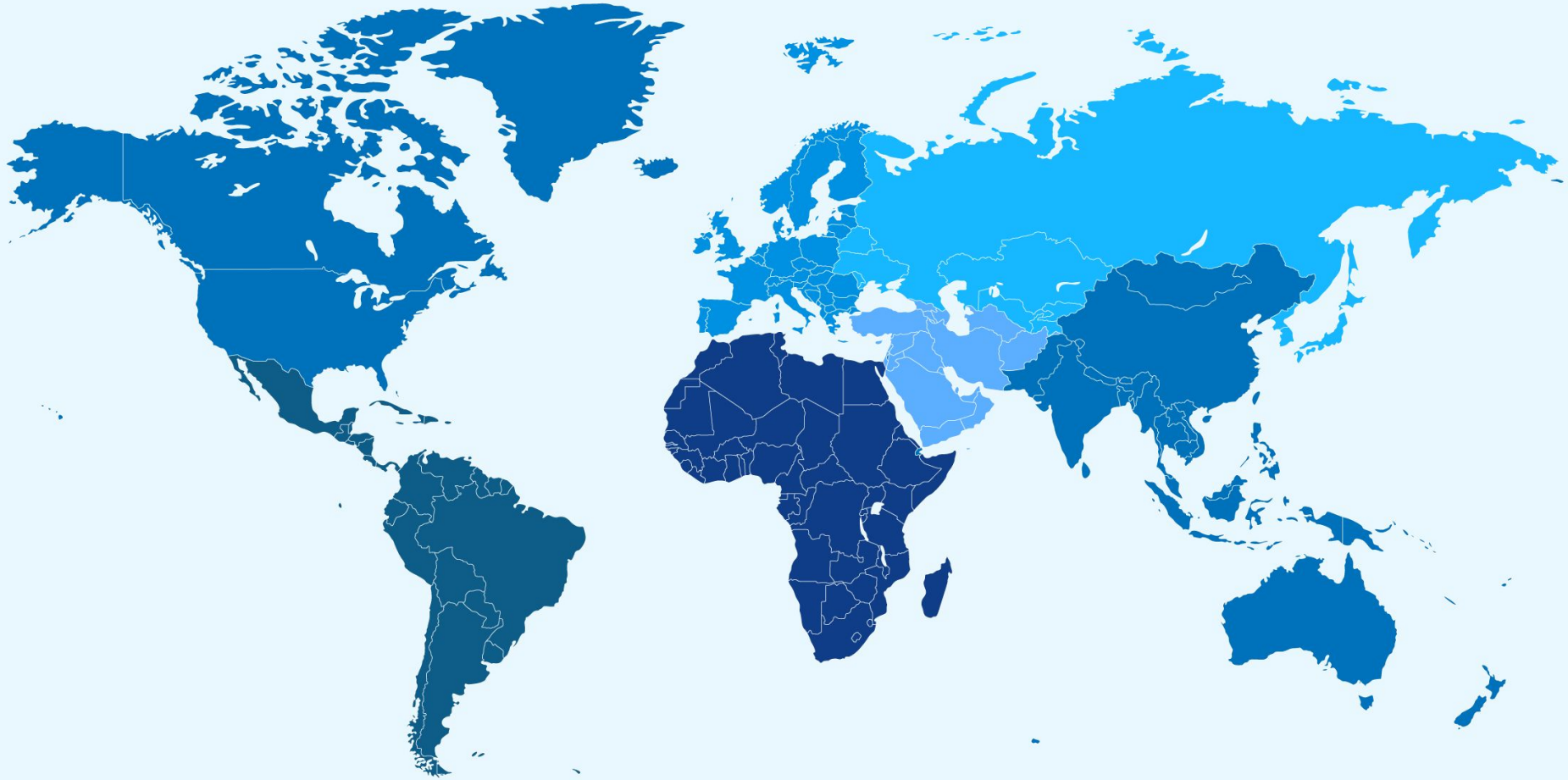


Fact #2.

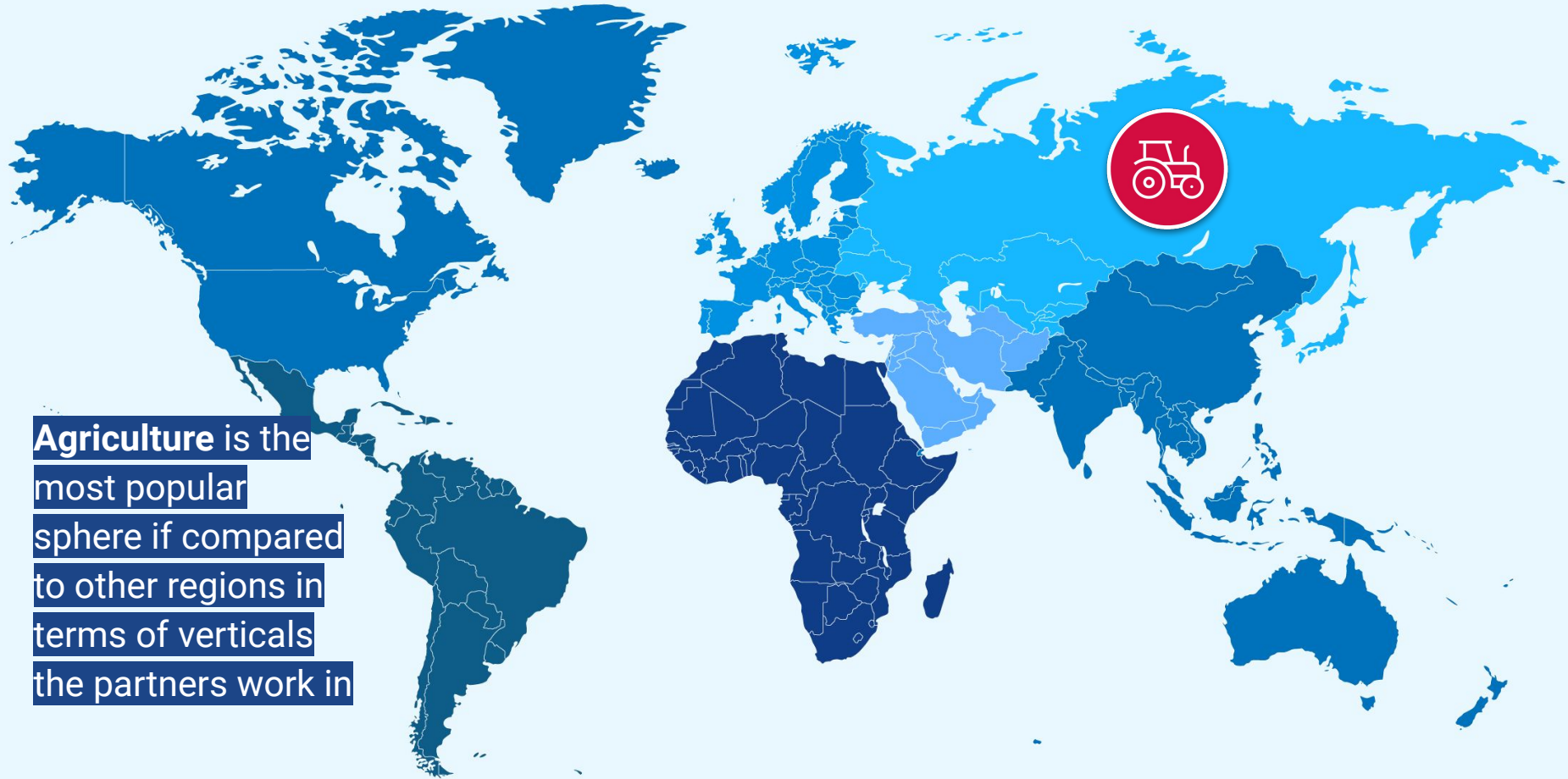
Partners: Americas specialize on asset tracking, while APAC is in personal monitoring



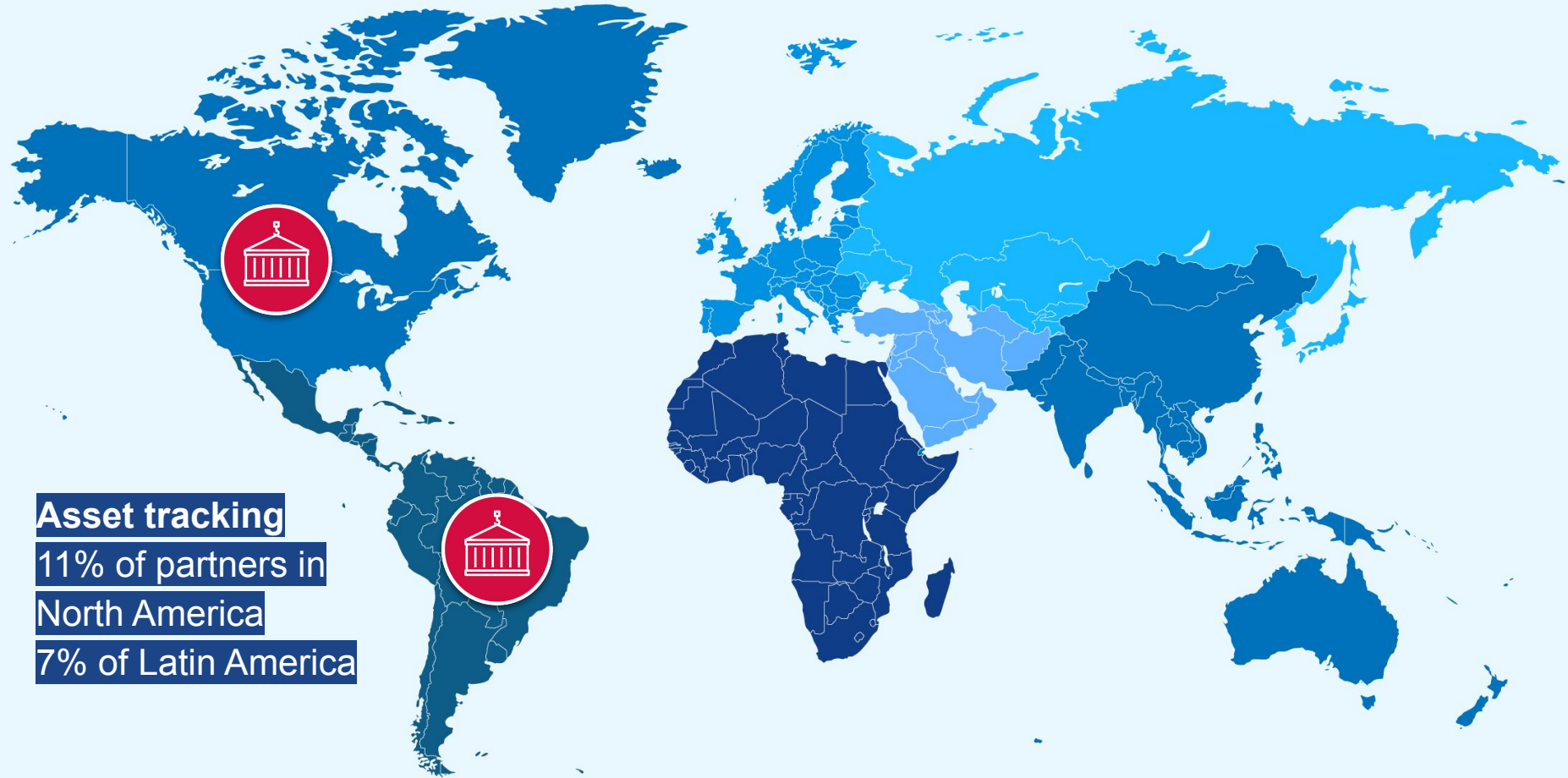
We all are in fleet management – but not only



Fact #2. Business verticals by region



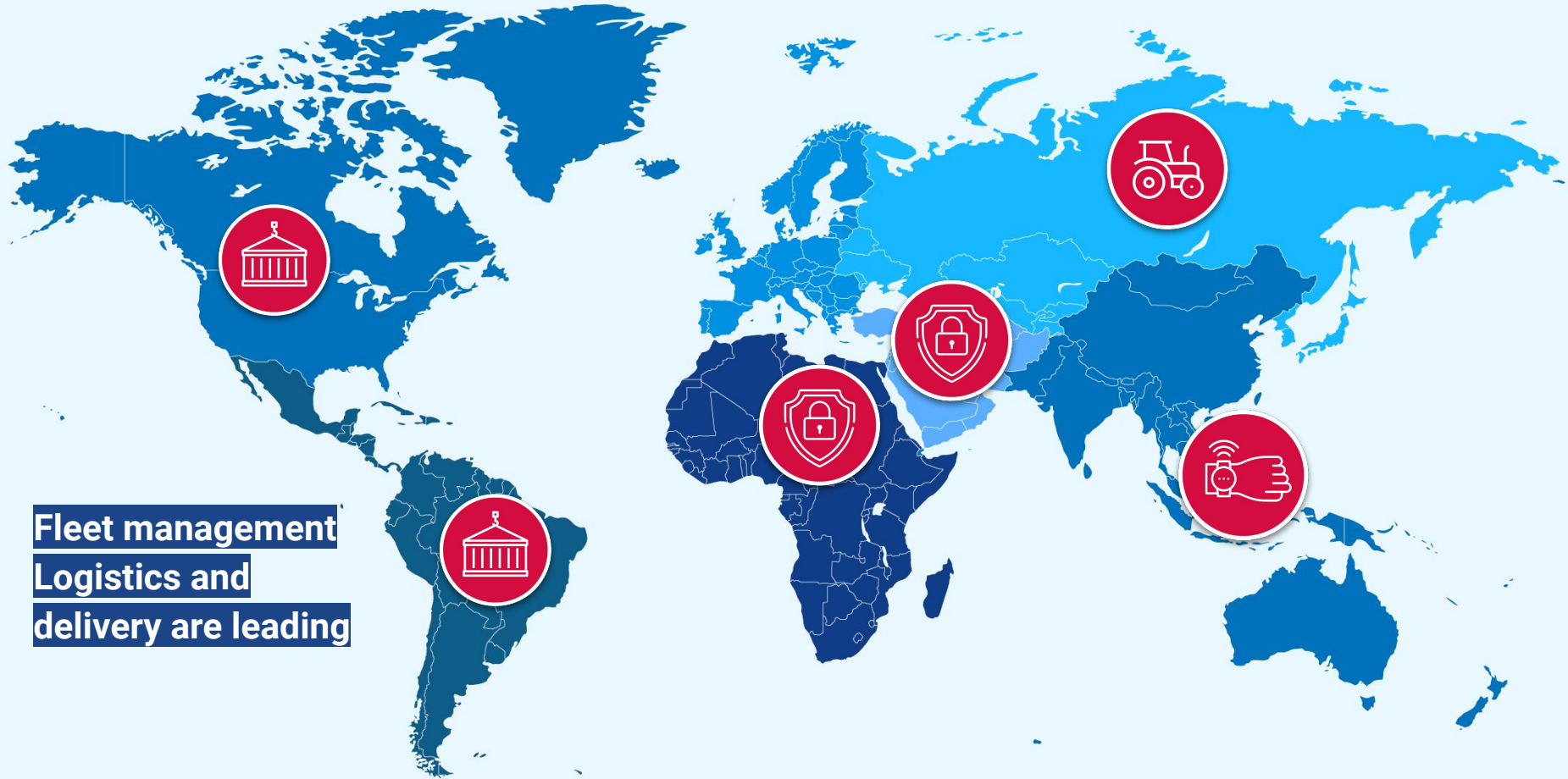
Fact #2. Business verticals by region



Fact #2. Business verticals by region



Fact #2. Business verticals by region



Fleet management
Logistics and
delivery are leading

Fact #3.

Partners: APAC companies are the youngest while Russia/post-Soviet countries have the oldest businesses



Fact #3. Years in telematics

- Regional markets are on the different stages of development
- On average, Gurtam partner works in telematics since 2008



Companies came to telematics business

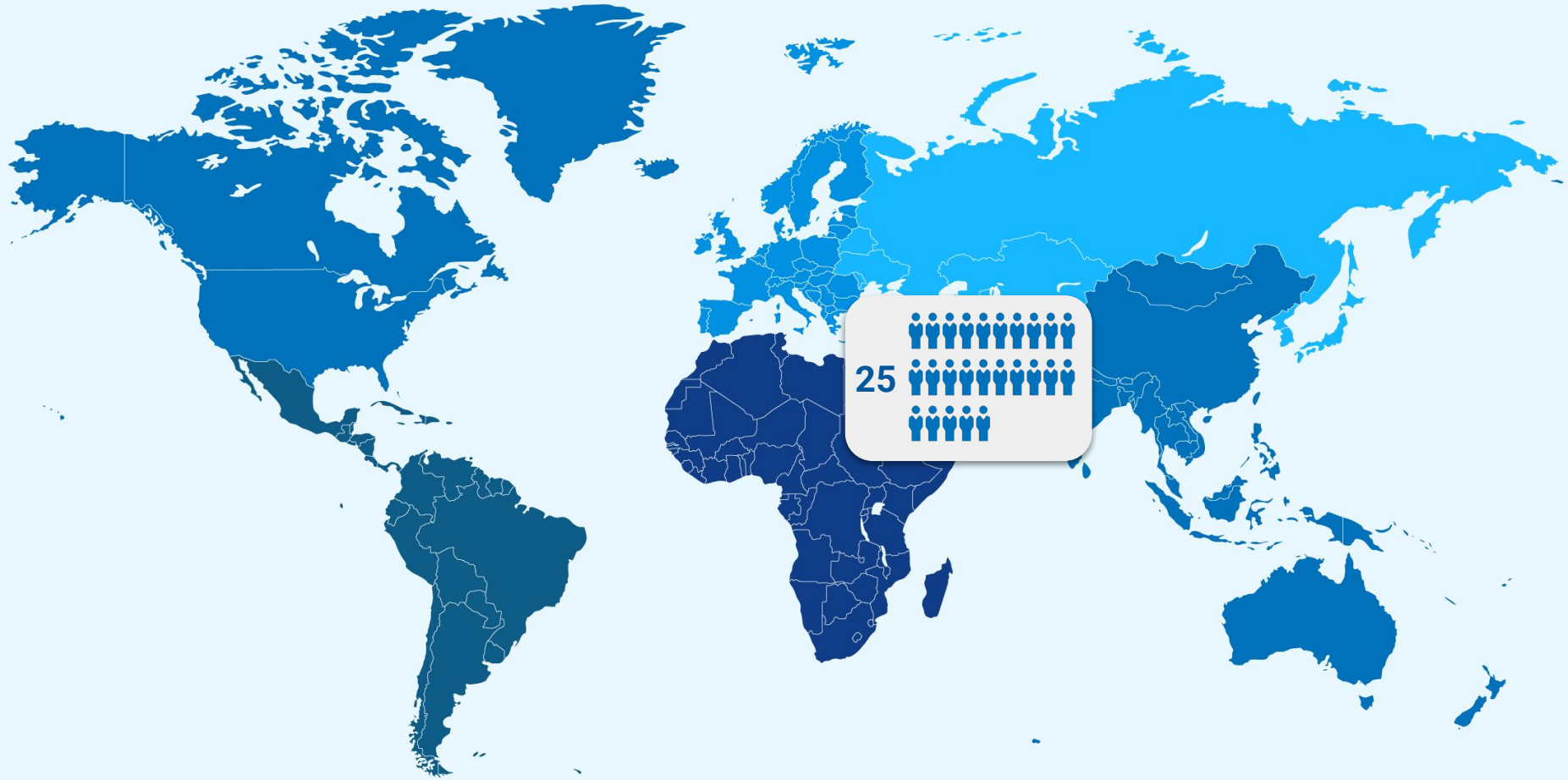


Fact #4.

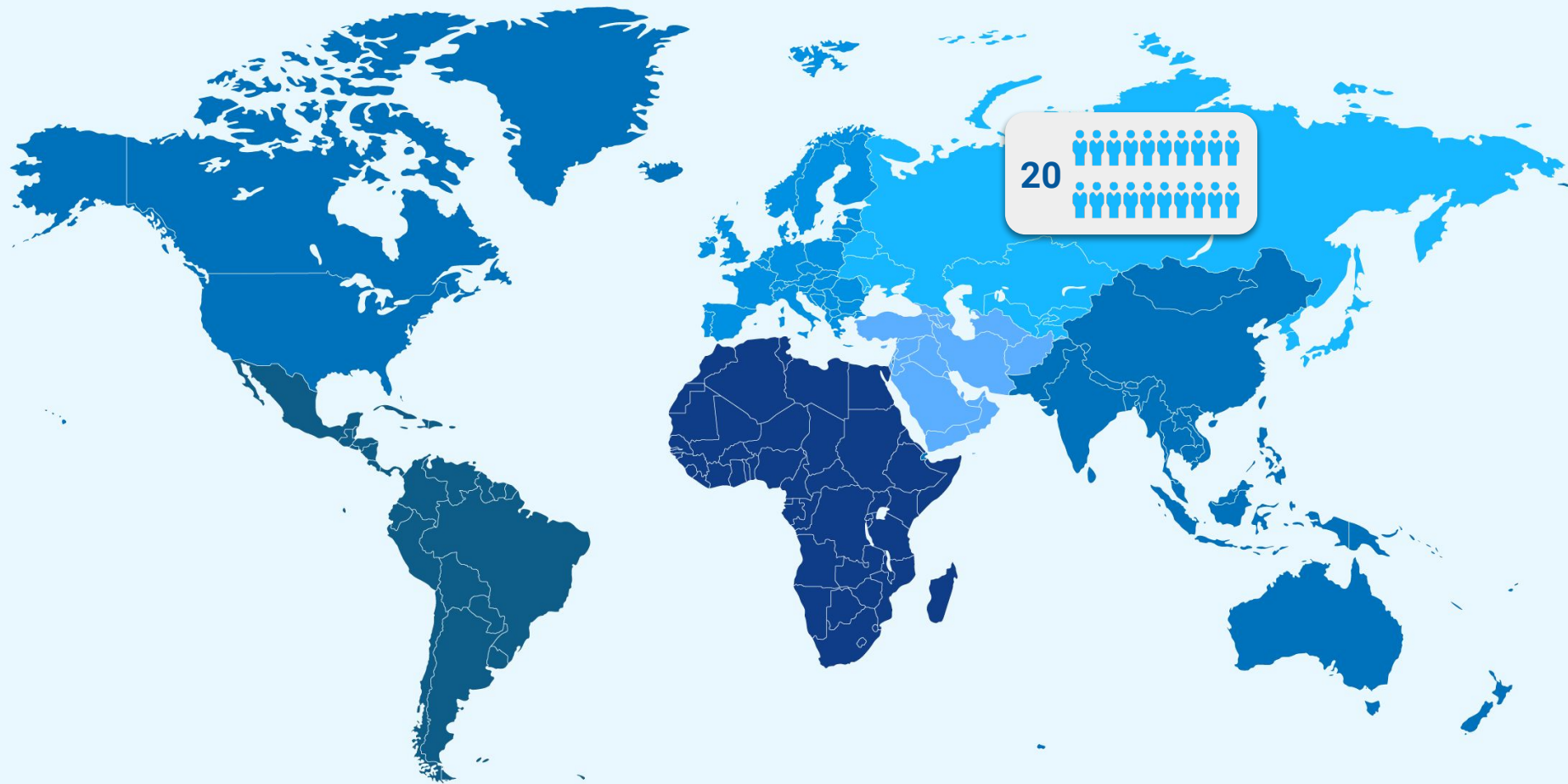
Partners: Middle East have the biggest companies while North America's are the smallest



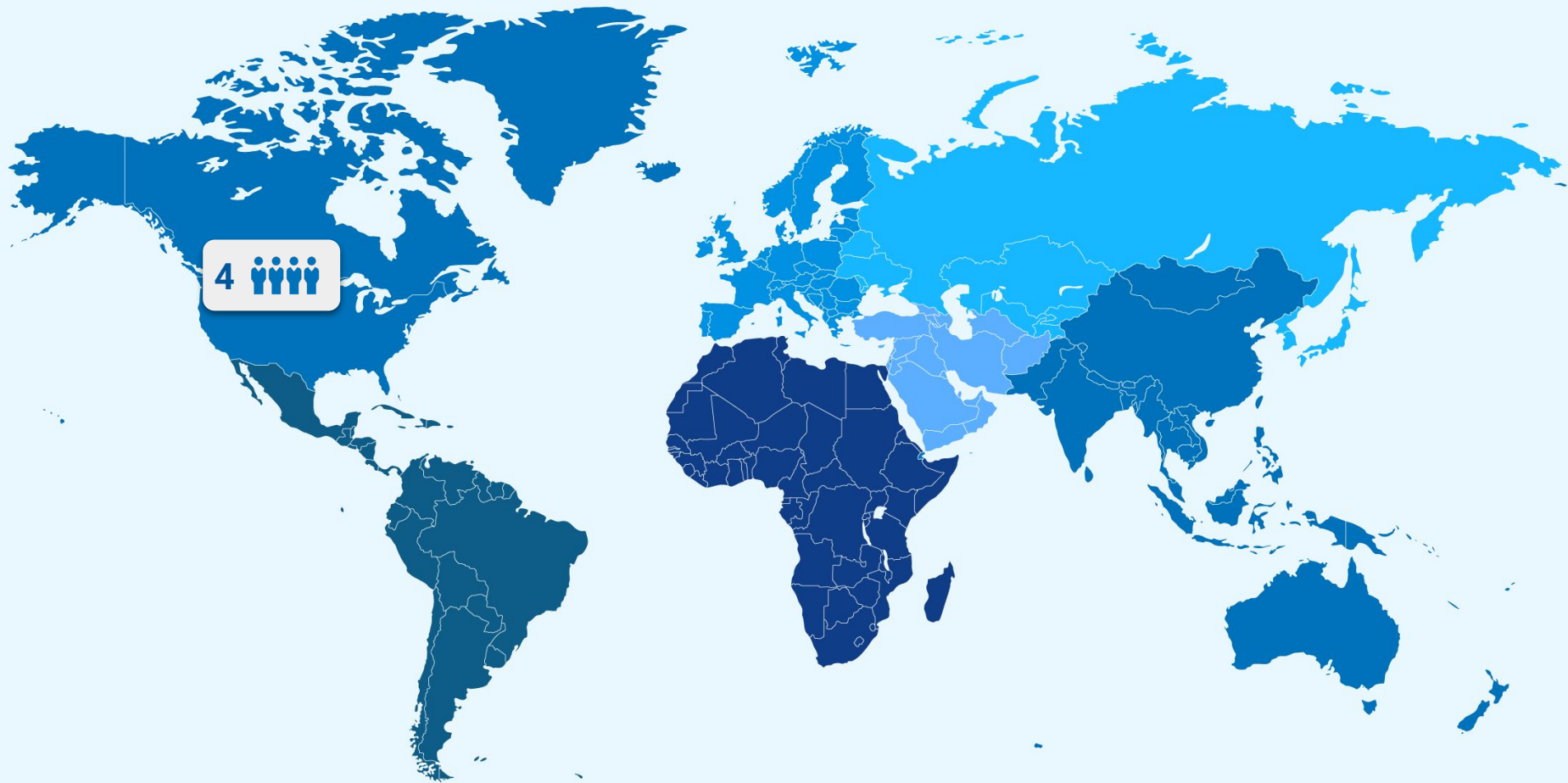
Fact #4. Median number of employees



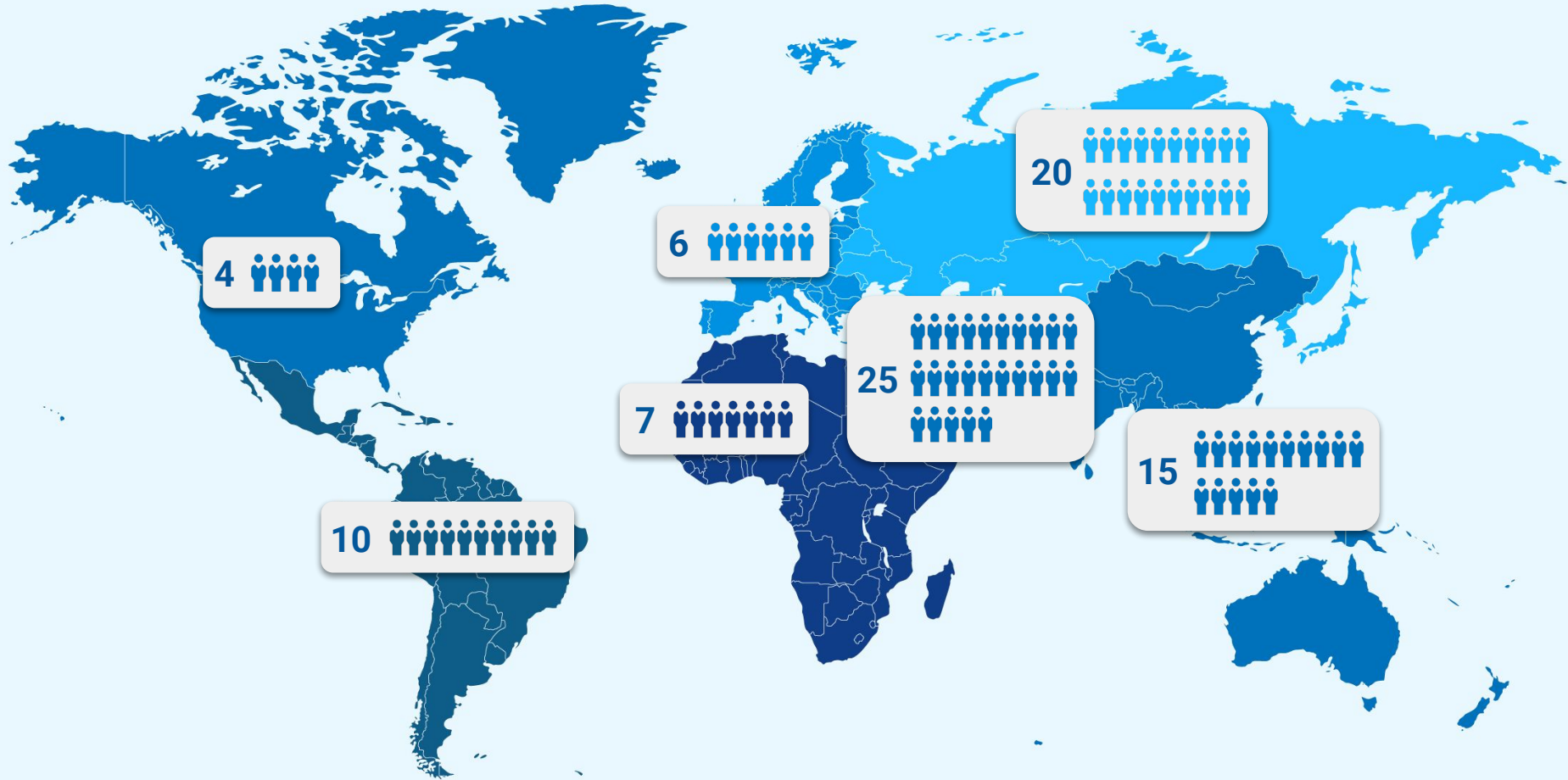
Fact #4. Number of employees



Fact #4. Median number of employees



Fact #4. Median number of employees



Fact #5.

Hardware: 3 leading hardware brands cover 35% of the community

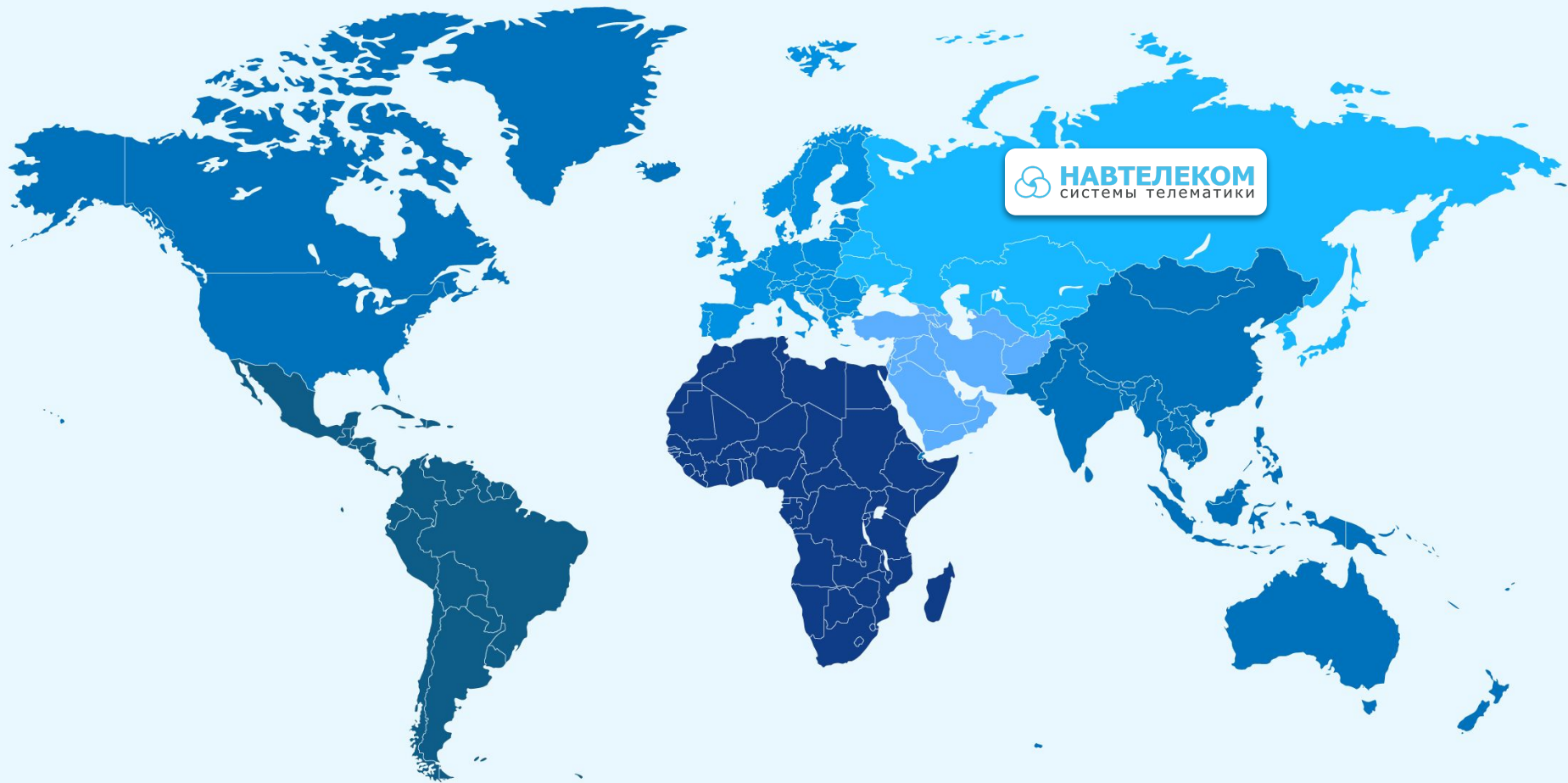


100,000





Navtelecom. Regional coverage



Navtelecom. Regional coverage



Navtelecom. Regional coverage



Partners like experiments and diversity

44% have never tried Teltonika

73% have never tried Galileosky

83% have never tried Navtelecom



The most spread hardware brands on Wialon Hosting 2019

Place	Company
-------	---------

1	
---	--

2	
---	--

3	
---	--

4	
---	--

5	
---	--

6	
---	--

7	
---	--

8	
---	--

9	
---	--

10	CalAmp
----	--------



The most spread hardware brands on Wialon Hosting 2019

Place	Company
-------	---------

1	
---	--

2	
---	--

3	
---	--

4	
---	--

5	
---	--

6	
---	--

7	
---	--

8	
---	--

9	Neomatica
---	-----------

10	CalAmp
----	--------



The most spread hardware brands on Wialon Hosting 2019

Place	Company
-------	---------

1	
---	--

2	
---	--

3	
---	--

4	
---	--

5	
---	--

6	
---	--

7	
---	--

8	Concox
---	--------

9	Neomatica
---	-----------

10	CalAmp
----	--------



The most spread hardware brands on Wialon Hosting 2019

Place	Company
-------	---------

1	
---	--

2	
---	--

3	
---	--

4	
---	--

5	
---	--

6	
---	--

7	
---	--

	Queclink
--	-----------------

8	
---	--

	Concox
--	---------------

9	
---	--

	Neomatica
--	------------------

10	
----	--

	CalAmp
--	---------------



The most spread hardware brands on Wialon Hosting 2019

Place	Company
-------	---------

1	
---	--

2	
---	--

3	
---	--

4	
---	--

5	
---	--

6	Baltic Car Equipment (BCE)
---	-----------------------------------

7	Queclink
---	-----------------

8	Concox
---	---------------

9	Neomatica
---	------------------

10	CalAmp
----	---------------



The most spread hardware brands on Wialon Hosting 2019

Place	Company
-------	---------

1	
---	--

2	
---	--

3	
---	--

4	
---	--

5	Arusnavi
---	-----------------

6	Baltic Car Equipment (BCE)
---	-----------------------------------

7	Queclink
---	-----------------

8	Concox
---	---------------

9	Neomatica
---	------------------

10	CalAmp
----	---------------



The most spread hardware brands on Wialon Hosting 2019

Place	Company
-------	---------

1	
---	--

2	
---	--

3	
---	--

4	Ruptela
---	----------------

5	Arusnavi
---	-----------------

6	Baltic Car Equipment (BCE)
---	-----------------------------------

7	Queclink
---	-----------------

8	Concox
---	---------------

9	Neomatica
---	------------------

10	CalAmp
----	---------------



The most spread hardware brands on Wialon Hosting 2019

Place	Company
-------	---------

- | | |
|----|----------------------------|
| 1 | Teltonika |
| 2 | Galileosky |
| 3 | Navtelecom |
| 4 | Ruptela |
| 5 | Arusnavi |
| 6 | Baltic Car Equipment (BCE) |
| 7 | Queclink |
| 8 | Concox |
| 9 | Neomatica |
| 10 | CalAmp |



The most spread hardware brands on Wialon Hosting 2019

Place	Company
1	Teltonika
2	Galileosky
3	Navtelecom
4	Ruptela
5	Arusnavi
6	Baltic Ca
7	Queclink
8	Concox
9	Neomatica
10	CalAmp

Total number



The most spread hardware brands on Wialon Hosting 2019

Place	Company
1	Teltonika
2	Galileosky
3	Navtelecom
4	Ruptela
5	Arusnavi
6	Baltic Ca
7	Queclink
8	Concox
9	Neomatica
10	CalAmp

**Total number
gurtam.com**



Same logic as Partner Awards

GPS Hardware manufacturers TOP 10 ceremony




Gala-party
August 1



Fact #6.

**Hardware: 13% of partners tried
video telematics**








Visit presentations and panels tomorrow

Fact #7.

**Russia and post-Soviet countries
use the strength of Wialon brand
in the most active way**



How do partners benefit from Wialon brand

- A strong international brand
- A well-recognized one
- We invest in brand awareness
- Use Wialon brand equity for your purposes



Clients expectations from a strong brand

quality

functionality



level of support

price

TOP 50 – already there!

86%

use the power of Wialon
brand

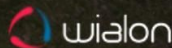


Navion – the partner who connected 2,100,000th unit

«Прозрачность Вашего бизнеса»

Системы спутникового мониторинга транспорта

Официальный партнер



Работаем с мировым лидером на рынке мониторинга транспорта – Wialon



7 лет на рынке



Более 2 000 объектов
подключенных в системе



Гарантия на оборудование
до 5 лет



Компания «Навион» с 2011 года работает на рынке мониторинга транспорта и контроля расхода топлива. За годы работы мы приобрели огромный опыт в различных сферах деятельности и внедрили множество проектов по отслеживанию транспорта; контролю топлива, в том числе на АЗС и топливозаправщиках; учету обработки площадей сельхоз техникой; контролю сбора урожая и другие проекты.

Всегда под рукой, с любого компьютера или телефона

Программная платформа Wialon — это профессиональные решения для контроля за транспортом и любым подвижным или стационарным объектом, где собраны лучшие идеи и надежные технологии.

Программные продукты Wialon признаны лучшими на сегодняшний день и имеют ряд преимуществ: надежность, интуитивно-понятный интерфейс, совместимость с огромным числом GPS либо GPS/ ГЛОНАСС оборудованием, доступ с любого компьютера или мобильного телефона (имеющего выход в интернет), широкий диапазон настроек, регулярные обновления, хорошая техническая поддержка и многое другое.

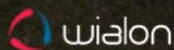


Navion – the partner who connected 2,100,000th unit

«Прозрачность Вашего бизнеса»

Системы спутникового мониторинга транспорта

Официальный партнер



Работаем с мировым лидером на рынке мониторинга транспорта – Wialon



7 лет на рынке



Более 2 000 объектов
подключенных в системе



Гарантия на оборудование
до 5 лет



Компания «Навион» с 2011 года работает на рынке мониторинга транспорта и контроля расхода топлива. За годы работы мы приобрели огромный опыт в различных сферах деятельности и внедрили множество проектов по отслеживанию транспорта; контролю топлива, в том числе на АЗС и топливозаправщиках; учету обработки площадей сельхоз техникой; контролю сбора урожая и другие проекты.

Всегда под рукой, с любого компьютера или телефона

Программная платформа Wialon — это профессиональные решения для контроля за транспортом и любым подвижным или стационарным объектом, где собраны лучшие идеи и надежные технологии.

Программные продукты Wialon признаны лучшими на сегодняшний день и имеют ряд преимуществ: надежность, интуитивно-понятный интерфейс, совместимость с огромным числом GPS либо GPS/ГЛОНАСС оборудованием, доступ с любого компьютера или мобильного телефона (имеющего выход в интернет), широкий диапазон настроек, регулярные обновления, хорошая техническая поддержка и многое другое.



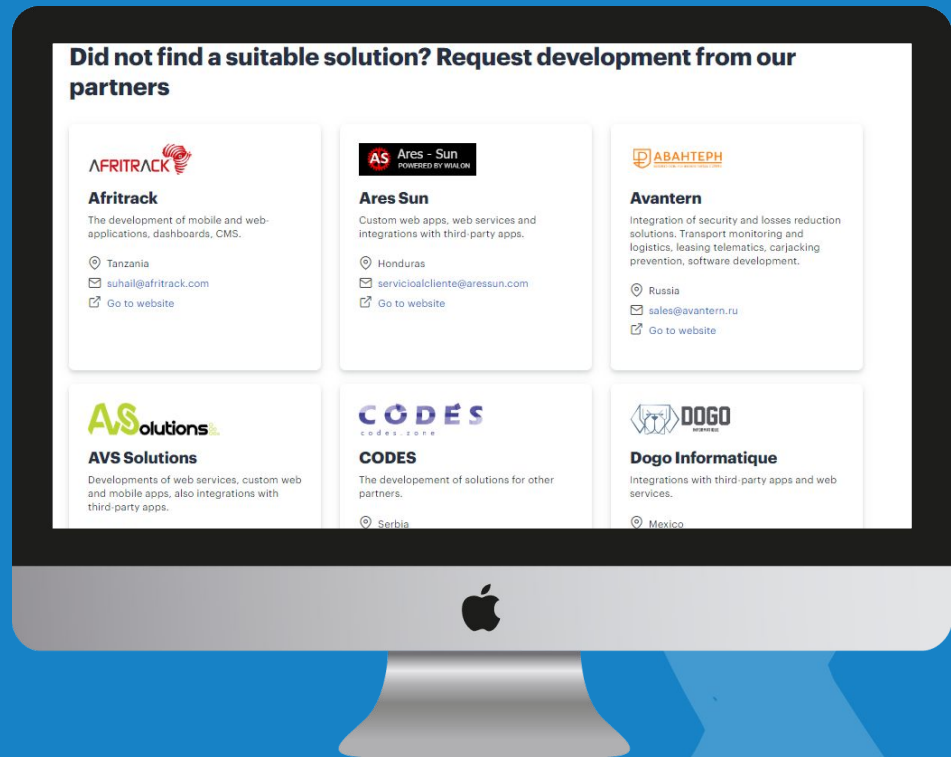
Fact #8.

**Russia and post-Soviet countries
love Wialon API and are the most
advanced in development**



Developers from the community

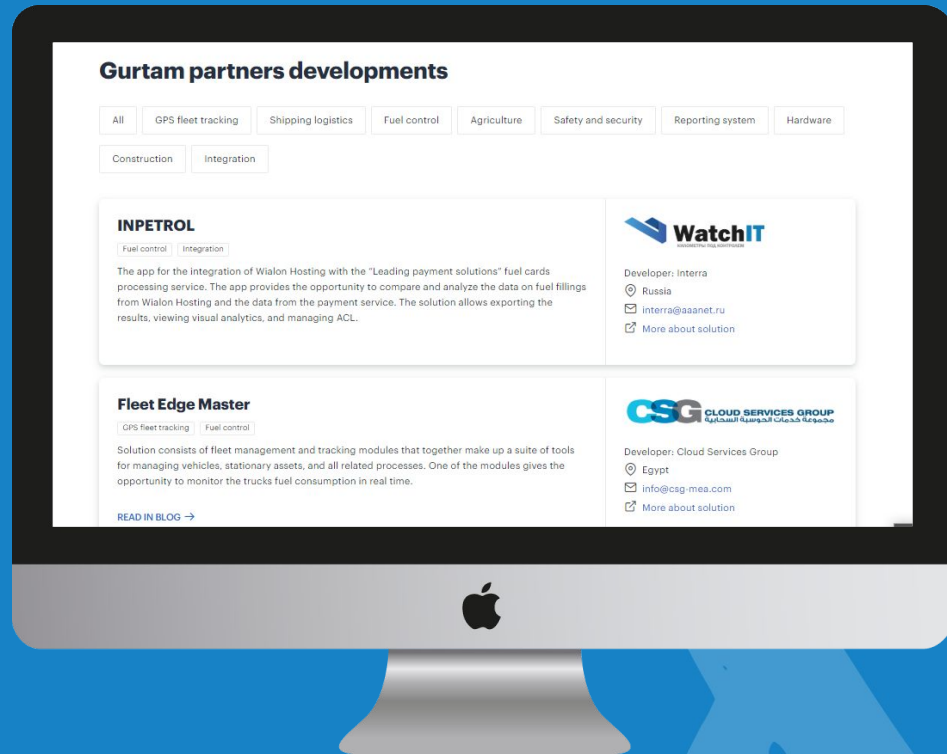
In contact with 50 partners who integrate Wialon with third-party software or create their own using Wialon API and SDK



gurtam.com/en/soft-developers

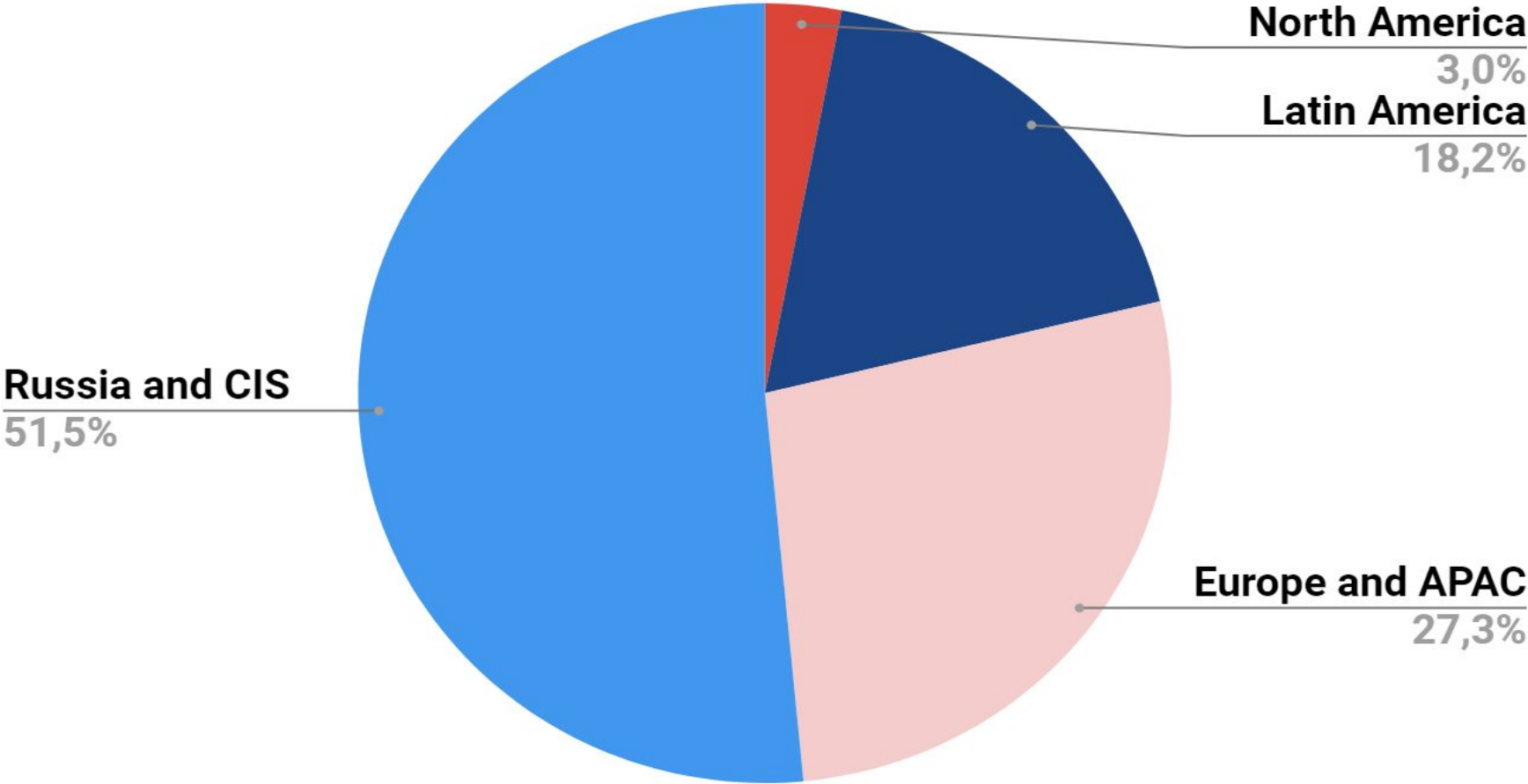
Catalogue of the ready-made niche solutions

- public
- can be scaled
- can be used in your countries
- the most prominent to be presented tomorrow

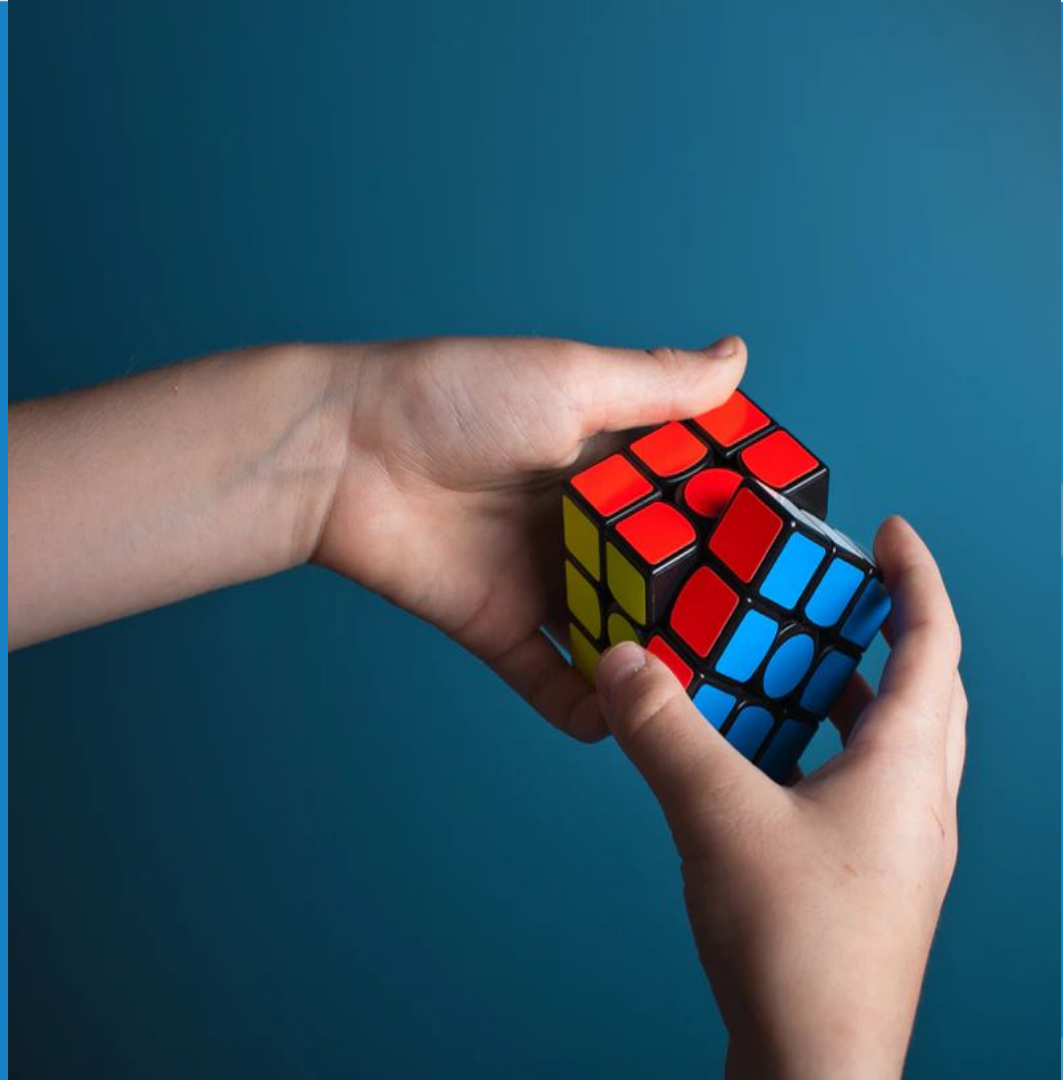


gurtam.com/en/soft-developers

Software developments on Wialon API. Regions



Every account
in Wialon
has at least
1 external app



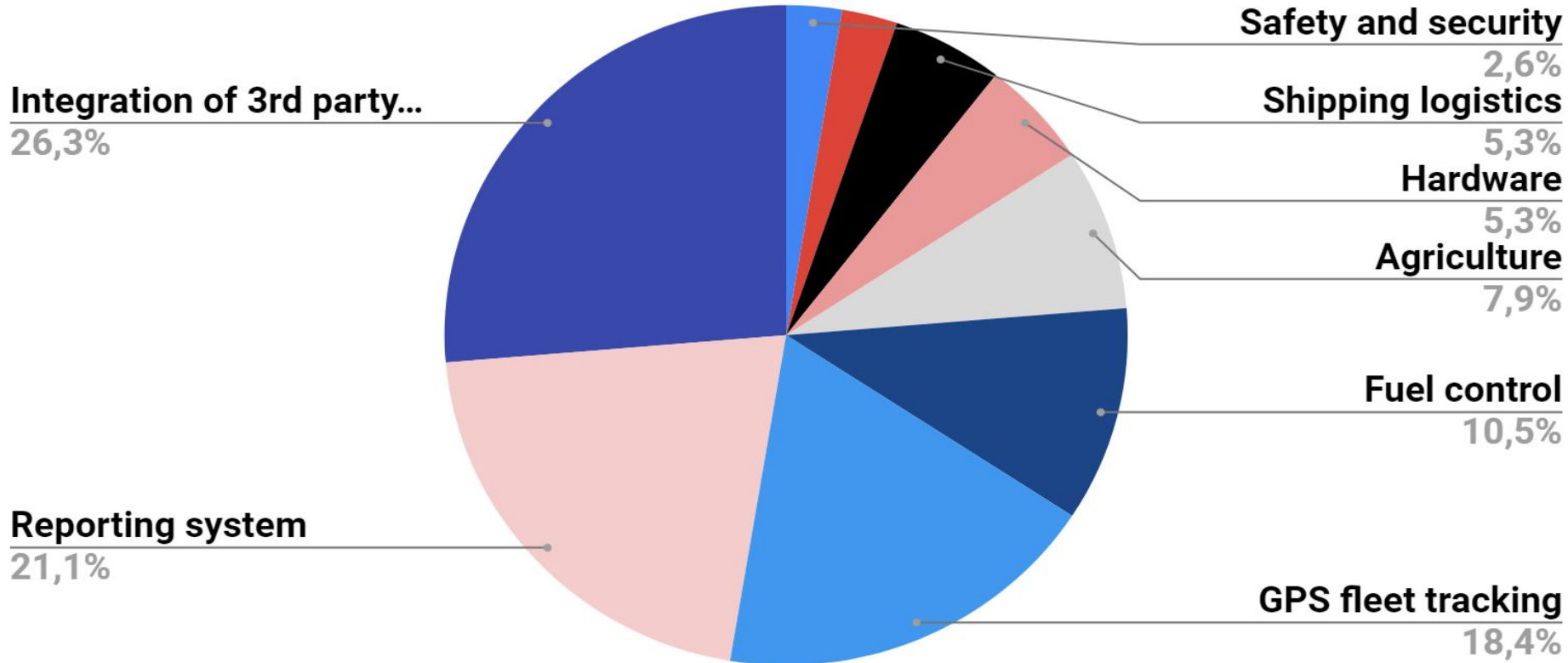
Fact #9.

**Half of partner apps are
integrations with other platforms
and reporting systems**



External apps. Verticals and niches they cover

Software developments on Wialon API. Spheres



Integration of third party apps

Incorporate data from Wialon to:

accounting systems

1c, SAP, Oracle and other ERPs

transport freight exchange platform

Timocom, Trans.eu, Gate House, etc.

ride sharing apps

Qweekee

other essential for fleet managers apps

Magenta, Ant-Logistics, Speed Gauge, etc.

The reporting systems

To tailor the info from Wialon to the needs of businesses more precisely:

- to play with accounts, users, units, messages, and sensors
- to deliver system administration, performance analysis
- to configure the equipment easier
- to employ payment control of the end users



Hackathon


Gurtam + developers +
tasks to create projects
and ideas of
Wialon-based
applications

Pitches – August 1,
12.30-13.30 (Event space)



Fact #10.

**TelematiX is the only live
platform for telematics and IoT
experts from 130 countries**

A large, light blue 'X' graphic is positioned on the right side of the slide, partially overlapping the text.

TelematiX 2019 in numbers

620 participants registered

76 countries

32 exhibitors of the expo

1,300 liters of alcohol

1,800 liters of coffee

3,600 kilos of food

2 parties

2 ceremonies

1 round of pitches

1 group picture



Bottom line

1. Gurtam Community is a huge network of partners, hardware manufacturers, developers, connectivity providers, and competitors.
2. If Gurtam had one partner, he would be an experienced Wialon Hosting user from Russia with 1,500 assets under control.
3. While the major of the partners is fleet management, asset tracking, personal monitoring, and security also have strong presence in their portfolio.



Bottom line

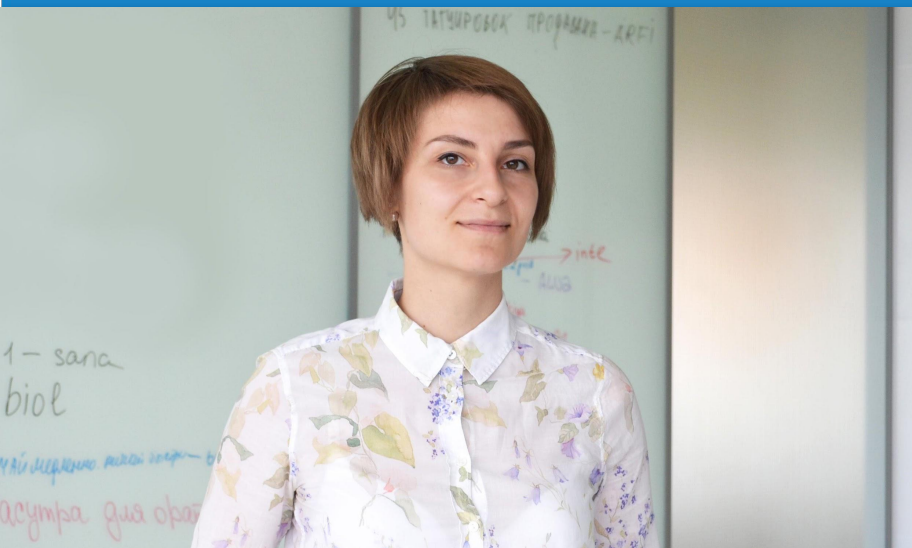
4. APACs partners are the youngest and have the largest teams in-house. Russian and post-Soviet are the most mature. Americas partners have the smallest number of employees.
5. 3 leading hardware brands cover 35% of the community, but partners prefer diversity and constantly seek for better options.



Bottom line

6. 85% of TOP 50 use the power of Wialon brand.
7. Every account on Wialon has at least one external app – integrations with other platforms and reporting systems mostly.
8. Enjoy the conference – the biggest telematics and IoT experts gathering.





Anastasiya Eroho

Head of Marketing Department, Gurtam

eroh@gurtam.com

Thank you for your attention!

Anastasiya Eroho

Head of Marketing Department, Gurtam

