

COMMERCIAL FLEET TELEMATICS

Global Study

ABSTRACT

The reference
report on commercial
fleet telematics for on-
road and off-road
vehicles



*Has the time come for vehicle OEMs to dominate
fleet telematics?*

This is the most complete report on telematics solutions for commercial fleets of on-road and off-road vehicles



More than just market research.

A strategic analysis on the telematics business of commercial vehicle and heavy equipment fleets

- A **635-page** analysis of the global commercial fleet telematics market based on:
 - 11 years of constant market surveillance
 - 26 interviews with key stakeholders
 - Nine months of desk research
- An in-depth introduction to the **commercial fleet telematics market, with analyses into** the telematics value chain, new technologies, benefits of telematics, and the Covid-19 impact
- **A Total Cost of Ownership (TCO) analysis of commercial vehicles**
- **Granular analysis of telematics in on-road, construction and agricultural industries** that includes:
 - Cost structure, revenues and telematics needs of fleet operators
 - Supply and demand analysis of current telematics solutions
 - Major players in the telematics value chain and their strengths
- An in-depth assessment of **39 companies supplying fleet telematics (23 TSPs and 16 OEMs)** analysing:
 - Their telematics business and corporate strategy
 - Their value proposition, pricing model, target segments, positioning and partnerships
 - A benchmark and gap analysis of their solution
- **2020-2030 bottom-up market forecasts encompassing:**
 - The number of vehicles in use for both on-road fleet telematics and off-road fleet telematics
 - Subscriptions and revenues for the on-road telematics market, split by OEM and aftermarket
 - Subscriptions and revenues for the off-road telematics market, split by OEM and aftermarket
 - Regional projections for Europe, Americas, Asia Pacific, Africa and Middle East

The study answers the following key strategic questions on the commercial fleet telematics landscape

What is the strategy of major OEMs in telematics?

What are customers' expectations to a fleet telematics service provider?

How can telematics improve the TCO of commercial fleet vehicles?

What will be the role of aftermarket devices in the future commercial fleet telematics market?

Will OEMs' telematics solutions challenge existing TSPs' business?

What are the trends and drivers for commercial fleet telematics growth between 2020 and 2030?

What is the impact of government legislation on the commercial telematics industry?

What will be the role of new and emerging players in the CFT* value chain?

In which country will CFT* grow the most by 2030?

Which suppliers are leading in the market?

What are the differences between on-road and off-road commercial fleet telematics?



The report was written by an international team of six experts



Frederic Bruneteau
Managing Director, Brussels

The **founder** of PTOLEMUS, Frederic has accumulated **25 years of experience of the mobility and transport domains** and 15 years of strategic and financial advisory.

He has become **one of the world's foremost experts of connected vehicle services & automation** and is interviewed on the subject by publications such as the *Financial Times*, *Forbes*, the *Wall Street Journal* and *The Economist*. He has also spoken at over 40 conferences on the subject.

Within PTOLEMUS, Frederic has led 160 consulting projects and helped many world leaders define their strategy and implement it including:

- **Fleet services providers** e.g. AGC, Arvento, Astrata, Bridgestone, BP, Danlaw, DKV Euroservice, Easytrip, ENI, Fleet Complete, Hitachi, Nationwide Insurance, OMV, Routex, TomTom and WEX.
- **Automotive OEMs and their tier-1 suppliers:** AAA Data, AGC Automotive, Bridgestone, Allianz

Partners, AXA Partners, Cihon, CNH Industrial, Coyote System, Europ Assistance, HERE Technologies, Michelin, Scania, Telit, TomTom, Toyota and wejo.

- **Some of the world's most prestigious telematics / analytics suppliers:** Alfa Evolution (UnipolSai), Arvento Mobile Systems, Danlaw, DriveFactor, Eliocity, Fleet Complete, LexisNexis / Wunelli, Mobile Devices, Movelo, Octo Telematics, Orion, Pioneer, Qualcomm, Sentiance and Vodafone Automotive.
- **Financial investors** including Advent International, Amadeus Capital Partners, Amundi, Apax Partners, Bain Capital, Baupost Group, Capvis, Cinven, CIP Capital, Crédit Agricole, CVC Capital Partners, Disruptive Capital Partners, Investcorp, Silver Lake Partners and Time for Growth.

Frederic, who contributed to the 2 previous versions of this study, also reviewed this report.



Andrew Jackson
Research Director, London

With a career in market research spanning 14 years, **Andrew has over 10 years of experience working in the automotive and industrial sectors for companies** such as Datamonitor, EurotaxGlass and JATO Dynamics;

Over the years, he has been sought to share his opinion via a variety of publications such as the *Financial Times*, the *Wall Street Journal* and *Automotive Industries*, *AMonline*, *Fleetworld* and *Fleet News* as well as a variety of national newspapers. He is also interviewed on global automotive events by Bloomberg, CNBC and Reuters.

Andrew has delivered **advisory services, custom projects, data and insights for some of the biggest names in automotive and mobility**, including: BCA, Continental, CNH Industrial, Delphi, Johnson Controls, Hitachi, Hyundai, LeasePlan, Mannheim, Mercedes Benz, Mobis, Philips Automotive Lighting, PSA, SEAT, Tenneco and Volkswagen.

Projects he participated in include:

- Helping Rothschild & Co. conduct the due diligence of Leaseplan, one of the world's largest car leasing operators;
- Helping a major manufacturing group in evaluating the global landscape of telematics strategies and applications of engine manufacturers and TSPs in the on-road, agricultural, industrial and marine markets;
- Helping a leading global battery manufacturer define its Eastern European sales strategy;
- Assisting a Fortune 500 group in assessing the competition and market potential for the telematics-enabled automotive parts they were manufacturing,

A Certified Member of the Market Research Society (CMRS), Andrew designed, researched, wrote and performed a complete review of this report.

The report was written by an international team of six experts



Marissa Burkett
Consultant, Paris

Marissa has over **5 years of consulting experience** for clients such as Advent International, AGC Automotive, Axxès, CIP Capital, GSGroup, Nationwide, the Netherlands' DoT, OMV, Transurban and the US Federal Acquisition Service.

She has **completed several assignments related to tolling, fuel card and other fleet services** including

- **A survey of the European market of toll service providers to haulage fleets for the Netherlands'**

Department of Transport in the context of its planned RUC scheme,

- For a major fuel card and ETC provider, an in-depth **analysis of services proposed to truck fleets** including fuel card services, fleet telematics, tolling and tax refund,
- A global benchmarking of **connected insurance programmes to fleets** for an insurance company.

Marissa designed and led the research, analysis and writing of this report.



Jacopo Scudellari
Research Analyst, Brussels

A graduate of urban and mobility planning from Politecnico di Torino, Jacopo has developed expertise in **Electronic Tolling Collection (ETC), congestion charging, and electric vehicles (EVs)** by assisting companies such as Advent International and Hitachi Automotive Systems.

He has gained knowledge of state of the art of the **European and Asia Pacific ETC market**, the main tolling systems currently adopted and the technologies in use while updating the third edition of the ETC Global Study.

He has also **appraised the US electric vehicle market** for a company engaged in the development, manufacture, sales and services of automotive components.

Before joining PTOLEMUS, Jacopo worked for the Politecnico di Torino, Turin, carrying out **research work about the spatial impacts of the diffusion of Autonomous Vehicles (AVs).**



Vijay Govindaraju
Research Analyst, Brussels

Vijay has gained 3 years of experience in the automotive and mobility sector. He has specialised in marketing and market research, gaining experience from companies such as Kantar TNS, **Michelin, Moët Hennessy, Nestlé, Renault, Royal Enfield, Sundram Fasteners and Telepass.**

For **Royal Enfield, a major Indian motorbike OEM**, he developed the annual marketing plan for the Southern region while keeping in view the target customer segments. He contributed to

the launch of Royal Enfield's latest model, the Interceptor 650cc.

Within **Kantar** in Paris, he launched brand market research studies on top brands and provided periodic performance presentations. He tracked KPIs such as awareness, equity scores, competitive mapping and delivered key insights and market drivers to the client.

For a new entrant, he also conducted an **analysis of the impact of COVID-19 on a Scandinavian economy.**



Nan Chu
Research Analyst, Brussels

Nan Chu has a strong background in **marketing research** covering China & Europe, enabling stakeholders in industries such as ICT, logistics and biopharmaceutical, to identify, explore and leverage business opportunities, and to accompany customers to relevant trade events.

Some of Nan's projects include:

- For a **global mobile network operator**, identifying IoT business opportunities in the Chinese market;
- For a **free trade zone authority in China**, he analysed the business advantages in

Belgium and researched their potential partners in the field of logistics and E-commerce in Belgium;

- For a **Chinese pharmaceutical company**, he helped establish stakeholders' connections with the biopharmaceutical industry in Belgium for future support on technology and training on European market access standards.

Nan is a Chinese native speaker, fluent in English and French, and intermediate in Dutch.

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Our forecast analyses the growth and penetration rates of commercial fleet telematics across five continents

The five regions covered by the market forecasts



Commercial fleet vehicles market

On-road 

Off-road 

OEM embedded telematic devices

Aftermarket telematics devices

PTOLEMUS would like to thank the following companies for their participation in this report



The report mentions more than 170 companies (1/3)

Company	Type	Company	Type	Company	Type
ABAX	TSP	BOMAG	OEM	CyntrX	Software
Actia Telematics Services	TSP	Bosch	Tier-1 supplier	DAF	OEM
Advantage Truck Centre	Aftermarket	CalAmp	TSP	Daimler	OEM
Ag Leader	TSP	CarTrack	TSP	Danlaw	Tier-1 supplier
AGCO	TSP	CASE CE	OEM	Deutsche Telekom	Network
AKTIO	Rental	CAT-Perkins	Engine manufacturer	Deutz	Engine manufacturer
ALD Automotive	Fleet leaser	Caterpillar	OEM	Doosan	OEM
All Trucks	Aftermarket	CEABS	TSP	eDriving	Software
Arabian Jerusalem Equipment Trading	Resale	Cellutrak	TTP	Epiroc	OEM
ARI	TSP	Chainway TSP	TSP	EROAD	TSP
ARVAL	Leaser	Chevin	Software	Europcar Mobility Group	Leaser
Arvento	TSP	CLAAS	OEM	Fleet Complete	TSP
AT&T	Network	Cloudera	Software	FLEETCOR	Fuel card issuer
Auto Truck Group	OEM	CNH Industrial	Engine manufacturer	Fleetio	TSP
Autonomous Tractor Corporation	OEM	Continental	Tier-1 supplier	Fleetmatics	TSP
AUTOTRAC	TTP	Coretex	TSP	Ford	OEM
Blue Sky Network	Network	Ctrack	TSP	FPT	Engine manufacturer
Bobcat	OEM	Cummins	OEM	FUSO	OEM

The report mentions more than 170 companies (2/3)

Company	Type	Company	Type	Company	Type
G7	TSP	Ituran	TSP	Mercedes-Benz bank	Insurer
Geotab	TSP	IVECO	OEM	Microlise	TSP
Globallogic	Software	JCB	OEM	MiX Telematics	Software
Globalstar	TTP	John Deere	OEM	Mobiliz	TSP
GPS Bulgaria	TSP	Kiloutou	Rental	Monarch Tractor	OEM
GPS Insight	TSP	Komatsu	OEM	Munic	Tier-1 supplier
Greenroad	TSP	Kubota	OEM	Navistar	OEM
Gurtam	TSP	Lease Plan	Leaser	Nextraq	TSP
HABBL	Software	Leica Geosystems	TSP	NIKOLA	Engine manufacturer
HBS Systems	TSP	LEX Autolease	Leaser	Octo	TSP
Herc Rentals	Rental	LHP Engineering Solutions	TSP	Omnalink	TSP
Hitachi	OEM	Liebherr	OEM	Omnitracs	TSP
Hyundai	OEM	Lonestar Freightliner	OEM	Onix	TSP
Imperial Logistics	Logistics fleet	Lytx	TSP	Orange Business Services	Network
In-Charge Energy	TSP	Mack	OEM	ORBCOMM	TSP
Inmarsat	Network	MAN	OEM	PACCAR	OEM
Iridium	TTP	Masternaut	TSP	Platform Science	Software
Isuzu	Engine manufacturer	Mecalac	OEM	Position Logic	TSP

The report mentions more than 170 companies (3/3)

Company	Type	Company	Type	Company	Type
Proterra	OEM	Solera	Network	Tracker	TSP
Qualcomm	TTP	SOLINFTEC	TSP	Trackunit	TSP
Queclink	TTP	Spireon	TSP	Transics	TSP
Renault Trucks	OEM	T-Systems	Network	Transtron	Tier-1 supplier
RIO Platform	TSP	Takeuchi	OEM	Trimble	TSP
RoadTrack	TSP	TATA Motor	OEM	Truck Pro	Aftermarket
Ruptela	TTP	Technoton	TTP	Truckcom	TTP
Samsara	TSP	Telefonika	TTP	TuSimple	TSP
Samsara	TSP	Telepass	TSP	UTA	Fuel & toll service provider
Sandvik	OEM	Teletrac Navman	TSP	Verizon Connect	TSP
Sany	OEM	Teltonika	TTP	Viasat Group	TSP
Sascar	TSP	Tierra	TSP	Vodafone Business	Mobile network operator
SCANIA	OEM	Tigercat	OEM	Volvo Trucks	OEM
Sigfox	Network	TOMTOM Telematics	TSP	Wacker Neuson	OEM
SinoloV	TSP	Top Truck	Aftermarket	Webfleet Solutions	TSP
Skanska	OEM	TEXA	Tier-1 supplier	ZF Friedrichshafen	Tier-1 supplier
SkyBitz	TSP	Topcon	Software	Zonar	TSP
Solectrac	OEM	Total	Fuel card issuer		

PTOLEMUS Consulting Group

About PTOLEMUS

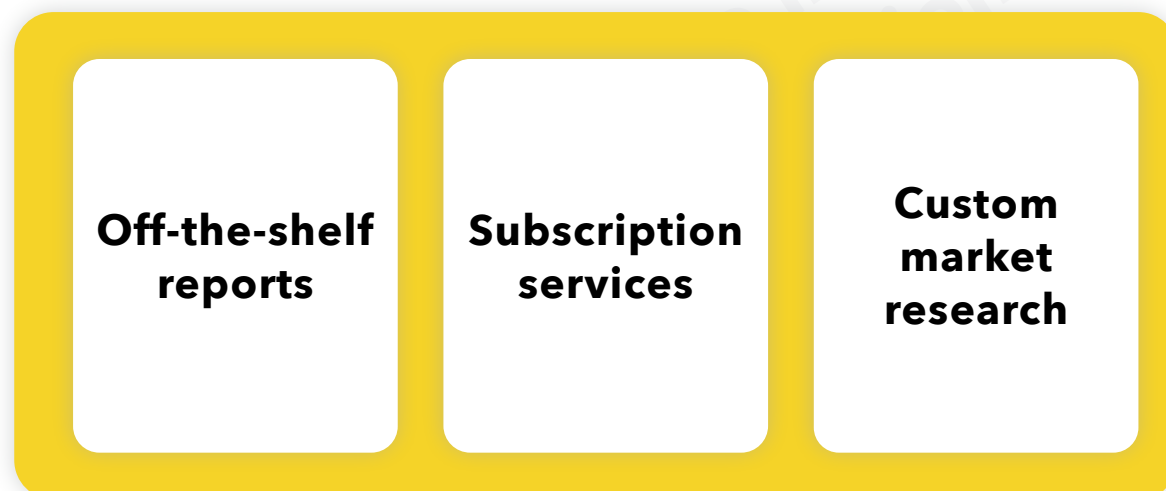


The first strategy consulting & research firm entirely focused on augmented mobility & automation

Strategy consulting services



Market research services



Fields of expertise

Mobility services	Car pooling Car sharing MAAS	Micro-mobility Ride hailing Shared mobility	Smart parking Tax refund
Vehicle services	bCall eCall FMS SVT / SVR	Tracking VRM In-car Wi-Fi Parking	Navigation Speed cameras Traffic information
New energies	BEV EV charging Fuel cards	Fuel cells Hydrogen	PHEV Vehicle-to-grid
Usage-based charging	Car As A Service Electronic Toll Collection	Mobility-as-a-Service RUC	UBI / PAYD Vehicle rental Vehicle leasing
Vehicle data & analytics	AI CAN-bus Crowd-sourcing Data protection	Driver safety OBD Predictive analytics	Remote diagnostics xFCD
Vehicle automation	ADAS Autonomous cars	Autonomous trucks	Robo-taxis Shuttles
Enabling technologies	Positioning (GNSS / WiFi / cellular) M2M / connectivity	Smartphones Sensors	Telematics devices V2X

We serve over 300 clients across the mobility ecosystem

Analytics, maps & applications providers



Automotive manufacturers & suppliers



Telematics solution providers



Mobile telecom players



Fleet & fuel, ITS & regulators



Device & location suppliers



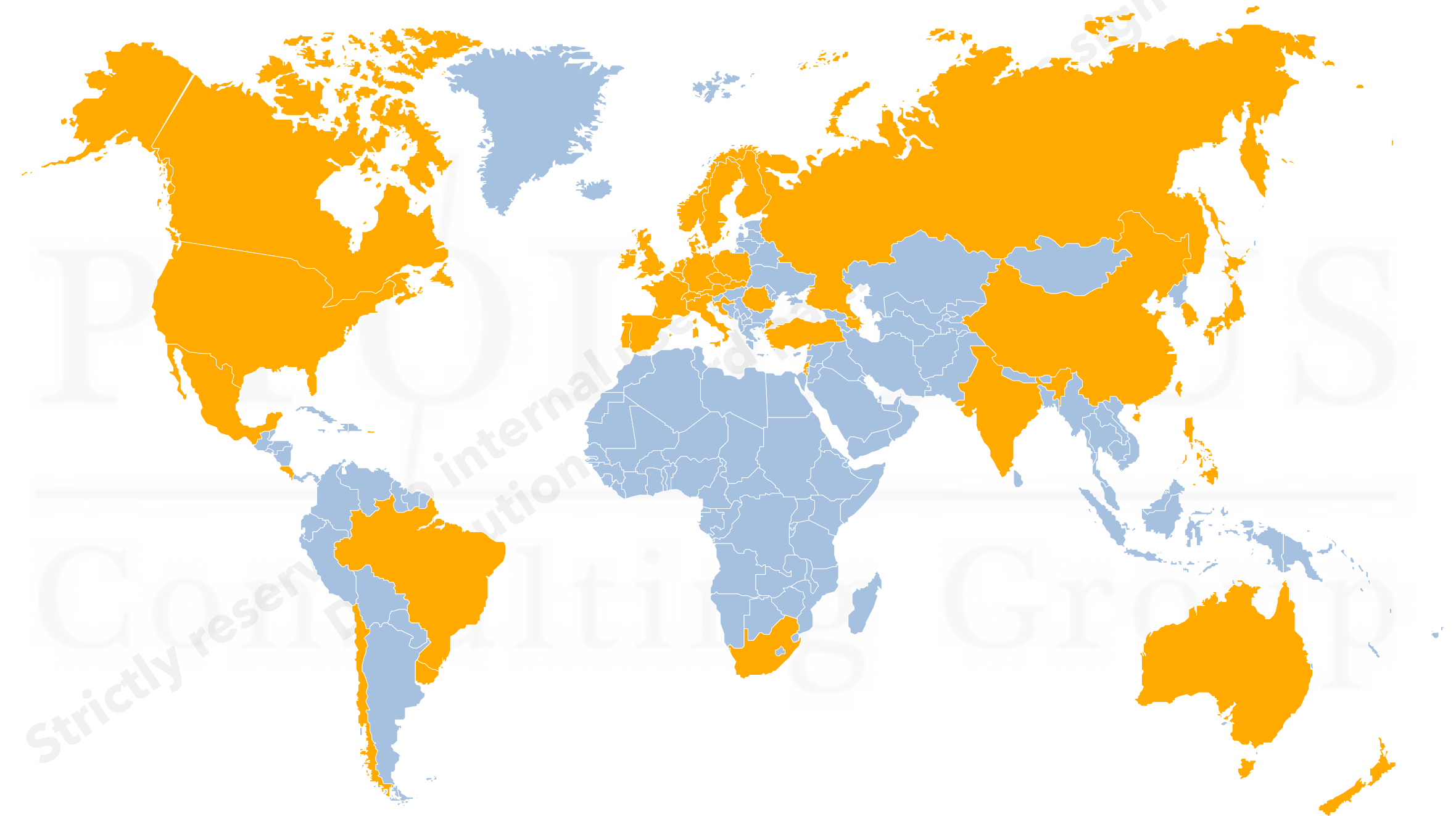
Insurers, aggregators & assistance providers



Banks & private equity investors



Our team of consultants, experts & analysts consisting of 16 nationalities helps our clients worldwide



PTOLEMUS can help your organisation define and achieve its fleet strategy in fast-moving times

- **Strategy definition**
 - Strategic plan
 - Market entry assistance
 - Data strategy and analysis
 - Connected vehicle / telematics strategy
 - Decarbonisation strategy
 - Strategy orientation workshops
- **Innovation strategy**
 - Fleet services convergence strategy
 - Telematics product definition
 - Consent management
 - Data analytics & monetisation strategy
- **Innovation delivery**
 - Proof of concept design & launch
 - Architecture definition
 - Project management
- **M&A advisory**
 - M&A strategy
 - Commercial due diligence
 - Technology due diligence
 - Feasibility studies
 - Fleet services market sizing
 - Business case development
 - Cost benefit analyses
 - Post-merger integration
- **Procurement**
 - Definition of EV migration strategy
 - Assistance with tenders
 - Selection and sourcing of fleet telematics, software, data, platform, etc.
- **Business development**
 - Partnership strategy definition
 - Assistance to tender response
- **Project management**
 - Assistance in management of decarbonisation plan
 - Congestion charge project management

The study comes with a single, worldwide company licence



The reference
report on commercial
fleet telematics for on-
road and off-road
vehicles

	Report ONLY		Market forecasts	FULL report & market forecasts
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Contents	<ul style="list-style-type: none"> A 635-page analysis of the global commercial fleet telematics landscape based on: <ul style="list-style-type: none"> 11 years of constant market surveillance 26 interviews with key stakeholders Nine months of desk research Granular analysis of telematics in on-road, construction and agriculture, including: <ul style="list-style-type: none"> Cost structure, revenues and telematics needs of end-users Supply and demand analysis of current telematic solutions Major players in the telematics value chain and their strengths An in-depth assessment of 39 companies engaged in commercial fleet telematics 		<ul style="list-style-type: none"> Excel file with outputs and charts 2020-2030 bottom-up market forecast encompassing: <ul style="list-style-type: none"> The number of vehicles in use for both on-road fleet telematics and off-road fleet telematics Subscriptions and revenues for the on-road telematics market, split by OEM and aftermarket Subscriptions and revenues for the off-road telematics market, split by OEM and aftermarket Regional projections for Europe, Americas, Asia Pacific, Africa and Middle East 	Includes all report and market forecast content as described
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