



## M2M for the road: O2 Fleet Store optimizes vehicle fleet management

The solution will enable large and medium-sized enterprises and multinational firms to manage their vehicle fleets much more efficiently, leading to cost savings and improved customer satisfaction

**Munich, 21th March.** – Telefónica Germany is expanding its range of M2M products with a new suite of solutions for vehicle fleet management: the O2 Fleet Store, which is being offered in cooperation with leading telematics provider Masternaut. The solution will enable large and medium-sized enterprises and multinational firms to manage their vehicle fleets much more efficiently, leading to cost savings and improved customer satisfaction.

The core of the O2 Fleet Store is a little GPS box. It can be integrated into every vehicle and connects to the Masternaut servers via the O2 mobile network. During the journey, it continuously transmits information such as location, direction of travel, speed and temperature in the cargo area. On a password-protected website, the movements of each individual vehicle can be traced on a map and information can be gleaned about every vehicle.

"Thanks to our collaboration with Masternaut, we are now able to offer a comprehensive M2M telematics solution that covers the entire logistics value chain," explains Johannes Pruchnow, Managing Director Business Telefónica Germany. "Telefónica Germany is thus strengthening its position as an M2M provider for a wide range of industries. After the shirt vending machines from Seidensticker, the first M2M flatrate and our new M2M platform, we are now presenting a complete solution for fleet management."

M2M even improves communication within the vehicles: a small screen displays new assignments so that no calls need to be made to the driver. Since every vehicle's system is localized down to the house number, the central administration can always allocate assignments according to which driver is closest to the destination. Thus continuous real-time information is exchanged between a company and its utility vehicle drivers, without anybody having to intervene. Communication takes place automatically between machines, so the O2 Fleet Store makes fleet management much more efficient.

"Vehicle Telematics in conjunction with M2M is the future. Through our partnership with Telefónica Germany, customers of O2 Business will receive a complete telematics solution to include software, hardware and mobile communications all integrated into a single solution," said Nick Walker, General Manager of Masternaut Germany GmbH. "The combination of telematics and M2M applications opens new, innovative ways for businesses to increase competitiveness and provides them with the right tools to support future growth."

Using the O2 Fleet Store can help to reduce CO2 emissions from vehicle fleets by up to ten percent, Masternaut has calculated. It also helps to avoid accidents, improve employees' safety and keep wear and tear on the vehicles to a minimum.

The launch of O2 Fleet Store follows a global agreement signed between Telefónica and Masternaut last September. M2M is a key focus area for the new Telefónica Digital unit, which has been created to drive growth in digital services and deliver innovative products and services through Telefónica's operating businesses.

### **About Telefónica Germany GmbH & Co. OHG**

Telefónica Germany GmbH & Co. OHG, together with its brand O2, is part of Telefónica Europe and is a company of the Spanish telecommunications group Telefónica S.A. The company offers both its private and business customers in Germany post- and prepaid mobile communications products, along with innovative mobile data services on the basis of GPRS and UMTS technology. As an integrated communications provider, the company also offers DSL landline telephony and high-speed Internet services. Telefónica Europe has more than 58 million mobile and landline customers in the UK, Ireland, the Czech Republic, Slovakia and Germany.

### **About Masternaut**

Masternaut designs and delivers innovative solutions for managing the mobile workforce that enable customers and partners to achieve evolutionary step-changes in their performance and service delivery. Formed through the combination of established telematics providers, Cybit and Masternaut, the new Masternaut boasts the broadest range of telematics products, services and R&D capability in Europe. The companies represented some of the fastest-growing private technology firms in Europe and were ranked 13th in the Sunday Times International Fast Track, having achieved more than 150% growth in sales during 2007-2010; whilst Masternaut was also featured in the 2007, 2008 and 2009 Sunday Times Tech Track 100, and was also recognised on the Deloitte Fast 500 EMEA in 2009. Masternaut has more than 550 employees and 10,000 customers across Europe and has been recognised by Berg Insight as Europe's largest telematics provider.