

## TRACKPOINT SYSTEMS CREATES FUEL SAVINGS FOR TRUCKING INDUSTRY



### OVERVIEW

**Objective:** Provide TrackPoint Systems with a cost-effective product to permit their customers to effectively track fleets and assets.

**Solution:** Numerex provides the Enfora modem and technical and back end support for the Master Communications Unit.

**Results:** TrackPoint Systems' customers have saved money by reducing their fleet size, optimizing travel routes thus saving fuel costs, providing a safe work environment, and securing their valuable assets.

### ABOUT NUMEREX

Numerex Corp. (Nasdaq: NMRX) provides the broadest choice of secure machine-to-machine (M2M) network services and solutions. Numerex delivers a depth of expertise and excellence through its M2M service platforms - Networx, Techworx, and Flexworx - that leading companies choose to power their M2M solutions. Numerex is the first M2M Company in North America to carry ISO 27001 certification - ISO's highest information security benchmark that ensures data confidentiality, integrity and availability. The Company offers its M2M products and services through a variety of brands including Uplink and Orbit One. Numerex is headquartered in Atlanta, Georgia.

TrackPoint Systems provides unique location-based asset tracking products and monitoring services to federal, state and local governments as well as private industries. The Company also provides engineering services and products for custom applications for data sensing transmission and presentation.

### CHALLENGE

As recently as four years ago, the trucking industry reported billions of dollars lost due to inventory stolen in transit. With fuel prices on the rise and the liability of stolen inventory, the trucking industry has begun to slide deeper in the red. Although many companies charge fuel surcharges, fuel has increased so rapidly that surcharges have not caught up. To curb growing costs, trucking companies have begun to look for ways to be able to operate with fewer vehicles, while still generating the same or more revenue.

In traditional asset tracking, the devices only tracked the vehicle's location, not whether or not the inventory had been delivered. Trucking companies were spending time, energy and resources looking for empty trucks that could be out on deliveries. The tracking devices that were implemented in trucks only tracked the vehicle's location, not whether or not inventory was delivered. This resulted in superfluous costs such as dispatching an additional truck or leasing a truck if none were available, when there was an empty truck nearby that would have been a better routing choice.

### SOLUTION

Seeing a need for a comprehensive tracking solution for the trucking industry, TrackPoint Systems developed an application that would allow companies to manage their fleet and track on-board assets. The Company developed the Trailer Inventory and Protection System™ (Tr/IPS™), a multi-point device that not only tracks location via GPS, but is also equipped with a load sensing monitor and inventory control tags.

During the development of the Tr/IPS, TrackPoint Systems looked to Numerex to provide the modem for the Tr/IPS system.

*"We have continued our relationship with Numerex for many reasons including the Company's great customer service and the quality of its modems. In fact, Numerex's modem has exceeded our expectations and actually has more capabilities than what we use it for."*  
Benjamin Schnitz,  
Vice President and  
Engineering Manager of  
TrackPoint Systems.

## SOLUTION COMPONENTS

### Numerex Techworx™

Numerex Techworx provides an extensive cache of innovative mobile and fixed embedded radio technologies that enable nearly all M2M applications across industries such as fleet management, alarm monitoring, AMI, emergency response, alternative energy, manufacturing, oil and fuel, and asset tracking. Among the industry's most experienced provider of data modules, modems and accessories, Numerex Techworx reached a milestone in 2007 with the delivery of our one-millionth device into the M2M marketplace.

### Applications Infrastructure: Numerex Techworx Support

Numerex delivers a customized approach for those in need of M2M certification assistance, customer support, application development and more. It is the only offering to combine the industry's most reliable, value-focused network services with technological expertise working to deliver the full spectrum of end-to-end M2M solutions.

### Product Hardware: Enfora Enabler IIG GSM module with SIM carrier

TrackPoint Systems initially chose Numerex as a partner based on three factors: the price of the solution, the delivery of the product to accelerate deployment time, and the quality of the product. After four years, the company continues to be a loyal Numerex customer. In addition, Numerex keeps providing firmware and software updates to the modems when necessary.

The company's Tr/IPS solution is the only means of providing valuable real-time monitoring on the market today. To provide continuously reliable performance, TrackPoint System has found Numerex to be a very valuable partner in the Company's efforts.

The Tr/IPS system includes a variety of different sensors that are placed throughout the trailer. The first component of the system is the Master Control Unit (MCU). The MCU is located on the top of the trailer and serves as the core communication device for the system. The Master Control Unit monitors the truck's location, direction, traveling speed and battery life. Developed using TrackPoint Systems' proprietary technology, the MCU relays real-time data via modem and GPRS network to the trucking company's communications center.

To serve as its own power source, the MCU contains a solar-powered panel. Solar power insures that the Tr/IPS system is always enabled, as opposed to traditional tracking devices that are unhooked or unplugged, leaving the employer with a loss of all information during that time. This feature also helps organizations save money and scale back on their energy consumption.

A wireless load sensor, door alarms and inventory control tags are several options available to companies via the TrackPoint solution. These sensors and alarms eliminate issues that companies reported as they detect break-ins, loading or unloading and inventory tracking.

## RESULTS

TrackPoint Systems customers have reported financial savings that they have gained through improved operation efficiency in real-time knowledge of trailer location and load status. By having this information at a reasonable price, Track Point Systems customers have reported that a fleet of trucks can be reduced by as much as 10% due to the effective and real-time monitoring that Tr/IPS provides. The Tr/IPS system has helped companies save on both operating and maintenance costs by prolonging the life of current vehicles. With reduced fleets, new trucks need to be bought less frequently. Through the Tr/IPS systems companies can better keep track of their assets, such as personnel, on-board inventory and the actual vehicles themselves. This has led to increased route optimization, substantial fuel savings, better employee safety, and lower maintenance costs. Furthermore, the use of the Tr/IPS system results in fewer trucks on the road, and thereby lessened environmental impact.

### For Additional Information, visit:

[www.numerex.com](http://www.numerex.com)

[www.trackpointsystems.com](http://www.trackpointsystems.com)

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