



Competitive edge in Telematics

Communication for the Road, Nothing else

Save costs with a shared Telematics SIM card from Freeway

Freeway is a highly specialized M2M connectivity service provider for the entire value chain in the telematics and logistics industry.

For some time, telematics systems are obvious for many companies. Data such as the position of the truck or driving time are transmitted in real time to the headquarters of the carriers or forwarders. With the increasing digitalization, more and more information need to be distributed to different participants in the logistic chain. The device in the truck is the digital passenger. To minimize the risk of high cost, you need a SIM card that allows 100% control of the data flow.



Multiple-Operator Connectivity as a basis for a professional telematics system

Telematics systems must be permanently connected, otherwise they cannot fulfill their duties. A permanent connection increases their availability and the accuracy of the data that they provide.

The Freeway M2M data services for telematics applications are designed & optimized for use in telematics devices.

- Our SIM Card connects to the best available network.
- Multiple Networks are also available in Germany.
- This can't be offered by a German Network Provider as they cannot offer National Roaming.
- We don't prefer any network, the telematics device can decide.
- The telematics device can also quickly connect to another network when the currently used network becomes weak.
- We have a single SIM Card, which can be used anywhere in the World.

Connectivity Supply Chain designed for Telematics Service Provider

There's a long way to go from developing a new telematics solution, to having it installed in a truck that uses it to support its daily business.

Our delivery processes are fully adapted to this reality:

- We provide SIM Cards and SIM Chips to our customers, which can be delivered in any amounts to be built into the Telematics Solution.
- The SIM cards are pre-activated and the testing of the device is free of charge.
- How much data is needed, which security settings are associated and what tariff plans the telematics device needs, can be configured quickly and easily through our FreeCenter Admin Portal.
- All functions are available via REST interfaces to enable the integration of these functions with the back-end systems of the Telematics Solution provider.
- The commercial activation starts automatically after the amount of data reserved for Test has been used.



Commercial flexibility as the basis for your B2B business relationship

No minimum order or purchase commitments.

In a B2B relationship both partners benefit from each other's success. Business risk cannot rest solely on one of the two partners. Freeway is a B2B company and understands that one-sided risk is not good for a healthy business relationship. **Therefore, we don't ask you for minimum purchase orders or purchase commitments.**

Monthly tariff change

Freeway's permanent aim is to provide Telematics Service Providers with products that deliver the optimum mix of data volume, quality and cost.

But over time the needs of companies change: they start adding applications and features to their solutions, there are seasonal fluctuations. These factors can lead to an increase or decrease of data consumption.

We provide Telematics Service Providers with the flexibility to change a tariff plan whenever needed. This enables them to adapt the cost to the real needs of their solution at any time.

Pools

A pool enables a group of SIM Cards to share their cumulated data allowance. **It minimizes the risk that an individual SIM Card generates costs by exceeding its individual data allowance.**

Virtual Pool

Freeway is the **first connectivity provider worldwide, which provides a concept for Telematics Service Provider to create pools for their customers.** This allows to sell dedicated pools to end customers and reduces risks on both sides. In FreeCenter, Virtual Pools can easily be created and managed for any organisation such as subsidiaries, customers, fleets or types of devices.

Threshold, Events & Actions

Freeway offers a mechanism to define Thresholds on virtual Pools. Once a **Thresholds is reached a trigger is generated**, which can launch an action such as sending a notification or suspending the service until end of month.

How to create a competitive advantage with Freeway



Freeway's motivation for bringing innovations to the market is either to create new revenue sources for Telematics Service Providers or to help them reducing costs. Some example how we turn technologies into new value propositions.

Sell your software & M2M connectivity on open platforms without risk

To sell, hardware, software and connectivity in a bundle is not new. But selling connectivity on an open device such as android tablets can have severe problems associated to it.

Either the utilization of the device is restricted using a MDM (Mobile Device Management) or Kiosk Mode, or the costs for the connectivity can spin out of control.

FreeControl allows Telematics Service Providers to control the data traffic for every single SIM Card with a single click.

Our network based technology eliminates unnecessary data utilization and can't be broken or modified without the needed access and rights.

In field test we have seen data consumption dropping by factors of 10 to 20. Changes don't require interactions on the device, they can be done centrally for a single SIM Card or a group of SIM Cards with a single click.

Sell features & options including connectivity

Selling Features or Options provides lots of commercial benefits. Customers pay for the value they receive.

Freeway enables Telematics Service Providers to combine features with a data volumes.

Whenever customers buy a new feature, the corresponding security settings and data volume are associated to the SIM card. This can be done in a fully automated way and without user interaction.

Create your application marketplace including connectivity

To create an own Telematics Marketplace is for many Telematics Service Providers extremely important. The platform becomes a multi-purpose platform for the end customer and the customer doesn't need to install several devices. In the same way as we do it for own features and options, we can use the **FreeControl System for selling connectivity for external applications such as Navigation, Parking or Apps from Carriers.**

Sell connectivity to your partner

The Freeway technology is made for a B2B2x Business Relations. You can sell connectivity to your business partner and **earn with every single SIM Card.**

Offer value based prices for connectivity

Some applications generate more value to end customers than others. The same can be true for connectivity, as the data generated by an App can be more important than the data generated by another App. **Freeway provides tools and concepts to offer connectivity with different prices on the same SIM.** You can charge your customer different rates for the data used by different Apps.

Our Global SIM enables you to sell to any customer in the World

One SIM for the whole World. You can sell your product without changing anything related to connectivity. **Our SIM works nearly on every place in the World using multiple networks access.**

The management of tariff plans is extremely simple and can be fully integrated in your In-house IT-System.