



Aeris Connectivity Empowers FleetUp to Deliver Premier Fleet Management Solutions



CASE STUDY

"FleetUp chose to work with Aeris because its global IoT network connectivity aligns perfectly with our worldwide operations. Aeris' outstanding customer support and account management capabilities played a key role in helping us fill a critical gap in compliance for transportation organizations that needed actionable reporting into operating costs, hours of service, and more."

Sam Lee,
Co-Founder and CEO, FleetUp

FleetUp, a premiere provider of intelligent fleet management solutions, applies big data technologies to fleet management so as to enable companies to maximize profitability, improve driver safety, and comply with current and upcoming compliance regulations more effectively. FleetUp Command FMS, the company's comprehensive fleet management system, offers service and distribution companies unprecedented insight into their operations, improving operational and compliance efficiencies while reducing operating costs.

Founded in 2013 and based in Silicon Valley, FleetUp offers a patented, Federal Motor Carrier Safety Administration (FMCSA)-compliant suite of integrated telematics and GPS applications. From fleet management to ensuring compliance to proprietary machine learning capabilities, FleetUp Command FMS offers the most complete management platform for fleets of all sizes. The company also produced the first electronic logging device (ELD) approved by the FMCSA.

Compliance and Connectivity Challenges

On June 12, 2017, the U.S. Supreme Court declined to hear the lawsuit filed by the Owner-Operator Independent Drivers Association (OOIDA) challenging the Department of Transportation's hours of service compliance mandate. This conclusion meant that fleets would have only another six months to find a solution that enabled mandatory compliance. But aside from compliance, the company wanted to provide a solution that also would assist with other functionality the company offered, including asset tracking; geo-fencing; trip histories; fuel consumption; waste analysis; predictive maintenance; and delivery confirmation, just to name a few. Furthermore, the company wanted a quick path to market with a lower total cost of ownership.

Adding to the problem was the fact that FleetUp's system was not compatible with several other providers (as in GSMA and GPRS). Another provider wanted FleetUp to accept a solution that was far too expensive.

Furthermore, features such as device management became an issue; other solutions were not built exclusively for IoT / M2M functionality; many available subscriber identity module (SIM) cards were difficult to obtain or hard to provision; and service and support from other companies took much too long. Another option was needed.

Meeting the Mandate

Very soon, paper logbooks for Hours of Service (HOS) or Record of Duty Status (RODS) will no longer be acceptable forms of documentation. Replacing them will be certified ELDs, which basically record a driver's Record of Duty Status (RODS). These newly mandated ELDs will be required on almost all fleet vehicles, including those weighing more than 10,001 pounds; that transport nine or more passengers; travel more than 100 miles; or that transport hazardous waste materials. Aside from the compliance requirements, ELDs provide multiple benefits for fleet managers, including reduced maintenance; improved safety and accountability scores; increased productivity; and visibility across the entire value chain.

FleetUp ELD is the first electronic logging device registered and approved by the FMCSA, filling a critical gap

in compliance for transportation organizations that need actionable reporting into HOS, operating costs, management oversight, and more. FleetUp, as a company, had a complete solution with across-the-board functionality. What it really needed was superior, highly reliable connectivity.

Aeris in the Driver's Seat

After an extensive search, FleetUp selected Aeris for its global IoT connectivity network, customer support, and account management, thereby addressing an important need for service and distribution companies. Initially FleetUp successfully trialed five SIM cards.

Each FleetUp ELD was installed in about 10 minutes as a hidden, wired installation—avoiding the pitfalls and security risks of a Bluetooth connection and allowing the vehicle's diagnostic port to remain open. Once installed, the FleetUp ELD app (for Android and iOS) connected via 3G, capturing key data and ensuring HOS compliance.

After a short, successful trial, FleetUp installed more than 1,000 units of the Aeris global SIM at the point of manufacture, reducing both supply chain costs and deployment time.

One feature that drew FleetUp to Aeris was that there were no charges until the unit was engaged in actual work. Testing and validating the SIM in-house did not incur any costs. Additionally, the transition from FleetUp's previous network provider was conducted quickly and seamlessly. Project support was professional in nature, with response times unmatched by any other vendor.

By utilizing Aeris' single global access point name (APN), the FleetUp ELD system can be deployed anywhere in the world, even in the most remote locations on a simple plug-and-play basis, removing the necessity to configure local network settings. The company now has total control over when and how to activate, suspend, or deactivate SIMs, saving enormous amounts of time, better controlling costs, and improving overall productivity.

These attributes have helped FleetUp reduce their time to market while lowering the total cost of ownership and maintenance. With Aeris' help, FleetUp has radically improved business operations and has total control over their devices, which enables the company's growth to continue.

Customer Benefits



MEETS ALL REGULATORY
COMPLIANCE DEADLINES



QUICKER GO-TO-MARKET
STRATEGIES



VISIBILITY ACROSS THE
ENTIRE VALUE CHAIN



LOWER TOTAL COST OF
OWNERSHIP AND MAINTENANCE

ABOUT FLEETUP:

Founded in 2013 and based in Silicon Valley, FleetUp offers a patented, FMCSA-compliant suite of integrated telematics and GPS applications. FleetUp applies big data technologies to fleet management with a patented solution that enables companies to maximize profitability, improve driver safety, and comply with current and upcoming regulations more effectively.

FleetUp Command FMS is the most comprehensive fleet management system available today, offering service and distribution companies unprecedented insight into their operations, empowering them with actionable data to optimize the efforts of drivers, allowing for maximum revenue while reducing operating costs. FleetUp Command is offered as a Software-as-a-Service (SaaS), and leverages the power of the FleetUp ELD, the first Electronic Logging Device approved by the FMCSA.

Visit www.fleetup.com or follow them on Twitter [@FleetUp](https://twitter.com/FleetUp) to keep up with their latest insights.

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ABOUT AERIS:

Aeris is a technology partner with a proven history of helping companies unlock value through IoT. For more than a decade, we've powered critical projects for some of the most demanding customers of IoT services today. We strive to fundamentally improve their businesses by dramatically reducing costs, accelerating time-to-market, and enabling new revenue streams. Built from the ground up for IoT and road tested at scale, Aeris IoT Services are based on the broadest technology stack in the industry, spanning connectivity up to vertical solutions. As veterans of the industry, we know that implementing an IoT solution can be complex, and we pride ourselves on making it simpler.

Visit www.aeris.com or follow us on Twitter [@AerisM2M](https://twitter.com/AerisM2M) to learn how we can inspire you to create new business models and to participate in the revolution of the Internet of Things.

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