



Company Profile

Company Information and Contact Details

- Business Name: Fleetcam (Pty)Ltd
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Leadership/Management Team

- Mark Rousseau – Pretoria – CEO
- Malcolm Rousseau – Cape Town – MD Western Cape
- Mark Hill – Durban – MD Kwa Zulu Natal
- Marcel Blokland – Sales Director
- Tristan Rousseau – Pretoria – Operations

Company Overview

Company History

Fleetcam was formed in 2014 by the current management team. The industry, which it predominantly serves, is logistics and small to large fleets. Fleetcam has an office in Pretoria, Cape Town, Durban and George. In addition Fleetcam has a number of authorised distributors in South Africa and Africa. Mark and Malcolm Rousseau worked part time in the industry since 1975. Mark became permanent in 1984 and Malcolm later in 1987. Mark Hill met Mark Rousseau in 1985 when he was working for Control Instruments. Mark Rousseau, Mark Hill, Malcolm Rousseau and Marcel Blokland were senior executives at Ctrack for 31, 27, 18, 21 years respectively. This gave them many years of experience in the industry, which they bring back to clients providing direct customer service. Currently the group employs 34 people.

Mission Statement

To assist with the reduction of accidents and deaths on the roads by providing quality and safety technologies, for drivers of vehicles.

To be an employer of choice, by developing our employees to be sustainable contributors in society and participate with the company's social responsibility initiatives.



Projects

The management team has been responsible for the following projects in their career:

Vehicle Related Projects

- SAPS (South African Police Services) – 44,000+ vehicles installed with telematics
- eThekweni Municipality 6,500+ vehicles installed with telematics
- 3 Coastal Municipalities – 1,100+ vehicles installed with telematics
- Cape Town Municipality – 6,000+ vehicles installed with onboard computers
- Western Cape Government – 4,000+ vehicles installed with telematics
- 6 Cape Municipalities – 1,200+ vehicles installed with telematics
- Discovery Insure – 145,000+ vehicles installed with insurance telematics
- Afrox Africa – 8 countries - 110+ vehicles installed with vehicle video telematics

Technology & Systems Projects

- OTI – Developed technology which is integrated and distributed into government vehicles and globally
- JD Edwards ERP (Enterprise Resource Planning) – System design and implementation nationally
- Accpac ERP (Enterprise Resource Planning) – System design and implementation nationally
- ISO 9001:2008 – Quality Management system design and implementation
- MRM (Mobile Resource Management) – System design and implementation
- ICASA Approval – Extensive testing and upgrading of Fleetcam VVT (Video Vehicle Telematics) to achieve approval (TA-2017/1511)



Industry History

Technology in the Fleet Management industry has evolved at a rapid pace over the last 40 years and the Fleetcam management team have been engaged with this history from an early stage.

40 years ago driver behaviour and efficiency were measured by means of a Tachograph installed in a vehicle, mostly replacing the speedometer. The activity (speed, distance, engines revs, idling and time) of the vehicle was recorded on a circular wax chart. To gather the information a trained person was required to study this chart and produce subjective information to produce a report.

In the late 80's on board computers were introduced effectively to improve the logging of data from vehicles. Despite early challenges with this technology the required goals were achieved, however only as a data logger, so no driver behaviour information was automatically available. A few years on and we had driver behaviour reports based on the set criteria (over speeding, excessive idling, engine over revving). So now we had a lot of automated objective information. Instead of removing a chart daily or pack weekly it was now required to download the information using a download device from each vehicle, then upload to a computer. A much better process, at the time.

In the mid 90's GPS vehicle tracking was introduced. Amazingly we could know where the vehicle was at its last position and could send a command to find out where it is now, so dot on the map. The problem was that the onboard computer was still required for driver behaviour information, so a huge investment in technology, and a 2 box installation. A couple of years on and we had the onboard computer information in a single box GPS tracking unit. The introduction of the term "Telematics".

In 2013 onboard cameras were introduced to monitor drivers, incidents, theft of tyres, fuel and cargo. Expensive tracking systems were still required. A few years on and our onboard cameras have 80% of tracking systems information built into a single unit accessible online or on a mobile app. The 20% remaining is in development. Hence our launch of VVT (Vehicle Video Telematics), which is also, ICASA approved (TA-2017/1511).

In addition the VVT solution has direct integration with Driver Fatigue (FleetFatigue) monitoring, temperature and fuel monitoring.

It is our belief that AI (Artificial Intelligence) is going to be the new technology to be implemented. This will jump the wave of IOT which the industry is predominantly focused on.



Primary Offering

Fleetcam offers the following products and services to all industry verticals that utilise transport from security, passenger transport, logistics and mining.

Products

- **FleetCam VVT** ('The Story behind The Story') – Vehicle Video Telematics is an onboard vehicle surveillance solution with a single road-facing camera and up to 8 cameras. Vehicle tracking and telematics are part of the solution.
- **FleetCam Software** – Web based solution giving real-time and historical access to vehicles and full suite of reports. All information is stored onboard an SD card or Hard Drive easily downloadable OTA (Over The Air). In addition easy on the move access to all cameras and position with a mobile app.
- **FleetFatigue** ('Prevention Before Cure') – A dash mounted intelligent monitor which focuses on measures of the drivers fatigue state and the drivers distraction activity, alerting the driver and call center of distraction (mostly mobile phones) and driver fatigue.
- **FleetTrack** – Standalone vehicle tracking for SVR (Stolen Vehicle Recovery), fleet management and trailer tracking.
- **FleetCam Dash** – 4G Forward facing and in cab real-time camera monitoring. Accessible with a mobile app. Full vehicle tracking is included on both the online and mobile application.
- **BodyCam** – 4G live wearable body camera for security personnel. Functions similar to Fleetcam and reports on the same software platform. Alternative passive wearable body camera for recording only.
- **FleetCam ADAS** – Advanced Driver Assistance System. This solution includes driver fatigue monitoring, over speeding, lane departure and distance monitoring.

Services

- **Hosting** – managed inclusive of license.
- **Sim card** – activation and management of data.
- **Accident Reports** – Professional data and footage analysis with qualification to represent in court.
- **SVR** (Stolen Vehicle Recovery) – 24/7/365 managed through our contracted bureau.
- **Bureau** – Two offerings of 12 hour and 24 hour shifts. Customised reports and monitoring according to specific customer needs.



Conclusion

Fleetcam is a young and dynamic company with a vast amount of experience in the industry. We are passionate about our customers and always go the extra mile to ensure a world-class level of service and delivery.

The technology that Fleetcam bring to their customers is not as a result of any individual expertise, but rather by listening to customers needs and searching the globe as well as internal development to provide the most suitable solution.

Fleetcam have very strong core values of integrity and honesty. Corporate governance is a strong focus despite the fact that the company is relatively small. We treat our staff well to ensure that they treat our customers well.