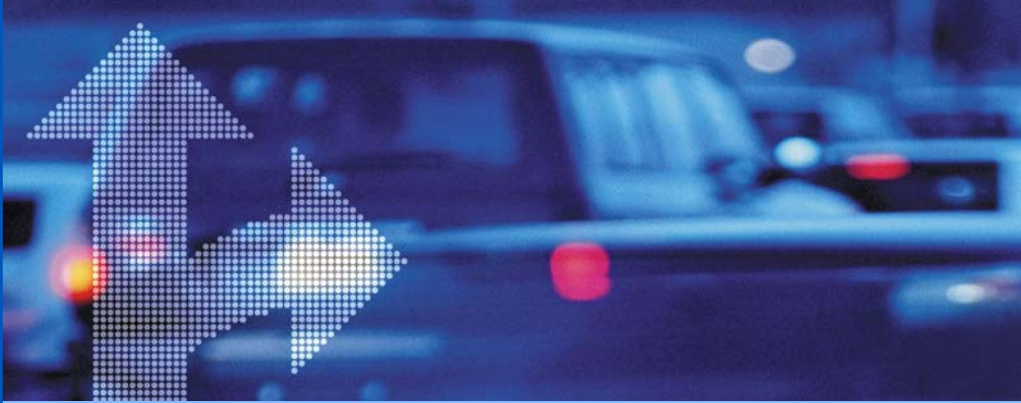


Data & Mobiles and NAVTEQ provide Orange Business Services with low-cost fleet solution



Orange Business Services has sold a powerful, low-cost fleet management solution to integrated logistics group, GEFCO. The application was designed by Data & Mobiles, which benefits from highly accurate NAVTEQ maps. It's the first time a Telecom operator has sold an all-inclusive fleet management solution.

Challenge

GEFCO, which handles 52,000 shipments each day, needed a low-cost, ready-to-use solution to track goods and its vehicles across Europe from Portugal to Turkey. Unlike other tracking solutions GEFCO had used, it sought a simple, scalable solution to manage 80 per cent of its needs.

Solution

The answer to GEFCO's requirements came from Orange Business Services, a new division within the France Telecom Group providing corporate solutions and communications services to 220 countries and territories. Its fleet management solution met GEFCO's challenges, since it was ready-to-use, easy to install, integrated and one of the cheapest solutions available.

This machine-to-machine technology uses a fleet management ASP solution developed by French company Data & Mobiles to track and optimise fleets of vehicles. Data & Mobiles' technology platform uses high-quality NAVTEQ geographic data, so goods can be accurately pinpointed. NAVTEQ maps are valued by the industry for being updated regularly and verified in the field.

Kuantic and Siemens WM developed the hardware, which can be easily installed or moved in GEFCO's vehicles (more than 1,000 equipped today). GPS devices send the vehicles' location by GPRS to an Orange Business Services server every 15 minutes. The system means GEFCO's dispatchers can track

Business
Services



THE CHALLENGE

- Create a cheap, powerful, ready-to-use ASP Fleet solution that could track GEFCO vehicles all over Europe.

THE SOLUTION

- Provided directly by Orange Business Services using the ASP Fleet solutions of Data&Mobiles and Siemens WM with Kuantic hardware, and featuring NAVTEQ European maps.

THE BENEFITS

- One of the cheapest solutions on the market
- Integrated solution from Orange Business Services
- Excellent localisation thanks to the highest quality NAVTEQ maps
- Europe-wide
- Easy to install
- Simple to move from one truck to another

Benefits

Orange Business Services provided the complete solution, including hardware, the Data & Mobiles application and GPRS connections, giving GEFECO the advantage of a one-stop shop.

As well as ensuring goods and trucks are easily tracked across Europe, the solution gives GEFECO the ability to provide its customers and supply chain with a real-time response.

The GPS devices are 'plug and play', so they can be quickly moved from truck to truck. Further efficiencies are gained because GEFECO's sub-contractors are also able to use the solution. It can be used in all the countries where its trucks are driving with fixed costs including roaming.

NAVTEQ's navigable maps, which offer a wide range of attributes including accurate turn-by-turn instructions and travel times, were easily integrated into the solution.

This fleet management solution is an important new product as there is only one single provider for both the telecom and fleet subscription. GEFECO is one of the first major deals to meet Orange Business Services' strategy of selling more services and addressing the machine-to-machine (M2M) market.

About Data & Mobiles

Data & Mobiles – a NAVTEQ partner – is a leading provider of fleet management solutions. Since 1994, Data & Mobiles has created solutions to track trucks, cars, utility cars, trailers etc. Data & Mobiles also provides other solutions such as vehicles securing solutions. In 2004, Data & Mobiles changed the European fleet management market by providing all-inclusive solutions for low cost. Its fleet management solutions include hardware, communications, web based applications, hotline, and aftermarket support. For more information about Data & Mobiles, please visit www.data-mobiles.com.

About Orange Business Services

Orange Business Services represents the business communications solutions and services provided by the France Telecom Group as of June 1, 2006. It was previously sold under the France Telecom, Orange, Equant, Etrali, Almerys, EGT, Expertel Consulting, France Telecom Intelmatique, SETIB and Solicia brands. Its offers include converged voice, data and mobile services as well as IT expertise and managed services, all designed to transform business processes and improve productivity. Orange Business Services is present in 166 countries and territories and serves customers in 220.

About NAVTEQ

NAVTEQ is a leading provider of comprehensive digital map information for automotive navigation systems, mobile navigation devices, Internet-based mapping applications, and government and business solutions. NAVTEQ creates the digital maps and map content that power navigation and location-based services solutions around the world. The Chicago-based company was founded in 1985 and has approximately 2,200 employees located in 144 offices in 27 countries. Its European headquarters are in Veldhoven, Netherlands. For more information, visit www.navteq.com.

"Reporting was also part of the requirements, and obviously our goal was to cover 80% of our needs for 20% of my costs. Today, we sourced a solution which is twice more cost-effective than its nearest competitor and which meets all our requirements."

GEFCO's Innovation Department



NAVTEQ CONTACTS

enterprise@navteq.com
www.navteq.com

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