



O2 Connected Transportation is like listening to the heartbeat of your assets.

More real-time visibility. More rich, actionable insights.
More ways to manage cost and risk.

Do more today, with tomorrow's IoT transportation solutions

If you're responsible for managing transportation assets – from fleet management to passenger services – O2 can make your life easier and your business run better.

This handy guide shows how O2 Connected Transportation solutions help you drive growth, save costs, keep your people and the public safe and much, much more. There are sections for Fleet and Leasing Managers, Passenger Services Managers, plus an overview for everyone on why you can choose O2 with confidence.

Fleet and Leasing Managers

7 ways to connect to the information that really matters – with O2 Smart Vehicle.



1. Take control of your assets

Your vehicle fleet is worth serious money. So any opportunity to sustain or increase its value demands a second look.

O2 Smart Vehicle offers remote mileage monitoring, so you always have precise visibility of every vehicle's value, and an accurate real-time picture of your fleet's residuals.



2. Save money

Transform profitability with new business processes that have cost-efficiency built into their fabric.

With a comprehensive database of reverse engineered engine codes that capture information from a wide range of makes and models, you can plan smart ways to save costs. No matter how large or small your fleet, you can make a big saving in fuel costs by planning the most efficient routes, reducing idling time and even using real-time driver coaching to correct wasteful driving styles.



3. Keep your people safe

An unsafe vehicle is a hazard for your colleagues and your customers, as well as a potentially huge financial liability for your business.

The vehicle telematics built into O2 Smart Tracking bring you real-time data including vehicle mileage, diagnostics trouble codes, driver behaviour, vehicle location, fuel and oil levels, tyre pressure, battery status and seat belt engagement. So it's easy to ensure vehicles are roadworthy, any faults have been fixed and your drivers are safe.



4. Do more with less

The harder your assets work for you, the more revenues they bring into your business – and who doesn't want that?

O2 Smart Vehicle's real-time vehicle tracking helps you plan the most time- and fuel-efficient route for every vehicle and driver – boosting productivity throughout your fleet.



5. Sharpen your competitive advantage

If your margins are constantly being squeezed, and you're trying to stand out in an ultra-crowded market, O2 are here to help.

We'll help you make the most of opportunities to improve service and support: from more responsive breakdown care to discounts that reward your most careful drivers and/or customers. And with all those cost savings you achieve, you'll be in a great position to win new customers with ultra-competitive pricing.



6. Make smarter, faster decisions

The sooner you know about a problem, the faster you can fix it... but just how fast can you really react to a fast-degrading engine component?

Because it transmits real-time data direct to the heart of your business, O2 Smart Vehicle solutions give you an up-to-the minute picture of potential hazards and issues affecting your assets. And with all your driver and vehicle data presented in a single intuitive portal, or integrated via API into your core systems, you can make informed decisions in real time.



7. Create new revenue streams (and grow existing ones)

Improving your existing operations is a vital aspect of running a great business – but so is driving growth with innovative new services and offers. O2 Smart Vehicle solutions offer some inspired new ways to help you increase sales.

Introduce targeted discounts and loyalty schemes based on forensically detailed visibility of how individual users and businesses behave behind the wheel. And sell on these value-added services to your end customers – in turn helping you stand out and boost your business's appeal.

Passenger Services Managers

5 ways to run a safer, more efficient environment with O2 Smart Compliance.



1. Safeguard your assets

Get real-time visibility and control of risk by capturing current and accurate digital information on which to base better-informed decisions.

By equipping field teams to capture health & safety and security & compliance information in real time, using regular hand-held devices like smartphones and tablets, they can react quickly and decisively to anything that poses a risk.



2. Protect your customers – and your brand

An unsafe passenger environment could cause untold harm to your customers and your brand – as well as incurring penalty fines for your business.

Maintain your duty of care in station management with O2 Smart Compliance, by automating security and health & safety checks so that hazards are fixed fast.



3. Take care of red tape the safe and easy way

Compliance is a fact of life – especially in the heavily regulated transport sector. But it needn't be a time-consuming and expensive burden.

O2 Smart Compliance automates what are often manual and paper-based data-capture processes for tasks like equipment safety checks, venue, vehicle and asset safety checks and cleanliness reports. So it's easy to produce reports that prove you're fulfilling your compliance obligations.



4. Ramp up productivity

Empower your field teams to do more with less.

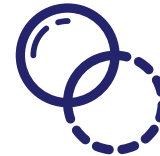
When it comes to equipping your people for maximum productivity, O2 Smart Compliance replaces slow and cumbersome paper-based processes with digital automation. It's a faster way to work for your field teams. And it's way more efficient for office-based risk, compliance and health & safety managers.



5. Wave goodbye to IT headaches

There's no lengthy systems integration to endure before you benefit from O2 Smart Compliance.

Because it's a standalone installation that's based in the cloud, it's simple to deploy and scale. Compliance data is easily captured on smart handsets and tablets using cellular or WiFi connectivity, from a variety of sensors including NFC and Bluetooth beacons. And with flexible APIs, captured data will be in your core systems in no time.



6. Embrace transparency

Trawling through physical document archives to produce evidence or create a report is painfully time-consuming – not just in terms of finding the relevant information but then compiling, formatting and delivering it in a timely manner.

But with digital data, it's easy to offer customers and suppliers complete transparency. Electronic information is fast and straightforward to interrogate and share with customers in whatever level of detail you chose. While digital workflows will help prove your commitment to health & safety should the worst happen.

3 reasons you can trust O2 Connected Transportation



1. Be part of the future, today

O2 Connected Transportation solutions are built on the Internet of Things (IoT). And if you're thinking 'so what?' then bear in mind that the IoT market is expected to grow 22% in 2016, with a jaw-dropping 5.5m new 'things' connected to the Internet every single day¹.

Market leaders in the transportation industry are already actively embracing IoT solutions like O2 Smart Vehicle and O2 Smart Compliance. So if you're currently hedging your bets on the role of the IoT in your own business – this is a great time to get involved and steal the competitive advantage by partnering with O2.

2. Connect with confidence

You can depend on O2 to bring you more of the always-on connectivity that helps make the IoT so transformational.

O2's brand, scale and know-how is proven at the highest level, minimising your risk. With just a single supplier to manage, working with O2 takes the hassle out of IoT.

3. Market-leading solutions, end-to-end service

We partner with the best providers, like Geotab, whose technology is already deployed in hundreds of thousands of vehicles worldwide.

And with an end-to-end service wrap and account management on any solution you choose, we'll help make sure your O2 Connected Transportation solution reaches the precise destination you want to get to.

¹ <http://www.gartner.com/newsroom/id/3165317>

Experience how O2 Connected Transportation gives you more.

To chat about your demo or free trial, get in touch with us at **iot@businesso2.co.uk** or find out more at **o2.co.uk/iot**

More for you.



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