



**“Costs that are hard to see
are easy to ignore.”**

(What gets measured gets managed. Right?)

ECP TracerSM is a proven system that lowers costs and increases efficiency...

driving your business profit up within 60 days.

A proven, state-of-the-art solution, ECP TracerSM helps you slash costs this month. It's now easier than ever to effectively manage your vehicle fleet and equipment with confidence. Using cellular-assisted GPS technology, this solution is an active, automated monitoring system that helps you spot opportunities. You will cut costs quickly, and make lasting operational gains. ECP Tracer is on the job, every day.

You don't need dedicated staff to increase profitability. ECP Tracer is actively watching and monitoring your assets, to let you know your vehicle and equipment status in real-time. Knowing the precise location is everything... it translates into vital uptime gains. Now you have the tool to do more with less...

ECP Tracer monitors all vehicles and equipment... silently in the background. Your preset business standards ensure things run as you decide, even more smoothly than they do now. When there is an issue, you are notified by email alerts when a specific asset or operator deserves your attention. It's even cost-effective to monitor the active use and location of critical or high-value equipment. Coordinating that equipment with vehicle position is easier than ever.



We help you manage your valuable assets

Active Fleet and Equipment Tracking helps you answer key questions such as:

- >> Could we reduce fuel costs by managing idle time, or improving driver behavior?
- >> Can we dispatch the nearest qualified technician, and optimize dispatching more?
- >> What about cutting insurance costs...by improving driver safety and reducing incidents?
- >> Won't this extend the life of my vehicles by ensuring regular maintenance?
- >> Do we have legal compliance issues? Tracking registration expirations, and driver hours?
- >> What's our plan to reduce losses, or recover lost or stolen vehicles and equipment?
- >> Is it simple? Will this mean my fuel consumption bill improves month-over-month?

*"When I can see a problem,
I can take care of it."*



Save money by improving fleet and equipment management:

- >> Gain insights to lower fuel use and operating cost
- >> Improve equipment and vehicle dispatch efficiency to increase profits
- >> Improve vehicle maintenance management to lower repair costs
- >> Save time locating vehicles and valuable equipment in each vehicle
- >> Avoid fees or fines due to lack of compliance
- >> Improve recovery of lost or stolen assets
- >> Improve driver safety with higher driver and operator awareness
- >> Lower related insurance costs by decreasing loss and claims

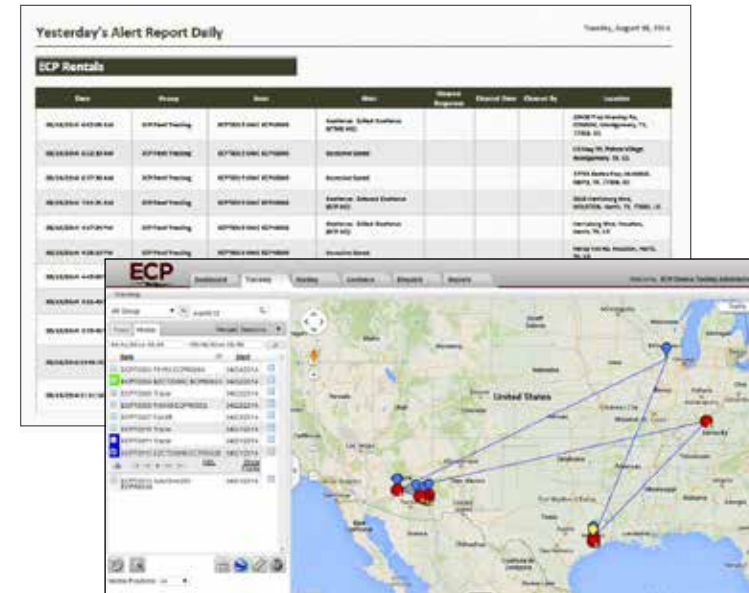
ECP TracerSM



"ECP is part of my industry. It's obvious they get what I'm facing."

Build more efficiency into your organization through day-to-day improvements:

- >> Real-time tracking with user-defined alerts and notifications, limited to your business' unique hours of operation
- >> Geofencing to provide specific location-based alerts...in an area, or out of an area
- >> Historical activity reporting to understand trends and seek improvement
- >> Increase efficiency of job dispatching by overlaying your vehicles with your key equipment assets and locations
- >> Determine which most experienced technician is available and nearest the job
- >> Identify key equipment near a specific job site right now



Is ECP TracerSM right for you?

Safety Manager:

- >> Lower insurance costs over time by improving driver safety and reducing incidents
- >> Monitor and improve driver behavior (reduce harsh braking and rapid acceleration)
- >> Proof of innocence against false claims utilizing history reports
- >> Ensure legal compliance by tracking registration expiration, managing driver hours and meeting federal reporting requirements

Operations Manager:

- >> Prevent loss of equipment and improve recovery of lost assets – intentional and accidental
- >> Reduce lost time spent locating equipment after hours or urgently
- >> Track/manage equipment resources - easy to manage and searchable reservations calendar
- >> Always know what you have and where it is - location on-demand and locates where traditional GPS does not (i.e. indoors)
- >> Save technician time with more efficient dispatching/routing and reducing unauthorized stops
- >> Separation or combination of supervision into groups as needed
- >> Optimize utilization of equipment - assets not collecting dust and recapture capital
- >> Monitor equipment repair history - know when to replace
- >> Easily manage equipment calibration and track certificates
- >> User-defined geofence alerts by location and by route

Fleet Manager:

- >> Save on fuel costs by more efficient dispatch, reduced mileage, improved driving habits, reduced idling, reduce unauthorized/after-hours vehicle usage, prevent fuel theft
- >> Save on vehicle repair/replacement costs with easy-to-manage maintenance records and reminders
- >> Lower insurance costs over time by improving driver safety and reducing incidents
- >> Extend the life of your vehicles and reduce wear and tear from harsh braking, rapid acceleration, and other excessive driver behaviors
- >> Reduce mileage with efficient resource dispatching and the ability to overlay vehicles with assets and locations
- >> Separation of fleet management by groups, or combining groups as needed
- >> User-defined geofence alerts by location and by route
- >> Prevent loss of equipment and improve recovery of lost assets – intentional and accidental

President/Executive Team:

- >> Real-time tracking with user-defined alerts and notifications limited to your unique hours of operation as desired
- >> Prevent loss of equipment and improve recovery of lost assets – intentional and accidental
- >> Lower insurance costs over time by improving driver safety and reducing incidents
- >> Lower fuel costs by managing idle time, improving driver behavior, dispatching the nearest qualified technician, and managing fuel consumption
- >> Optimize asset purchase and rental
- >> Extend the life of your vehicles with regular maintenance and reduced wear and tear
- >> Efficient resource dispatching with the ability to overlay vehicles with assets and locations
- >> Historical activity reporting to develop trends and see improvement



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