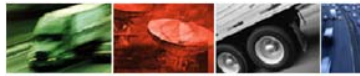




In Print

from

Concepts-Online



Web based Vehicle Tracking & Mobile Data Solutions

ISSUE 6
Autumn '07

CONTENTS:

welcome

new concepts

- vehicle texting

case study

-Sheridan & Hood

system update

meet the team

- Dean Oldcroft

top five...

industry news

- your carbon

footprint

Wanted!

- Reward Scheme

welcome...

to the autumn edition of **Concepts-In Print**, the vehicle tracking newsletter from **Concepts-Online**. In this issue we're looking at our new vehicle texting service, which gets you that bit closer to having your vehicle communicating with you like its KITT from Knight Rider. We're also taking a bit of an Irish theme for some of the newsletter. We'll be looking at one of our customers from Northern Ireland, introducing a new fixed-rate Irish tracking service and welcoming our new Ireland Account Management Partner to the team. All this and more, written after just the odd pint of Guinness, purely for the sake of Irish inspiration!

“Q. Where is...?”

The idea of communicating with your vehicle is nothing new. For years now we've had vehicles that alert us to whether or not we're wearing our seat belts; that beep if we've not shut a door properly; or if we've left the lights on. Some cars send vibrations through our seats to tell us we've changed lanes, or set off a judgemental 'ping' to tell us we're driving too fast. There are even drivers out there (although they should probably keep this to themselves!) who see nothing wrong with talking to their vehicles, offering words of encouragement to get them up a steep hill, or a relieved thank you for starting first time on a cold morning. But now **Concepts-Online** have taken this communication a step further, enabling you to engage in a text conversation with (*insert your vehicle's pet name here*).

We know that sometimes when you're out and about, and don't have access to a PC,

you still need to know where a vehicle is. Well, for just such an instance, we've created

Concepts-Text, a service similar to that of 'AQA Any Question Answered'. The difference being that instead of helping you cheat at the local pub quiz, we tell you the vehicle position, and whether the vehicle was parked up, or the current heading and speed of travel.

Texting your vehicle couldn't be easier. Providing you have text messaging enabled on your **Concepts-Online** account (top-ups are available via our website), all you have to do is send the phrase...

“Q Where is...” and the **Concepts-Online** vehicle label/reg no. to

+447624 804 208

and await your response. Simple really.

“A. I'm parked here.”



CONTACTS:



Stamford House
57 Liddon Road
Bromley
Kent
BR1 2SR

Tel: 0871 750 3004
Fax: 0871 750 3002

info@concepts-online.co.uk
www.concepts-online.co.uk



Knowledge is Power - Efficiency is Revenue - Control is Profit

case study: Sheridan & Hood Ltd.

Sheridan
& Hood



Building
Services
Engineers

fulfilling the demand
for **knowledge**

Sheridan & Hood recently signed a new deal to track their fleet with **Concepts-Online**. As an early adopter of our system, the company were keen to continue their relationship with us and re-sign for a further 3 years.

Sheridan & Hood Ltd was formed in 1968 as a family business, with the goal of providing electrical, plumbing and heating services to the area of Northern Ireland. Today, with a multi-million pound turnover, the company has a long standing reputation in the industry for providing a first rate service, and for striving to adopt new technologies to benefit their output.

As one of our initial Northern Ireland customers, Sheridan & Hood Ltd have been making good use of **Concepts-Online** to efficiently manage their fleet for several years, and are well aware of the benefits our program can offer. The company has been impressed with new, more detailed mapping of both Northern Ireland and Ireland, as well as the creation of new vehicle reports to easily highlight when and how drivers are utilising their vehicles. When meeting up recently, however, the company were interested to see how else they could maximise the potential of our tracking system.

A major benefit of our system is the in-built fleet management tool, and the company were keen to see how this function could serve as an additional reminder for important servicing requirements. One of the new features Sheridan & Hood have opted for is the in-vehicle guard alert function. Although vehicle crime hasn't been a particular problem for the company, whenever you have a vehicle carrying tools and other expensive equipment there is always the potential risk of theft. To that extent, we shall be fitting vehicles with a guard alert button to be set by the driver as he enters or exits the vehicle. This action will activate the door sensors, offering a security system that can alert either the program user and/or the driver to the fact that the vehicle has fallen victim to an unauthorised entry.

We look forward to continuing our work with Sheridan & Hood in the future, and hope we can maintain the same quality of service that has resulted in the company re-signing with us.



All of us here at **Concepts-Online** would like to congratulate Naomi Bishop, and everyone involved at Buildbase, for their amazing fund raising activities.

Naomi, a Senior Transport Administrator, and pictured here in a rather fetching hat, was one of 17 to complete a parachute jump in aid of the Oxford Children's Hospital. The jump was one of a number of activities that people were participating in as part of the Buildbase pledge to raise £55,000 by summers end. Raising approx. £4000, the 17 jumpers helped the company fly past their target (apologies for the pun!), to reach a massive total of £62,000. Well done.

CONGRATULATIONS!

Knowledge is **Power** - Efficiency is **Revenue** - Control is **Profit**



meet the team

...the issue by issue guide to our essential personnel.

Dean Oldcroft - Ireland Account Management Partner

After much searching for a suitable candidate, we are happy to announce that Dean Oldcroft, of Auto-com Installations, will be working with the company as our Ireland Account Management Partner.

Known to most of our customers in Ireland, Dean, or one of his staff, will almost certainly have either fitted your vehicles, or carried out any necessary field service work. With a wealth of industry experience behind him, Dean will now assume a more commercial role within the company, taking responsibility for vehicles based in either Northern Ireland or Ireland.

Welcome to the team!



s y s t e m u p d a t e : fixed rate Ireland solution

We are pleased to announce that we can now offer our customers a fixed rate vehicle tracking solution for Ireland.

Until recently, vehicles travelling between the UK and Ireland were subject to the roaming charges of mobile networks. This would mean that costs could fluctuate when sending telemetry data to our servers, make pricing unpredictable.

We have now been able to secure a fixed cost communications supplier, capable of covering the whole of the country. So whether you travel solely within Ireland, cross the border to Northern Ireland, or venture across to mainland UK, we can pass the benefits onto you the customer, and set new fixed priced tariffs for your travels.

For more information, please contact either your account manager, or alternatively give our office a call - the number as ever is on page one.

new customers

We would like to welcome...

The Tannington Group

Buildbase
Oldham, Bilston
and Bury

Inter County Farmers

Katsouris Brothers

...as some of the new members to join our growing community of **Concepts-Online** users since the last issue.

contact us: If you would like to comment on anything you've read in this issue, or wish to make a contribution towards future issues, please email: adrian.hallam@concepts-online.co.uk

Knowledge is **Power** - Efficiency is **Revenue** - Control is **Profit**



Well summer has passed by with barely a natural looking suntan in sight. Much of Britain has been in the shade, struggling to make the most of a few rare glimpses of sun, and suffering the odd bout of flooding along the way. But wasn't global warming supposed to bring us hotter weather?

Wherever the warm weather may be, you can't have failed to notice that the public perception of our carbon footprint has increased massively in the past five years. With this focus on climate change, the motor industry is facing renewed calls to reduce the effect the vehicles we'll be driving in the future have on the environment.

In 1998, the European Automobile Manufacturers Association (ACEA) took voluntary action, pledging to the EU that its members would reduce average CO2 emissions for new cars to 140g/km by 2008. Such a reduction would represent a 25% improvement over 1995 levels, and drastically cut the amount of harmful greenhouse gases emitted into the atmosphere.

With less than a year until the proposed deadline, however, the major vehicle manufacturers are failing to meet their targets. With the exception of Fiat, Citroen and Renault, current rates of reduction to CO2 emissions mean that manufacturers will miss their self-imposed level. So what will be done to curb pollution?

There are several suggestions on the table aimed at reaching carbon neutrality. Ideas such as creating a market for companies to buy and sell CO2 allowances, EU plans to enforce mandatory reductions to emissions, and plans to ban petrol car production altogether from 2040 are possible. In the next issue we'll be looking at how these proposals are likely to work, and what impact they'll have on the way you drive.

WANTED CUSTOMER REFERRALS

At **Concepts-Online** we know that you value the service we provide our customers, and now we'd like to give **you** an incentive to share this service with your customers and associates.

To do this we're launching the **Concepts-Online** referral scheme.

For every referral you make, that results in a new customer joining us, we will give you **£25 per tracking unit** installed.

To learn more about, or to take advantage of the scheme, give our office a call on

0871 750 3004

and start spreading the word.

£25 REWARD

TOP 5



... CRIMESTOPPERS

Unfortunately, that whilst their driver was sticking to his routes, his 'one for the customer, one for me' delivery process was hitting stock levels!

THREE: Fortunately for one farming equipment supplier they had both their trailers and their cabs tracked. This certainly helped when as one of their drivers parked in a lay-by for his break, thieves pulled up to the trailer, and coupled it to their own cab. Catching thieves is always easier when you can follow their every move!

TWO: A perk of the job for one company director was to have a tracking unit fitted to his brand new Mercedes. This certainly proved to be a bright idea, as at the time the man in question was going through a bitter divorce, so bitter his soon to be ex-wife developed a habit for borrowing property. Thankfully he could see exactly where the vehicle was, and simply turned up to stake his claim. No reports yet as to whether he kept it in the divorce though!

ONE: And finally, the best case of 'crimestopping' we've been informed of occurred when a driver alerted the police to the whereabouts and direction of travel of his stolen vehicle. A nearby police helicopter was then diverted to the scene to follow the crime as it happened. Watch out for the footage, its bound to be on one of the generic police chase TV shows soon!

One vehicle is stolen in the UK every two minutes, and whilst we can't guarantee that the police will turn up in something similar to this Ferrari 612 Scaglietti, mocked up for the Ferrari 60th anniversary tour, with trackers fitted, we can make locating your vehicle a lot easier.

The top 5 crimestoppers we've heard of are:

FIVE: Our solar powered trailer tracking unit is quite a versatile unit. Fitted in some cases to the roof of a caravan, we've been informed of occasions where a breach at the door sensors and a text to the owner allowed the site authorities to catch some misguided youths before they stepped foot off the grounds.

FOUR: A small Yorkshire based electrical goods company had cameras fitted in their delivery vans, set to take a picture when anyone opened the back door. They found,

Concepts-Online

Concepts- In Print

