

Concepts-

# In Print

## welcome...

to the 10th edition of **Concepts-In Print**. We'd like to celebrate this milestone achievement by taking all our readers out for a superb meal at Heston Blumenthal's 'Fat Duck' restaurant. We'd also like to be put forward for a Nobel prize in literature, and to settle down with Megan Fox. None of which seem likely to happen!

On to the newsletter then, in this issue we're looking at the cost of fuel and how we can help you monitor what you spend at the pump. We're also looking at some interesting interior design at one of our customers, how mapping is set to change in Concepts, and how someone, somewhere has always got an eye on you, whether or not you have a tracking device fitted. Plus we introduce our new feature 'Listen Who's Talking' where different sat nav voices compete for our coveted four wheels review!

## new concepts - monitoring your cash flow from pocket to pump.

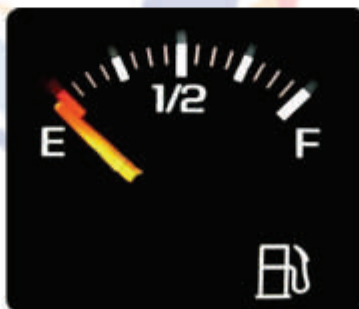
The amount of fuel we use each day has been an issue on everyone's mind now for some time. With prices at petrol forecourts high and erratic, it can often be difficult to keep track of how much you're actually spending at the pump, and how much this can change from week to week.

Coming soon, **Concepts-Online** will introduce our new fuel management module, specifically designed as a tool to monitor the flow of cash from your bottom line to the petrol company's coffers.

Available as part of our next software update, users will be able to record the time and date of a fill up, the cost of petrol and the amount purchased each time. You can then use these details to analyse fleet efficiency, to calculate petrol usage as a vehicle's mileage per litre, and to monitor a vehicle's recent

performance against long term averages.

Whilst we accept that there are factors outside a driver's control that can affect the performance of a vehicle, such as heavy congestion, load weight, and distance travelled, by looking at past vehicle history you should be able to see trends in both the vehicle's and a driver's performance. Coming soon then is the opportunity to root out those drivers with the heavy and costly right foot, and the ability to praise and reward those drivers able to eek out every last mile per litre.



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# new look...

On a recent visit to extend the supply of **Concepts-Online** to existing customer H&M Plant Haulage & Crane Hire, our salesman couldn't help but notice the amazing larger than life artwork now decorating their office, and we have to agree it does look fantastic. Local 'artist extraordinaire' Jamie Montgomery is responsible for the project, and certainly seems to have done a brilliant job.

We believe this could turn out to be a nice little side-earner for H&M as the first dual purpose plant haulage & crane hire business, with its very own art gallery!

If anyone else has any interesting artwork festooning their walls please let us know. This does not include signs that say "You don't have to be mad to work here, but it helps!" - they should be kept quiet at all costs!



## CUSTOMER REFERRALS

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

So if we sign one new vehicle from your referral, we'll reward you with enough cash to buy a few drinks.

If we sign ten new vehicles then we give you enough cash to buy a meal out for you and your team.

And if we sign 100 new vehicles from your referral then you're rewarded with enough cash to enjoy a lavish holiday abroad - although we may stipulate that you take a member of our customer service team with you!

To take advantage of our scheme, please give our office a call on

**0871 750 3004**

and start spreading the word.

For a little while now we've suspected that something might have been missing from **Concepts-In Print** that stops it being a truly great newsletter. And thankfully now we've realised what it is - we don't have a product review section. Think about it, everything from men's motor mags to women's trashy gossip mags review something. And so, we proudly present to you our sat nav voice review.

This issue we've been trying out the Only Fools and Horses voice pack, which features quality vocal instructions from Del Boy, Uncle Albert and Boycie. Our reviewer reports that at first he loved hearing Boycie call him a 'silly trotter' whenever he made a wrong turn. However, the novelty value soon wore off, and by the 500th time of hearing Del Boy say "Time to join the motorway, eh, Come on you plonker!" in a mockney Peckham accent, he was willing to drive his car into oncoming traffic just to shut the blasted thing up!

From a 'so bad its good' point of view, we award Only Fools and Horses a rather fitting 3 wheels!



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# system update: server-based mapping

Its likely happened to us all, whether its on your sat nav whilst out on your journey, or watching a vehicle history replay on Microsoft MapPoint, you drive up a newly finished bypass and it looks like you've gone off road and are now traversing through the middle of a field!

The trouble is that so many alterations are made to the road network every year that mapping software cannot keep up with changes and implement them quickly enough. And with MapPoint 2008 already delayed beyond our expectations, we've made the decision to offer a new form of mapping with **Concepts-Online**.

Of course we will always support Microsoft MapPoint, but we are pleased to announce that full server based mapping will soon also be available. For a cost less than that of the new MapPoint upgrade, we can provide regularly updated mapping, streamed to you across your internet connection, so there's no need for any complicated installs, and you won't suddenly end up lost in the middle of a field!



For more information, please contact our sales office, or your Account Manager.



If you're one of the few people not quite sick of hearing about the credit crunch by now, we advise that you please carry on reading this section and we'll see if we can get you caught up with the rest of us. For those already in a state of financial despair, chin up, it'll soon be Christmas!

It seems that the current economic crisis has not only hit the property market, but now car sales are hitting their lowest level since we won the world cup. The Society of Motoring Manufacturers and Traders reported an 18.6% drop in sales for August '08 compared with last year, with just 63000 registrations for new cars being made.

With the market for new cars struggling across Europe, it seems the bulk of the drop in sales is in the prestige and sports car sector. Sales at Aston Martin are down 68% in a year, whilst Porsche and Land Rover report a 58% dip, with Land Rover confirming a cut in production of one day per week.

And the situation doesn't seem set to improve any time soon. The SMMT reports that with fuel prices remaining high, and inflation set to continue, this sales slump could worsen by a further 10% in the coming year.

Ending on positive (but glib) note, if this trend continues and sales hit rock bottom, one day we might all be able to afford an Aston or Porsche. Whether we could afford to fill it with petrol everyday is a different question entirely!



## new customers

We would like to welcome...

**Milford Ltd**

**Fortune Security Ltd**

**Conker Nation Ltd**

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

## Stick it to me!

We've just ordered our first batch of Concepts-Online stickers, that let others know your vehicle is fitted with a 24 hour monitored tracking system.

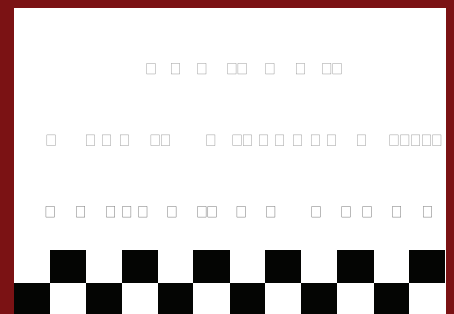
To order some for your vehicles, please give us a call on 0871 750 3004.

## 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: [info@concepts-online.co.uk](mailto:info@concepts-online.co.uk)



# INDUSTRY NEWS BULLETIN



## EYE SPY

Now it might strike you as a little odd that a tracking newsletter is reporting about vehicle tracking under the banner 'eye spy', especially when you consider how vehemently we usually profess the benefits you can reap from vehicle tracking. The differentiation here is that our tracking service is provided to companies looking to track their own vehicles with a view to better monitor fleet management, and not for unwarranted surveillance.

At present approximately 10 million journeys are recorded by the police everyday, using automatic number plate recognition (ANPR). The new National ANPR Data Centre in North London is set to increase the number of journeys it records for the police each day by 500% to 50 million journeys.

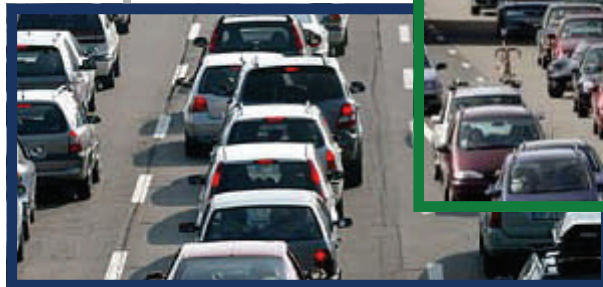
This news has outraged civil liberties campaigners, not just because the amount of data collected is to be expanded, but because the Home Office have confirmed that the national database is now to be

kept for 5 years, rather than the initial 2 years.

This policy disclosure only came after The Guardian newspaper made a request under the freedom of information act. The paper reports that Privacy International believe the database gives police "extraordinary powers of surveillance". Such surveillance is likely to give rise to convictions being enforced, given that an ANPR strategy document advises officers to "fully and strategically exploit" the data gathered.

It seems whether you have a tracking device fitted or not, someone is always going to know where you are - its what they do with this information that's in question.

**Sources: The Guardian, Privacy International.**



*Not the*

## EMPLOYEE OF THE MONTH

*awarded to*

**Mr. I. N. Cognito**

*for*

demonstrating true prudence and fiscal responsibility in the running of his personal vehicle.

*and not for*

the sheer gall and brass neck of siphoning out fuel from his work diesel supply tank for use in his own van.

Now a respectful believer in all things karma, the unfortunate employee was found out and duly dismissed, but not before his final heist resulted in him stealing a cunningly prepared mix of petrol and water, resulting in a rather expensive repair bill!



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