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The future of tracking in Brazil

In partnership with Ituran,
leader in the vehicle tracking
and recovery segment

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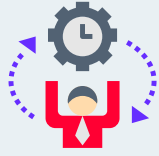


The growth of connectivity has changed the way organizations relate to their market. In the tracking industry, for example, IoT is increasingly present, making the daily routine easier for people and businesses.

We are in the midst of a great digital revolution and among the main trends that will impact the tracking market, the Internet of things (IoT) will be one of the main protagonists. Gradually, everything that is part of our routine will be connected.

Bringing this context to Brazil, the search for tracking services is still constant due to the high rate of vehicle robbery. Tracking technology, when connected to smart software, enables public authorities and security companies to view the most problematic regions of theft, robbery, and fleet tracking. The use of connectivity can increase the efficiency and delivery of integrated solutions, so it can be managed in a customized way.

The concern with safety, cost reduction and time optimization is usually part of everyone's everyday life, both for those who have a personal vehicle or a corporate fleet. With connectivity combined with equipment and new technologies, these and other concerns can be addressed, such as:



Routine management

For both individuals, who use vehicles for personal purposes, and for companies that have vehicle fleets and want to have their vehicle tracked, there are systems that offer warning and notification options that identify adverse situations or situations of interest, without the need of a constant verification of the driver. Alerts are shown when the ignition is switched on, when the vehicle is moving, or when it reaches the intended destination, for example. These alerts and many others are possible through connectivity, sent by application, e-mail, and even SMS text message.



Real-time tracking

The actual time of sending the location status is meant to create a clear vision, both for monitoring at the moment and for the purposes of reviewing records afterwards. Poor technology optimization creates time intervals that can hide or make it impossible to collect information about driving the vehicle, or generate information in excess, making it difficult to isolate a specific situation. In addition, there are regions where tracking will not be able to send location status due to lack of signal, in which case the equipment can use internal memory, if any, by recording the route, speed, and important information, to send to the central office when it reconnects. By doing so, even in “shadow areas”, monitoring will be possible.



Logistic sector potential

Logistics represents 8% of the companies' gross revenues in Brazil and is responsible for the distribution of inputs and supply of the economy. During the pandemic, the sector was essential for the growth in demand for deliveries from online sales. Moreover, it is worth mentioning the importance of technology for maintenance, safety and optimization of such process. In this context, planning, tracking, customer service, controlling costs and dealing with fines and accidents are among the greatest challenges for those who work with vehicles, regardless of their size. To this end, having the technology employed in monitoring systems and equipment offers several benefits at a low cost and it has been a great alternative for companies in various sectors, which work with deliveries and integrate the logistics industry.



Security

As restrictive measures, it is possible to add a buzzer to the tracker, which would be a whistle that starts to sound when the driver exceeds the set speed, forcing the driver to decrease so that the noise stops or even uses the locking system itself, which stops the vehicle when the speed is exceeded.



Portable monitoring

Usability and the ability to track information in real time are two major advantages involving portable monitoring. In other words, it is the possibility of tracking and monitoring a fleet or personal vehicle from various devices.



Delivery anticipation

With new fleet management formats and disruptive technologies, deliveries will be anticipated. With intelligent routing, autonomous devices, and many other tracking advances, transport time is potentially reduced.

After analyzing the data presented, the projection is that in the coming years, there will be an even greater expansion of the tracking market and integration with monitoring, security and communication systems through connectivity.

In partnership with one of the main leaders in the segment, we formulated this material with relevant content and market data on the future of tracking in Brazil.

A multinational originated in Israel operating in Brazil since 1999, Ituran is a market leader in vehicle monitoring and recovery. The company holds a number of worldwide patents that include advanced tracking technologies; we offer innovative solutions in the areas of communication and vehicle tracking against theft of vehicles, loads and fleets.

In addition to the Brazilian market, the company is also present in Israel, Argentina, the United States, Colombia, Ecuador and Mexico, in addition to serving customers and operations in more than 30 countries.

Check out the following example of a real case of vehicle tracking connectivity application that brought greater productivity.

Ituran consolidates itself among the leaders of the sector in tracking and vehicle recovery

The company optimizes operations efficiency, including regions with partial coverage of mobile phone operators.

With a strong presence in Sao Paulo, but working in all Brazilian States, Ituran has just completed three years of partnership with Arqia. Next to the mobile operator of the Datora Group, the company, which has been operating in the country since 1999 in the retail and fleet management sectors, now also consolidates its position in the B2B segment, achieving high rates of efficiency against robbery and customer satisfaction.

A pioneer in the concept of a tracker with insurance, more than 95,000 vehicles and an amount of around R\$ 4 billion in equity were recovered in these more than two decades of the company's trajectory. By serving thousands of companies and corporations throughout the country, Ituran offers customized solutions for the fleet, car rental and telecommunications sectors, among others. Through real-time data transmission, Ituran telemetry helps the manager identify the driver's driving model, guiding him toward a safer direction.

Since the company started this strategic partnership to increase its efficiency in the car recovery location, the company has started using Arqia's Connect 4.0 system on devices installed in insured vehicles to achieve greater efficiency and further improve its results against theft and robbery.

Among other advantages of the Connect 4.0 solution, the device has GPRS signal redundancy, optimizing operations in regions with coverage problems between carriers.

Previously, Ituran used four distinct operators, a main one and three support operators. “The main objective of the partnership was to create a new carrier option to bring greater agility and quality of service to our corporate clients”, says the commercial director Fabio Acorci. “Today, with Arqia, we can offer a greater scope, capillarity and personalized service, meeting the needs of most companies,” he says.

High technology and connectivity against car robbery

According to estimates by the Sao Paulo's Department of Public Security (SSP), about 10,000 vehicles, on average, are stolen every month in the state of Sao Paulo. However, those who have a tracker are more likely to be recovered. The “device plus connectivity” package enables preventive vehicle monitoring, contributing to customer safety. In addition to a reduction in operational cost compared to competitors, Arqia's Connect system also brings greater productivity to the insurer's staff by facilitating management smart of the line park and, therefore, of the installed devices.

Today, with an active base of more than 700,000 customers in Brazil using General Packet Radio Services (GPRS) or Radio Frequency (RF) tracking technology, expectations for 2021 are optimistic, according to the Ituran projections.

“Our projections are that, with the recovery of the economy, the B2B segment will be strengthened and the investments resumed with fleet renewal. We believe that this can already occur in the first half of 2021”, says Fabio Acorci.

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and intelligence to
your business.**

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material.**

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