

ROADZ

Connecting The Smart Fleet Ecosystem



New trends in B2B customer behavior coupled with competitive dynamics in the fleet management industry are transforming customer expectations.



Fleet management solution providers who go into 2021 with a "business as usual" approach will struggle to remain relevant!

What are Your Goals for 2021?

- Subscriber growth?
- Customer engagement and churn reduction?
- Higher revenue per customer?
- Reduced costs and improved profitability?

Achieving these goals requires a thorough understanding of

What Fleets Really Want

WHAT FLEETS REALLY WANT

Fleets Want Choice



Offer me new technologies across multiple solution categories and multiple providers, to solve my business problems.

73%

of the survey participants stated that they would prefer to subscribe to a GPS fleet management platform that offers a **broad selection of applications from third parties** that would be easily integrated with their GPS fleet management platform.

Source: Survey of Trucking Fleet Operator Interest in MRM Systems and Services, Driscoll 2019

How is your company addressing this fleet need if

- Your roadmap is focused on adding a few more features or modules?
- You are offering only one solution in each solution-category?

WHAT FLEETS REALLY WANT

Fleets Want Relevance



Offer me solutions that are relevant to my business based on vertical and fleet size

69%

of SMBs say that they are looking for applications that are specific to their industry, rather than having apps that are “one size fits most.”

Source: SMBs and Cloud Service Adoption

How is your company addressing this fleet need if you're offering the same set of solutions for different fleet verticals?

WHAT FLEETS REALLY WANT

Fleets Want Integration



Let me integrate my fleet data with multiple solutions and applications.

“More fleets are demanding technology providers move to an open architecture world....and easy integration of multiple apps is gaining steam.”

Source: FreightWaves, Sep 2020

“To reduce friction and cost, more SMBs will opt for pre-integrated solution suites built on extensible, open platforms. This approach makes it easier to build and integrate new applications with the core platform—and for SMBs to take advantage of that additional functionality.”

Source: SMB group, 2020

- How is your company meeting your customers' integration expectations?
- How much effort and resources would it take to effectively meet those expectations?

WHAT FLEETS REALLY WANT

Fleets Want a “One-Stop Shop”



Let me discover, try, buy and use multiple 3rd-party tech solutions in one place.

67%

“of SMBs say that having to go to multiple vendors for services is a waste of their time”

Source: SMB Group Survey, 2020

- Does your company offer an end-to-end digital marketplace tailored to the needs of fleet customers?
- If not, how long would it take you to build one?
- How much would it cost to build and operate it?
- Do you have the in-house expertise required to build and operate a successful marketplace?

WHAT FLEETS REALLY WANT

Fleets Want “Single Pane of Glass”



Let me see data, alerts and reports from multiple technology providers in one place so I can gain visibility into my business and improve decision-making and operations.

“Over 80% of fleets are interested in managing all fleet technologies through a single online portal.”

Source: Fleet management Operator Survey, Motor Transport, 2019

“As SMBs grow and adopt more tech it gets progressively harder for them to get a complete view of customers and get the insights needed for solid, proactive decision making. As a result, SMBs now cite application integration as their top technology challenge.”

- Is your company providing fleet managers a Single-Pane-of-Glass interface with data from an ecosystem of 3rd-party solutions?
- If not, how much effort and resources would it take to build it?

WHAT FLEETS REALLY WANT

Fleets Want Engagement & Advice



Don't call me only when it's time to renew. Provide me value continuously.

“Over half of fleets want advice, and more communication from fleet and mobility suppliers.”

Source: Global Fleet and Mobility Research, 2020

Can you keep thousands of customers engaged and loyal without adding an expensive “army” of account managers?

How to Give Fleets What They Want?

- To give fleets what they really want, fleet management solution providers **can no longer rely on internal development alone.**
- They need to engage a **broader ECOSYSTEM of 3rd-party solution providers** and leverage their “infinite” pool of innovation.



This requires a paradigm shift!



“Building an ecosystem is about acknowledging that the next game-changing innovation may come from... Silicon Valley or from a programmer based halfway around the world.

A company seeking to achieve true scale needs to seek innovation beyond its own four walls and tap into the entire universe of knowledge and creativity out there”

— **Marc Benioff, CEO of Salesforce**

The Benefits of Building an ECOSYSTEM Around Your Core Offering

LOWER CUSTOMER ACQUISITION COSTS

Ecosystems can radically reduce customer-acquisition costs because they enable automation on a large scale and, by integrating purchasing pathways, allow customers to buy a variety of products and services on a single platform.

ENHANCE CUSTOMER RELATIONSHIPS & RETENTION

Ecosystems can transform how companies engage with customers, enabling them to create diverse, monetizable touch points, generate product offerings that meet specific customer needs, and offer frictionless experiences that reduce customer loss and churn.

PROVIDE ACCESS TO DATA & OPPORTUNITIES TO MONETIZE

Ecosystems enable companies to obtain massive amounts of highly accurate information ranging from logistics data to behavioral data. This constitutes considerable monetization value.

Source: The strategic benefits of ecosystems (McKinsey, 2019)

The Shift is Already Happening...



Disruptors in the fleet management industry are **already building** their own **Ecosystems** through **Marketplaces** and **Open-Platforms**.

Others need to catch up quickly to remain relevant!

It is impossible for a company with internally developed basic functionality across a few categories to compete with a company which offers via its marketplace a broad selection of specialized 3rd-party solutions across many categories.



But building an Ecosystem, enabled by a Marketplace and Open-Platform, is an enormous undertaking!

- It can take years to build a broad ecosystem of 3rd party solutions
- It can cost millions to build a scalable and flexible platform
- It takes ongoing resources and focus of leadership, development, product, business development, operations and legal
- It requires domain and industry expertise

Can your company scale its 'core business' and at the same time build and operate a successful marketplace and ecosystem?

How Roadz Can Help

- Roadz helps companies in the fleet management ecosystem make this paradigm shift quickly and with minimal resources.
- Roadz provides such companies their own “Ecosystem in a Box” with integrated 3rd-party solutions across dozens of solution categories.
- Roadz’ “Marketplace as a Service” platform and Roadz data integration open-platform is designed to help such companies meet their fleet customer expectations while positioning themselves as market leaders.



How it Works?

1

Roadz marketplace is embedded into a provider's online customer portal turning that provider into a marketplace "Host."

Marketplace can be configured in multiple ways

2

Roadz Open-Platform enables seamless data integration between the marketplace Host and the 3rd party solutions on the marketplace, supporting data permissions, customer management, billing and more

3

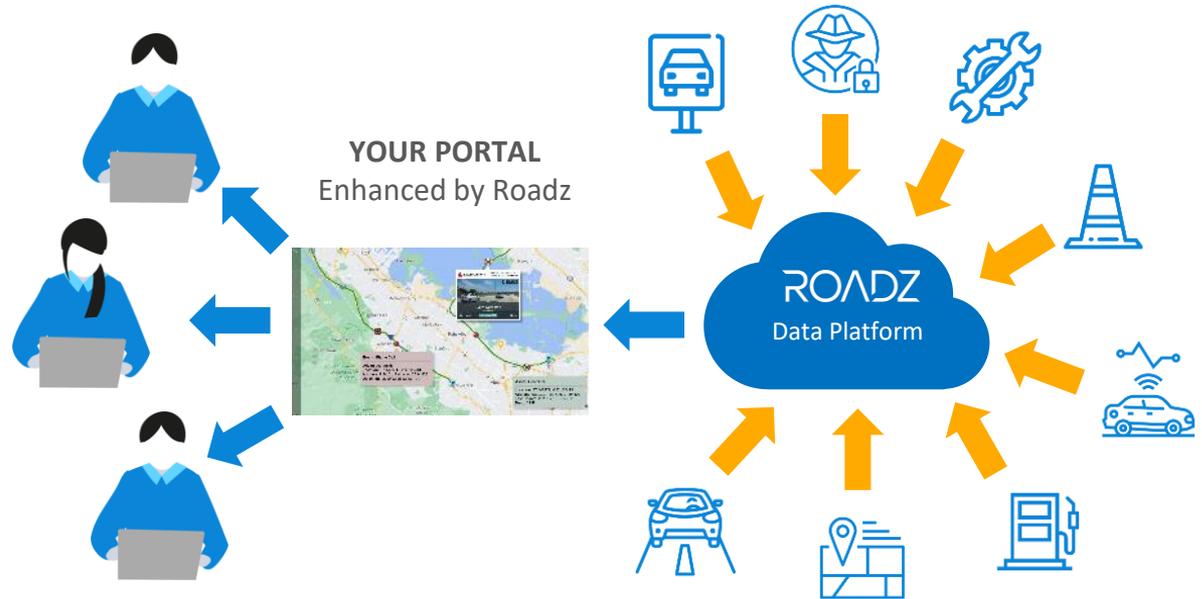
The Host's fleet customers can browse, try, buy, pay and access curated pre-integrated 3rd party solutions via the marketplace

Roadz Also Offers a Plug-in 'Single Pane of Glass' Interface



Display events and alerts from 3rd-parties in a unified events log.

Add to your map layers of information from 3rd party solutions, without any development work on your end.



Give Fleets What They Want by Collaborating with Roadz



CHOICE

Offer a broad selection of solution-categories with multiple 3rd-party solutions in each category through a self-branded Roadz-powered marketplace.

Select the right solutions for your ecosystem from the Roadz catalog of onboarded solutions.



RELEVANCE

Offer multiple Roadz-powered marketplaces, each targeting a different fleet segment or vertical.

Provide the right combination of categories, 3rd-party solutions and your own add-on modules for each vertical marketplace.



ONE-STOP-SHOP

Offer customers an end-to-end digital experience where they can discover, try, buy and access solutions.

Upsell / cross-sell your own solutions, features and add-on modules in a more effective way.

Give Fleets What They Want by Collaborating with Roadz



INTEGRATION

Make integration a new value add service, not a source of friction with fleet customers.

Just provide Roadz access to your APIs and we will take care of the rest.

Roadz integration platform and service is available on a standalone basis.



SINGLE-PANE-OF-GLASS

Pull data from Roadz' normalized APIs to display data from 3rd-party solutions in your dashboard.

Use Roadz 'Unified Map' application and 'Unified Events Log' to display 3rd-party data with no development work on your end.



ENGAGEMENT

Engage thousands of customers in a digital and scalable way, without an "army" of account managers.

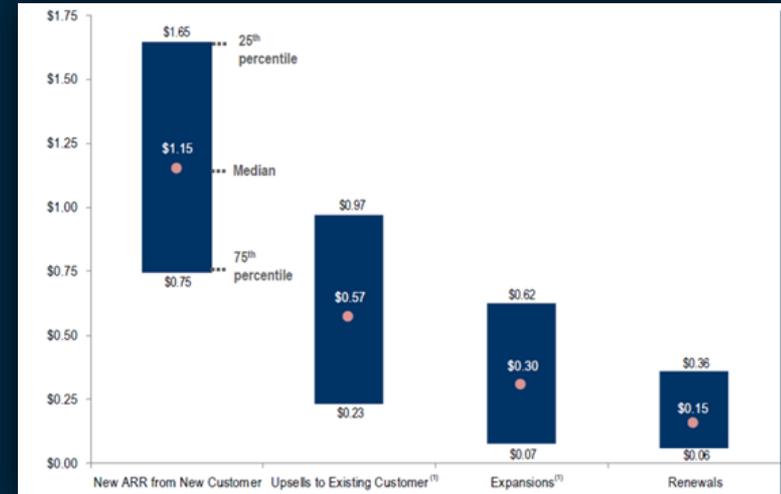
Provide your customers engaging content, advice and live educational webinars from your Roadz-powered ecosystem. Roadz will handle content and marketing.

Achieve Your Company Goals by Collaborating with Roadz

Increase Revenue & Profitability

- The fleet 'marketplace' has become a major competitive differentiator for Tier-1 providers. Improve customer acquisition by offering your own marketplace
- Upsell / Cross-sell your own add-on modules more effectively to achieve higher revenue and profitability
- Reduce costs of partnerships and integrations
- Earn revenue-share for each 3rd party solution sold on your Roadz-powered marketplace. Fleets are already buying these solutions and apps....Just not from you!
- Check more 'functionality' boxes in RFPs/RFIs

The median cost to acquire \$1 of upsell ARR (\$0.57) from an existing customer is 50% of the cost to acquire \$1 of ARR from a new customer



Achieve Your Company Goals by Collaborating with Roadz

Engage Customers & Reduce Churn

- Each additional app purchased through the marketplace increases customer stickiness
- Engage and delight thousands of customers in a continuous and scalable way with content, advice and education from your ecosystem, provided by Roadz
- Become an indispensable system of record by providing fleet customers a “single-pane-of-glass” unified interface



**More Apps, Less
Churn**

“...if end customers purchase four to five applications to run on your platform, customer churn is reduced by 80%-90%”

What's Stopping You From Giving Fleets What They Want by Partnering with Roadz?

Other projects on your roadmap?

Reconsider your priorities! As long as you don't open up your "walled garden" you will always be constrained. And it won't take much effort to partner with Roadz.

Technical constraints?

No development is required for launch.

Ongoing resource constraints?

Roadz takes care of vendor onboarding, contracts, vendor management, API integration, marketing and support.

Fear of Distracting Sales Teams?

Sales can continue to focus on your core product. They can use the marketplace as a differentiator or check boxes on RFPs/RFIs. Marketplace outreach and engagement is based on marketing campaigns. Roadz will provide the marketing materials.

Complexity of billing for 3rd-party solutions?

Roadz can manage billing and collection.

Concerns about speed to market?

With Roadz it can take weeks, not years!

Key Roadz Updates



Company Updates:

- In late 2020, Roadz launched its first marketplaces.
- We have on-boarded twenty-five 3rd party solution providers.
- Currently, we are onboarding 1 solution provider per week and are on track to have over 70 solutions in our catalog by the end of the year.
- We are in the process of expanding our operations beyond North America into the UK.



Faster launch:

Our latest platform version allows for a seamless launch without a need for any development resources.



Shift from sales to marketing campaigns:

No resources required of your sales team.



Increase exposure of your existing features and add-on modules:

We are now supporting this functionality.



Deeper Integration (Cross-solution visualization):

We are developing tools to help you display data from 3rd party solutions in your own portal without the need for any development work on your end.

Roadz Executive Team



Ran Mayroz
CEO



Diego Borrego
CTO



Amit Jain
COO



Ziv Rosen
VP of Engineering



Mark Licht
Active Chairman

- Technology entrepreneur
- Led innovation and product for large-scale data systems at the most celebrated technology unit of the Israeli intelligence corps.
- Chief Product and Strategy Officer at Micronet.

- 20+ years of experience in the Connected Fleet space
- Founded several IoT companies including NetworkFleet (bought by Verizon)
- CTO, Morey Corporation
- Holds over 30 patents in the transportation tech sector

- 20+ years of experience in IoT and Connected Fleet segment.
- Architect of Verizon's IoT strategy spearheading over \$3B in acquisitions.
- VP of Strategy, Business Dev. & Innovation at Verizon Connect.
- Telematics Product Leader at GE.

- Silicon Valley veteran with 20+ years of experience in entrepreneurship
- Ziv was involved in a number of successful ventures in the areas of IoT, Genomics, Imaging, and Machine Learning.

- 25+ years of experience in formation, financing and operation of connected vehicle tech companies
- Founded Teletrac & Ituran
- Serves on board of fleet management, insurance telematics, video analytics, AV, prognostics and cybersecurity companies

Let's partner!

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