



Making the Case for Lytx+ with Geotab

TWO MARKET LEADERS. ONE SEAMLESS
EXPERIENCE. ZERO COMPROMISES





Agenda

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FINANCIAL BENEFITS

Measuring Return on Investment

LYTX

has helped clients achieve*:

6-12% ↓

reduction in fuel costs*

Up to 80% ↓

reduction in claim costs

Up to 50% ↓

reduction in collisions

GEOTAB

has helped fleets realize†:

10% ↑

increase in productivity

5-10% ↓

reduction in
maintenance costs

Up to 20% ↓

reduction in idle time

**A single, avoided high-severity claim can
often justify the entire program cost.**

*Due to safer driving habits affecting their fuel efficiency and wear and tear on the vehicle. Results not guaranteed and vary by client. These numbers are Lytx internal, based on a sampling of client claims data.
†Geotab Blog

CLARITY AND TRANSPARENCY

Terms That Protect Your Organization



Free trial without lock-in

Try-before-you-buy option
with no obligation



Contract transparency

Free trials, scalability,
and no hidden fees



One seamless experience

Video safety, telematics,
and ELD solutions in one
integrated experience



Buying cycle flexibility

Pay for equipment up front
or lease by paying a higher
subscription fee

PROCUREMENT RISK MITIGATION

Operate With Trust and Confidence



Proven enterprise availability with track record for meeting customer SLAs



Transparent data ownership and use terms



Redundancy and recovery protocols to help safeguard continuity

Backed by decades of experience, sustained profitability, and a customer-first commitment, Lytx+ with Geotab provides assurance that your fleet is in capable hands.

RISK MITIGATION

Features to Reduce Liability and Loss



FATIGUE AND DISTRACTION DETECTION

- Manage fatigue with real-time alerts.
- Early, actionable visibility into signs of drowsy driving.



DYNAMIC RISK

- Helps predict the factors that contribute to incidents.
- Assesses real-world conditions as they compound.
- Incorporates road conditions and traffic density to help predict risk.



ASSET TRACKING

- Geotab GO Anywhere asset tracker helps optimize use and streamline operations.
- Helps deter theft and prevent unauthorized use of assets.



SEAMLESS ROLLOUT
AND CONTINUOUS SUPPORT

Guided Onboarding for Fleet Optimization

- Hundreds of thousands of event recorders installed in fleets of all sizes over a combined 50+ years.
- White glove support includes regular program reviews and expert consultation.
- Phased adoption playbooks reduce organizational risk.
- Flexible rollout options to test and scale as needed.
- Installation planned to minimize downtime.



CUSTOMER VALIDATION

Trusted by Fleets of All Sizes

- Lytx was named an Overall Leader, a Top Innovator, and a Top Implementor by ABi Research*.
- Geotab was ranked the #1 commercial telematics vendor in 2025 by ABi Research** for the fourth consecutive year.
- Lytx has decades of rollout experience with some of the highest-profile, most expansive fleets:



"The combination of SF400 cameras and GO9 telematics positions Lytx+ [with Geotab] as the ideal solution."

TIM MARTINEZ
EVP Operation, LandCare

*ABiResearch report 2024

**ABiResearch report 2025

COMPARATIVE ANALYSIS

Lytx+ with Geotab Outperforms Alternatives

CATEGORY	LYTX+ WITH GEOTAB	OTHER PLATFORMS
Total Cost	Priced competitively, higher uptime, fleet-based pricing.	Hidden costs: claims, downtime, uninsured asset losses, add-on modules, integration workarounds.
Performance	Best-in-class video, AI, telematics. Innovative protections, integrated asset tracking.	Trade-offs: limited video, weaker telematics.
Support	White glove onboarding, installation, regular performance reviews, dedicated team.	Minimal rollout support, generic helpdesk.
Operational Risk	Enterprise availability SLAs, operational scale, data protection.	Limited SLA transparency, lack of proven track record, weaker certifications.
Flexibility	Buying cycle flexibility with purchase and lease programs.	Limited contract flexibility

PROCUREMENT CHECKLIST

Every Box Checked. No Compromises.

✓ CLEAR ROI

- Cost savings through improved fuel efficiency and mechanics, reduced insurance costs and litigation, lower collision rates and vehicle downtime
- Increased value through better vehicle maintenance, increased driver retention, improved customer service, boosted reputation

✓ RISK MITIGATION INNOVATION

- Fatigue Detection reduces severe liability risk
- Dynamic Risk identifies risk factors as they compound
- Asset Tracking deters theft, maximizes efficient use

✓ VENDOR CREDIBILITY

- Integration by two global leaders
- Video safety pioneer and award-winning telematics
- Proven adoption by multi-thousand-vehicle fleets
- Continuous innovation and long-term roadmap

✓ DEDICATED END-TO-END SERVICE

- One vendor and one bill
- White glove support through onboarding and beyond
- 50+ combined years of installation expertise
- Buying cycle flexibility with program options

✓ DATA PROTECTION

- Data integrity
- Transparency

What Lytx+ with Geotab Means for You

FUTURE-PROOF SOLUTION

Scales with fleet growth
Adapts to regulatory requirements
Supports electric vehicle transition

NO SILOED APPLICATIONS

Seamless integration with
other essential tools

PROCUREMENT CONTROL

Flexible contracts and configuration
to match requirements

SIMPLIFIED ADMINISTRATION AND BILLING

One bill, one vendor, and one
seamless back-office experience

LEADING INDUSTRY VENDORS

Trusted collaborative track records

NO HIDDEN COSTS NO COMPROMISES

Minimizes procurement risk while
delivering proven ROI

SEE THE DIFFERENCE LYTX+ WITH
GEOTAB CAN MAKE FOR YOUR FLEET

Choose Your Next Step



Request a tailored
ROI model for
your fleet.



Launch a risk-free
test program with
defined KPIs.



Schedule a
contract review and
procurement briefing.

Ready to take the next step?

Connect with our team: 1-888-388-5472
or lytx.com/NextStep



**Two Industry Leaders.
One Seamless Experience.
Zero Compromises.**