

## **FNBU - EuroGPS SafeDrive**

EuroGPS SafeDrive is a GPS-based vehicle speed monitoring alerting system with a state-of-the-art centralized POI management, automatic Web-based POI database distribution and update into the plug-and-play GPS devices. It was developed by ICOM Ltd., which is a leading Bulgarian technology provider specialized in the field of telematic, ITS, and LBS for the corporate and consumer markets.

By further enhancing its current products offerings, EuroGPS introduces the EuroGPS eVehicle - next-generation platform, consisting of modular and extensible hardware, firmware and software modules, which enable a flexible staged approach to the implementation of a full spectrum of vehicle-centered location-enhanced applications and location-based services both in the eCall core service – this is the initial service, which includes the following: platform (combined with B-call value-added services as Road user charging) that will support:

- integration of the existing product EuroGPS TollCollect within the EuroGPS Fleet management, Asset management, and Driver Management eVehicle platform;
- integration of the existing product line EuroGPS Stolen vehicle recovery SmartTracker within the EuroGPS eVehicle platform;
- integration of the existing product line EuroGPS Fuel-consumption SmartTracker within the EuroGPS eVehicle platform;
- monitoring the integration of the existing product line EuroGPS PAYD rental, leasing, and SmartTracker within the EuroGPS eVehicle platform;
- insurance through the integration of the existing product line Speed camera EuroGPS SmartTracker within the EuroGPS eVehicle platform;
- tracking - through the integration of the existing product EuroGPS SafeDrive Digital Tachograf, Eco routing, Remote within the EuroGPS eVehicle platform;
- diagnostics and maintenance
- Driver Profiling
- Active car safety;
- Roadside Location-based marketing and assistance,
- Local search and recovery,
- Parking search / booking

<http://www.safe-drive.eu>

<http://www.eurogps.eu>

## **SWOT ANALYSIS**

### **Strengths:**

- Lengthy experience (8 years) in terms of collaboration in the framework of a team working on the development of the product;
- Broad range of know-how which guarantees the development of a complex product like a GPS-based vehicle speed monitoring and alerting system;
- The project was founded by private (50%) and public (50%) bodies;
- Leading Bulgarian technology provider and biggest Bulgarian manufacturer of GPS-based devices;
- Company has established strong business partnerships worldwide;
- Easy to customize the system for any other market;
- Resulting end product is designed to operate anywhere in the world (no geographical limitations).

### **Weaknesses:**

- No plan for penetration to larger markets including GIS systems as proposed;
- Legal impediments of using some functionalities in different countries (POI's for radar control);
- Limited marketing capacity;
- Not sufficiently developed distribution network.

### **Opportunities:**

- Technology advancement can be achieved by expanding system capabilities and by including system integration with larger GIS;
- Market enhancement by incorporating more countries and wider functionalities on the device;
- As this device is low-cost and easy to use it has an opportunity to take a big part of a share in the market;
- Accelerated growth predicted for the location-based services.

### **Threats:**

- No plan for implementing partnerships through vital contracts;
- In the market there are many similar products offered by global companies;
- Major ratio of the market in SEE Region is under control of public sector leading to complicated purchase procedures.