

Frost & Sullivan lauds MiX Telematics' rise as the leading provider of information and related services for mobile assets

MiX Telematics has built a strong global brand by ensuring it is always ahead of the technology curve

Johannesburg, South Africa — Based on recent analysis of the telematics market, [Frost & Sullivan](#) recognises [MiX Telematics](#) as the recipient of the 2016 South African Company of the Year Award. As a leading global provider of fleet and mobile asset management solutions, MiX Telematics serves a range of industries and customer types by offering superior, value-driven products and services that guarantee rapid return on investment.

Using the software-as-a-service (SaaS) delivery model, MiX Telematics provides products and services for enterprise fleets, small fleets and consumers with solutions for efficiency, safety, compliance and security in more than 120 countries across 6 continents. In South Africa specifically, MiX Telematics addresses the needs of both the consumer seeking low-end vehicle tracking solutions as well as large companies seeking advanced telematics solutions. Through [Beame](#), the company offers consumers an affordable, wireless stolen vehicle recovery (SVR) service with one of the highest recovery rates in South Africa. [Matrix](#), another MiX Telematics consumer brand, offers a wide range of personal safety features in addition to superior vehicle tracking and recovery services.

MiX Telematics has traditionally been an early adopter of emerging technologies and, therefore, has the first-mover advantage in untapped markets. Matrix was the first consumer brand in South Africa to roll out a vehicle tracking and recovery product based on the Global System for Mobile Communications (GSM). Furthermore, the early adoption of cloud-based software, an annuity revenue model, and a software-as-a-service based model have enabled MiX Telematics to establish its leadership in the telematics industry and develop a successful commercial model.

"South African logistics and fleet companies require an embedded telematics device with tamper-resistant data collection hardware," said Frost & Sullivan Research Analyst Ziyaad Hanware. "MiX Telematics is developing a special tamper-proof, fire resistant housing for telematics hardware that can withstand the blow of a ten-pound hammer, specifically for the oil and gas and agricultural

industries, which experience data tampering and harsh weather conditions.”

The MiX Telematics fleet management solutions empower commercial fleet operators to actively manage, monitor and measure the performance of their drivers and mobile assets. Due to the operational efficiencies that these solutions achieve, customers are able to reduce their fleet sizes by 12 to 30%, maintenance costs by 15%, accidents by 70%, and fuel costs by 7 to 15%.

MiX Telematics provides its customers with the choice of driver or vehicle-centricity, with the former focusing on the driver’s driving behaviour and safety, and the latter on the vehicle’s performance and data-driven prognostics. Because MiX Telematics believes that focusing on the driver is imperative to mitigate risk, it developed [MyMiX](#), a scorecard application for drivers to manage their own scores and improve their driving behaviour. Companies can further extend driver coaching efforts through a camera-based solution, [MiX Vision](#), that is integrated with the [MiX Fleet Manager](#) solution.

“With a robust business model based on innovation and leading technologies, MiX Telematics employs value-added services to reinvigorate a mature market,” noted Ziyaad. “For instance, it has partnered with professional emergency services to provide emergency medical and road-side assistance when required.”

In addition, MiX Telematics works with customers’ internal development teams to ensure the successful integration of the MiX Fleet Manager solution with their own in-house systems via their software development kit (SDK). The customer service model places significant emphasis on after-sales service and assistance. Each customer is assigned dedicated account managers and customer care teams to ensure an optimal fleet management service.

Overall, Frost & Sullivan is thrilled to recognise MiX Telematics for its visionary leadership in the telematics industry, exemplified by its focus on driving business performance and innovating for the future.

Each year, Frost & Sullivan presents this award to the company that has demonstrated excellence in terms of growth strategy and implementation. The award recognises a high degree of innovation with products and technologies and the resulting leadership in terms of customer value and market penetration.

Frost & Sullivan's [Best Practices](#) awards recognise companies in a variety of regional and global markets for outstanding achievement in areas such as leadership, technological innovation, customer service, and product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research.