

Sep 20 2006

Trakm8 SWIFT revolutionises vehicle tracking market

Trakm8 SWIFT™, the **Simple Web Interface For Tracking** from Trakm8 (Europe's No.1 aftermarket vehicle telematics provider*) is set to revolutionise the vehicle tracking market and how it is sold. Trakm8's market trials show a strong uptake among small businesses' previously averse to vehicle tracking solutions. This is due to the simplicity of the user screens, the low contract commitment and the ease of purchase. In particular, the service meets the needs for the smaller business that do not have the time to learn or the money to burn on more complex and expensive products.

Extends Market

Trakm8 SWIFT is a simple solution for both the channel partner and the end-user customer. Trakm8's trials indicate that **Trakm8 SWIFT™** will help the telematics industry appeal to an expanded market. This includes other mid-sized companies looking for systems that are more usable than traditional tracking products.

Easy To Sell

The market leading simplicity of the user screens make for rapid demos. This factor, combined with a field-tested sales technique, the low customer commitment and fully automated web ordering forms, means the service is one that is bought rather than sold thus avoiding the need for complex paperwork.

Despite all this, the service still costs an industry-changing 47p per day for a full GPRS based solution.

Who should be interested in selling Trakm8 SWIFT?

Trakm8 is talking to businesses' selling to the small business sector, who are looking for recurring revenues and to diversify their offerings or the market reach, where they sell telematics already. These include local, regional and national distributors in Commercial Vehicle Dealerships, Private Mobile Radio (PMR) resellers, Mobile Airtime resellers and Telematics Service providers (TSPs).

As Trakm8 SWIFT is a complete service, Trakm8 will supply and support channel partners whose focus will be to concentrate on sales. Trakm8's aim is to enable the partner to close sales quickly, effectively and profitably.

Trakm8 supply the hardware, services, training and support so that channel partners make money from sales commissions and, where the partner elects to gain the appropriate accreditation, the installation fees as well.

Trakm8 SWIFT will comfortably manage up to 50 vehicles so small end-user customers with 5 vehicles or less can easily grow with Trakm8 SWIFT as their fleet operations develop.

Trakm8 SWIFT features

See all the SWIFT Features and Benefits on Trakm8.com - SWIFT