GPS VEHICLE TRACKING
&
FLEET MANAGEMENT

FEATURES & SCOPE

STRACK KENYA LIMITED
WWW.STRACK.CO.KE

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1. COMPANY PROFILE

STrack Kenya Limited is a company founded in the year 2006 to meet national and personal security needs of Kenya and the East Africa Region. The Company specializes in provision of unmatched vehicle tracking and fleet management service delivery for motor vehicles and assets using Global Positioning System (GPS) Technology, supported by proven advanced technology devices from Sweden, an online tracking software based on Google Maps and a Linux server environment for enhanced reliability and user security.

Our driving purpose is to offer reliable and affordable tracking services to our clients, aimed at achieving outermost customer satisfaction. Our customers get value for their money and get services beyond what is promised by our sales executives.

We are cognizant of the fact that there are a number of tracking companies in Kenya and the East Africa Region, but we give you assurance that our services are "UNMATCHED" in terms of reliability, affordability and richness of features. Our Online tracking software enables clients to view vehicles LIVE online as they move, get distance reports even if mileage meter is tempered with or disconnected, re-play travel route of a vehicle, get vehicle performance reports, get alerted via email and SMS whenever a vehicle exceeds a set speed limit and moves out of a designated area (Digital Geofence), and many other features.

STrack also pioneered in the development of **STrack Electronic Anti-Counterfeit System (SEAS)** to assist Manufacturers, Importers and Distributors counter the menace of counterfeiting of all types of products. SEAS has unique features like Extremely Low Cost to Manufactures, Importers or Distributors to deploy, No Cost to product end users to validate genuine or counterfeit (fake) products, Temper and fool proof System, Automatic Notifications via Email, Online login portal for each Manufactures, Importers or Distributors, Ability for Manufactures, Importers or Distributors to directly interact with end users or consumers automatically, Compatible with almost all packaging systems and Easy and quick to deploy for manufactured products.

We welcome you all to test and evaluate our services and we guarantee you an excellent service delivery to meet your personal, corporate or group tracking services security needs.
Technology is propelling our growth. We're focusing on technologies that improve our chances of developing and improving our cost effective security solutions.

As a company and as individuals, we take great pride in contributing to the communities where we live and work. We also care about the environment and are proud of the many ways in which our employees work to safeguard it.
2. CUSTOMER PORTFOLIO

Our customer’s portfolio currently includes:

- Telecommunication companies
- Banks
- Fisheries industry
- New Motor Vehicle Dealers
- Used Motor Vehicle Dealers
- Garages
- Schools
- Tea Industry
- Personal Cars
- Taxi companies
- Tour companies
- Passenger Service Vehicles (PSV’s)

N/B: Confidential list of specific customers may be availed upon request subject to terms and conditions due to security of secured assets.
3. ONLINE TRACKING & FLEET MANAGEMENT SYSTEM

Our online tracking system is developed using PHP and Structured Query Language (SQL) database. The tracking system uses Google Maps for accurate, reliable, and efficient acquisition of tracked asset location. A schematic diagram of the online tracking system is as presented in figure 1 below:

![Figure 1: STrack Online Tracking and Fleet Management System](image)

The online tracking system is hosted on a Linux Server, CentOS 5 OS, environment for enhance security with broadband internet access and guaranteed uptime of 99.99%.
4. SERVICE CATEGORIES

4.1. SecureIT Personal - Suitable for Personal Car Tracking with features:

- Remote Engine Stop & Start
- Live Tracking
- Detail Tracking
- History Tracking
- History Report
- Speed Report

4.2. SecureIT CarHire - Suitable for Car Hire Businesses with features:

- Remote Engine Stop & Start
- Live Tracking
- Detail Tracking
- History Tracking
- History Report
- Speed Report
- Distance Report
- OverSpeed Alert Email
- Geofence Alert Email

4.3. SecureIT Taxi - Suitable for Taxi Businesses with features:

- Remote Engine Stop & Start
- Engine STOP & START
- Live Tracking
- Detail Tracking
- History Tracking
- History Report
- Distance Report
- OverSpeed Alert Email
- Geofence Alert Email
- Speed Report
- Stoppage Report
- Vehicle Performance Report
- Daily Log Report
4.4. SecureIT Truck - Suitable for Heavy Commercial Vehicles (Prime Movers, Trucks, Tractors, etc) with features:

- Remote Engine Stop & Start
- Live Tracking
- Detail Tracking
- History Tracking
- History Report
- Distance Report
- OverSpeed Alert Email
- Geofence Alert Email
- OverSpeed Alert SMS
- Speed Report
- Stoppage Report
- Vehicle Performance Report
- Daily Log Report

4.5. SecureIT Corporate - Suitable for Corporate Business with various types of vehicles (Cars, Tractors, 4X4s, Prime Movers, Trucks etc) with features:

- Remote Engine Stop & Start
- Live Tracking
- Detail Tracking
- History Tracking
- History Report
- Distance Report
- OverSpeed Alert Email
- Geofence Alert Email
- OverSpeed Alert SMS
- Speed Report
- Stoppage Report
- Vehicle Performance Report
- Daily Log Report
4.6. SecureIT Leasing – Suitable for Microfinance institutions or “Loans with Log Book”

STrack offers flexible and reliable GPS Device leasing at a rate of Kshs 2,000 per month inclusive of taxes and access to online tracking platform with the following features:

- Remote Engine Stop & Start
- Live Tracking
- Detail Tracking
- History Tracking
- History Report
- Speed Report
- Geofence Alerts via Email

4.7. SecureIT Selfie - Suitable for Self Driven Personal Cars with features:

- One Time Charge - No Monthly Charges
- Locate Via SMS - Google Map Link
- Remote Engine Stop & Start
- Use Own Sim Card [Safaricom]

4.8. SecureIT Bike - Suitable for Motorcycles (BodaBodas) with features:

- One Time Charge - No Monthly Charges
- Locate Via SMS - Google Map Link
- Use Own Sim Card [Safaricom]

4.9. SecureIT Alarm – For all Vehicles fitted with Car Alarms with features:

- Arm/disarm, Anti-hijacking
- Central door locking system automation
- Warning when door is not closed well
- Engine cut off, Emergency disarm
- Intruding warning,
- Remote transmitter and receiver check code( learn code)
- Electrical/Pneumatic central locking
- Silent Arm, Arming reminding
- Engine Immobilizer or Cut Off
- Foot brake locking
- Shock Sensor
4.10. STrack Electronic Anti-Counterfeit System (SEAS)

STrack has developed an innovative electronic Anti-Counterfeit System branded SEAS (STrack Electronic Anti-Counterfeit System) to assist manufacturers, importers, and distributors to overcome the Anti-Counterfeiting menace in Kenya, regionally and internationally.

**COUNTERFEIT** - "Made in imitation of something else with intent to deceive"

The SEAS is applicable to Fast Moving Consumer Goods (FMCG) which are prone to counterfeiting. This includes products falling in broader categories like:

- Alcoholic Beverages e.g. beers, spirits, wines etc
- Non Alcoholic Beverages e.g. tea, coffee, juices,
- Cosmetic products
- Pharmaceuticals
- E.t.c. - Typically any manufactured consumer products

**SEAS features:-**

- Extremely Low Cost to Manufacturers, Importers or Distributors to deploy
- No Cost to product end users to validate genuine or counterfeit (fake) products
- Temper and fool proof System
- Automatic Notifications via Email
- Online login portal for each Manufactures, Importers or Distributors
- Ability for Manufactures, Importers or Distributors to directly interact with end users or consumers automatically
- Compatible with all most all packaging systems
- Easy and quick to deploy to manufactured products
5. TRACKING & FLEET MANAGEMENT FEATURES

5.1. Live Tracking Of All Vehicles On A Single Screen

This feature enables clients to track and view status of any number of vehicles on one screen from anywhere using an internet ready desktop PC or a smart phone.

![Figure 2: Tracking & Status of All Vehicles on One Screen](image)

The vehicle status is colour coded to enable a quick and rapid assessment. **Green coloured** vehicles means a vehicle is moving, **red** means a vehicle is stationary while **yellow** shows that the vehicle was moving a short while ago. By simply clicking on the vehicle icon on the map, the speed and time of the vehicle is displayed. Additionally, on the left side of the dashboard a list of all tracked vehicles by one user is displayed with colour code status as well.
5.2. Live Tracking of One Vehicle

This enables clients to track a vehicle on a real time basis with the following information displayed on one screen:

- The vehicle registration number
- The location of vehicle on google maps with time and date
- The speed of the vehicle
- The route the vehicle from the time live tracking was initiated

Figure 3: Sample of Live Vehicle Tracking with Vehicle with Details

Figure 4: Sample of Live Vehicle Tracking
5.3. Stop and Start Vehicle Engine
This enables the vehicle owner to remotely STOP and START a vehicle engine using short message service (SMS). A special command incorporating password is typed and sent to STrack system line to effect STOP and START on the engine. The vehicle is normally wired in such a way as to ensure a smooth stop even when moving at high speeds. The start and stop commands uses a simple syntax of Vehicle Registration Number#Stop#Password# e.g. KBU154U#STOP#1234#.

5.4. History Tracking (Route Replay)
History tracking enables users to replay route at a later time, (Even one year later) for desired start date and time, and end date and time. This feature also shows speed, location, distance and direction taken by the vehicle for the selected date and time interval. This is illustrated in Figure 5 below.

![Figure 5: History Tracking (Route Replay)](image)

5.5. Detailed Tracking
Detailed tracking shows a list of vehicles under one user or company with each vehicle status, location and a link to Google map to view online.
5.6. Geofence Alerts

Geofence is a feature that enables creation of an electronic fence for a tracked vehicle for automatic alert via email and SMS whenever an asset moves IN and OUT of the designated area. Clients have the option of choosing between SMS and Email alerts to selected user(s).

Figure 6: Detailed Tracking

Figure 7: Configured Geofence for Nairobi Area
5.7. Over Speed Alerts

This feature enables users to be alerted whenever a vehicle exceeds the set and desired speed limit. Clients have the option of choosing between SMS and Email alerts to selected user(s).
5.8. Engine Stopping For Over Speeding Vehicles

This feature enables users to set engine stop or engine off speed whenever a vehicle exceeds the set and desired speed limit. Clients or Fleet Managers have an option of SMS and/or Email notification of the ENGINE STOP action to selected user(s); which may include Drivers. The SMS or Email maybe customized as a client may desire.

5.9. History Reports

This feature enables a client to get history reports of a vehicle over a desired date and time interval. The report includes the location, speed and time for each selected vehicle. The history report can be downloaded into excel or directly sent into a printer.
5.10. Distance Covered Reports

This feature enables a client to get kilometres covered by a vehicle over a desired date and time interval. This feature works even in instances where the mileage meter is faulty or tempered with. The distance report may be downloaded into excel or directly sent into a printer.

![Distance Report Example](image)

**Figure 13: Sample of Distance Report**

5.11. Work Report

The work report enables a client to instantaneously view and determine which vehicle(s) were in use (working) or in motion on a particular date. The report also indicates the geographical coordinates where the vehicle was while in motion. Green colour indicates vehicle was in motion at the selected date and time, while pink colour indicates that the vehicle was stationary.
5.12. Stoppage Reports

This feature enables a client to get stoppage report by a vehicle over a desired date and time interval. The stoppage report may be downloaded into excel or directly sent into a printer.

5.13. Speed Violation Reports

This feature enables a client to get speed violation reports by a vehicle over a desired time and date interval, and minimum speed. The report also indicates the specific
location where the selected minimum speed was violated. The speed report may be downloaded into excel or directly sent into a printer.

![Sample of Speed Violation Report](image)

**Figure 16: Sample of Speed Violation Report**

### 5.14. Vehicle Performance Reports

This feature enables a client to get vehicle(s) performance for a desired date and a selected minimum speed. The report also indicates the total distance covered by a vehicle(s), number of speed violations at selected minimum speed and the maximum speed done by the vehicle. The vehicle performance report may be downloaded into excel or directly sent into a printer.

![Sample of Vehicles Performance report](image)

**Figure 17: Sample of Vehicles Performance report for vehicles tracked by one client at STrack**
5.15. Day Vehicle Performance Reports

This report has total distance covered, minimum speed and maximum speed covered by a vehicle for selected date. The report may also be downloaded into excel or directly sent into a printer.

<table>
<thead>
<tr>
<th>Vehicle No.</th>
<th>Total Distance Covered</th>
<th>Minimum Speed</th>
<th>Maximum Speed</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>500</td>
<td>1</td>
<td>50</td>
</tr>
<tr>
<td>02</td>
<td>800</td>
<td>2</td>
<td>80</td>
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<tr>
<td>03</td>
<td>300</td>
<td>1</td>
<td>30</td>
</tr>
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<td>400</td>
<td>1</td>
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<tr>
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<td>1</td>
<td>150</td>
</tr>
</tbody>
</table>

Figure 18: Sample of Day Performance report for vehicles tracked by one client at STrack

6. PRICING

STrack has adopted a flexible and competitive pricing regime whereby clients select only services and reports relevant to their operations. The base tracking monthly service charge, exclusive of reports and alerts charges, is Kshs 500 per vehicle. The GPS tracking device, capable of supporting the services listed above and with six months warranty, goes for KShs. 15000, exclusive installation.

7. CONTACTS

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