

USA



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# STARTER KIT

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For Dealer Executives

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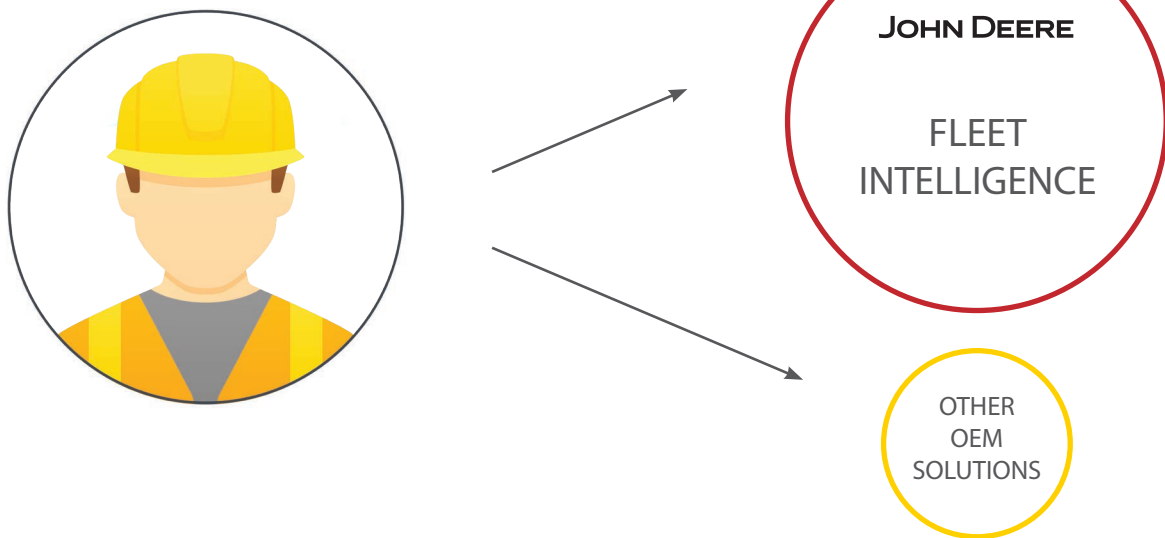


# The Race

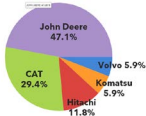
Embrace the telematics revolution.

Contractors  
are racing to choose one  
mixed fleet solution.

Dealers  
are racing to get contractors  
to choose their mixed fleet solution.



Only two mixed fleet solutions are designed for dealers - Fleet Intelligence is winning in the marketplace.



The contractor's data is only available to the dealer whose mixed fleet solution was implemented.



Once a mixed fleet solution is implemented with the contractor, it's nearly impossible to undo.

**1**

This is your one chance to infiltrate the market and win your contractor's data. Once they've chosen a solution, your opportunity is gone.

WHICH SOLUTION ARE YOUR CUSTOMERS CHOOSING?



# 4 Steps to Success

## Step #1

Get to know Fleet Intelligence™

Attend a webinar or schedule a private demo, to become familiar with Fleet Intelligence.

## Step #2

Create Your Offer

Determine how you'd like to present Fleet Intelligence to your customers. We can help as little or as much as you need.

## Step #3

Identify Strategic Customers

Find contractors with at least 20 machines that are strategically important to you.

## Step #4

Schedule the Sales Appt

Schedule an appointment with your customer and we'll be there to support you in person or remotely.

# 877-57FLEET



# FLEET INTELLIGENCE OVERVIEW



# Benefits for Dealers

Fleet Intelligence, the mixed fleet solution designed for dealers, gives you an upper hand in the new telematics era in three ways:

Command  
Market  
Share



Generate  
More  
Revenue



Deepen  
Customer  
Partnerships



We use a poker game analogy to demonstrate how mixed fleet data will determine tomorrow's survivors. If you and your toughest competitors are playing poker, telematics data is what allows you to see the other three players cards.

Once your customer has adopted a mixed fleet solution, usurping the solution will be next to impossible. Secure your survival and your advantage by implementing your mixed fleet solution with contractors first.

JOHN DEERE APPROVED SOLUTION

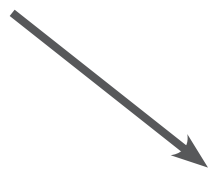
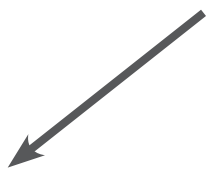
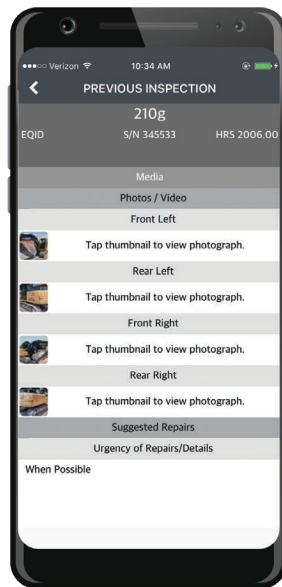


# FREE Inspection App

## Get Inspection Results in IATC Today

Now you or your customers can inspect any brand of machine and you'll get the results in IATC and Fleet Intelligence. Double your consumables revenue through mixed fleet alerts while providing world class service to your customers. It's a win-win.

The inspection app is free with your Fleet Intelligence Platinum subscription.

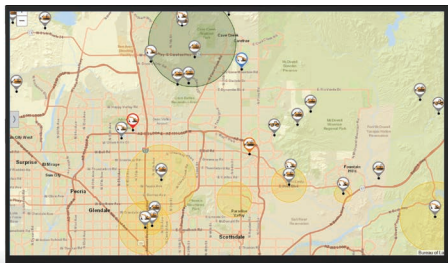


# Features for Contractors

All data can be exported in two clicks.

## ALL-IN-ONE

Your entire mixed fleet in one place, live.



View in-office with our mounted 50" monitor; in the field via iPad; or at dispatch on a computer.

## JOB SITE

Protect assets and manage costs.



**Asset Protection**  
Receive geofence and curfew alerts based on boundaries and times that you define.

**Cost Management**  
See hours and fuel usage organized by job site.

Start Date	Stop Date	End Date	Job Site	Fuel	Hours
12/15/12	12/15/12	12/15/12	Job Site 1	10.5	10.5
12/15/12	12/15/12	12/15/12	Job Site 2	10.5	10.5
12/15/12	12/15/12	12/15/12	Job Site 3	10.5	10.5
12/15/12	12/15/12	12/15/12	Job Site 4	10.5	10.5
12/15/12	12/15/12	12/15/12	Job Site 5	10.5	10.5
12/15/12	12/15/12	12/15/12	Job Site 6	10.5	10.5
12/15/12	12/15/12	12/15/12	Job Site 7	10.5	10.5
12/15/12	12/15/12	12/15/12	Job Site 8	10.5	10.5
12/15/12	12/15/12	12/15/12	Job Site 9	10.5	10.5
12/15/12	12/15/12	12/15/12	Job Site 10	10.5	10.5

## MACHINE HEALTH

Maximize uptime.



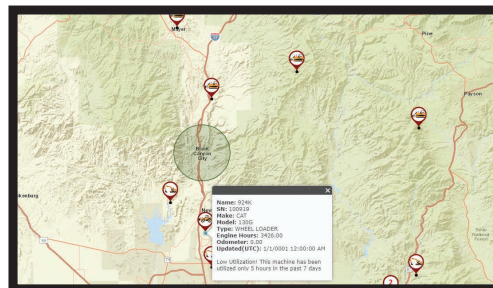
**Preventative Maintenance**  
Automate maintenance scheduling and tracking.

**Oil Scans & DTC Alerts**  
Derail downtime - keep your machines running.



## MAXIMIZING UTILIZATION

All underutilized machines on one map.



*Relocate underutilized assets instead of renting more.*

## FOREMAN INSIGHTS

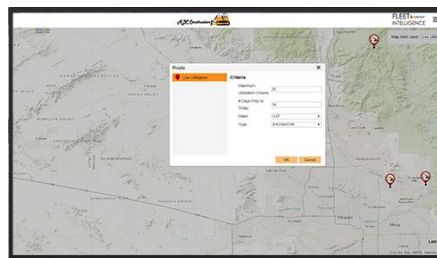
Achieve more.

**Analyze Data**  
View machine statistics by foreman.



## DYNAMIC GEOLAYER

Get what you need how you need it.



*Filter instantly and get relevant information now.*



# Features for Contractors

All data can be exported in two clicks.

## DRIVER BEHAVIOR

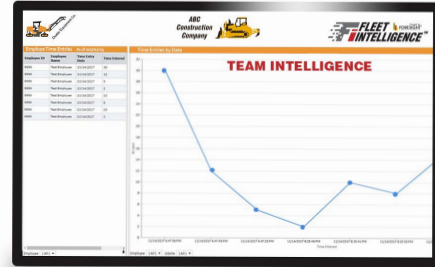
Drive efficiency in every part of your business.



Recognize risky behavior and manage it.

## TEAM INTELLIGENCE

Manage your team intelligently.



Use time card entries to manage job costs, billing, payroll, and more.

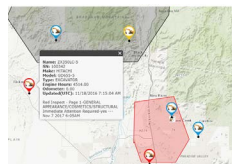
## INSPECTION APP

Get it done faster.



Inspect Any Machine  
Include photos & video  
in your customizable  
inspection.

**Immediate Results**  
See alerts from inspections  
and full reports in Fleet  
Intelligence.



# Fleet Intelligence Subscription

## Included Features

- Map
- Location
- Hours
- Geofencing w/ alerts
- Jobsite locations
- DTC alerts
- Dynamic Geolayer
- Oil scans
- Maintenance scheduler
- Machine utilization by jobsite
- Foreman machine assignments
- Foreman Insights
- Machine utilization by foreman

Dealer Price: \$6 per machine per month

## Optional Add Ons

**Team Intelligence**  
Timecard entries by employee  
\$4 per employee per month

### TV For Contractor Office \*

- 50" HD Monitor with Tilt Wall Mount
- White glove turn-key installation service
- Monitor Plaque with Dealer Logo and Name
- Pre-configured Mini Windows PC
- FI automation and monitoring software package
- Monitoring and Remote Support
- Bluetooth Keyboard
- Surge Protector
- Touchscreen (\$2,200 added to one-time fee)
- Defective hardware replacement

\$350 - one time fee per monitor  
(trip fees apply if remote install location)  
\$1,800 - 3- year monitoring service

\* Other fees may apply.



# Create Your Sponsorship

## Standard Sponsorship

10-10-TV

Dealer Pays

Contractor Pays

TV for Contractor's Office	✓	✗
Fleet Intelligence Subscription (\$10)	✗	✓
Service Credit (\$10)	✓	✗

### Dealer Receives

- Branded billboard in contractor's office (TV)
- Fleet Intelligence for dealers
- Increase in Service Opportunities
- Contractor's mixed fleet data

### Contractor Receives

- 50" TV for office
- Fleet Intelligence for contractors
- \$10 in service credits

## Your Sample Sponsorship

Dealer Pays

Contractor Pays

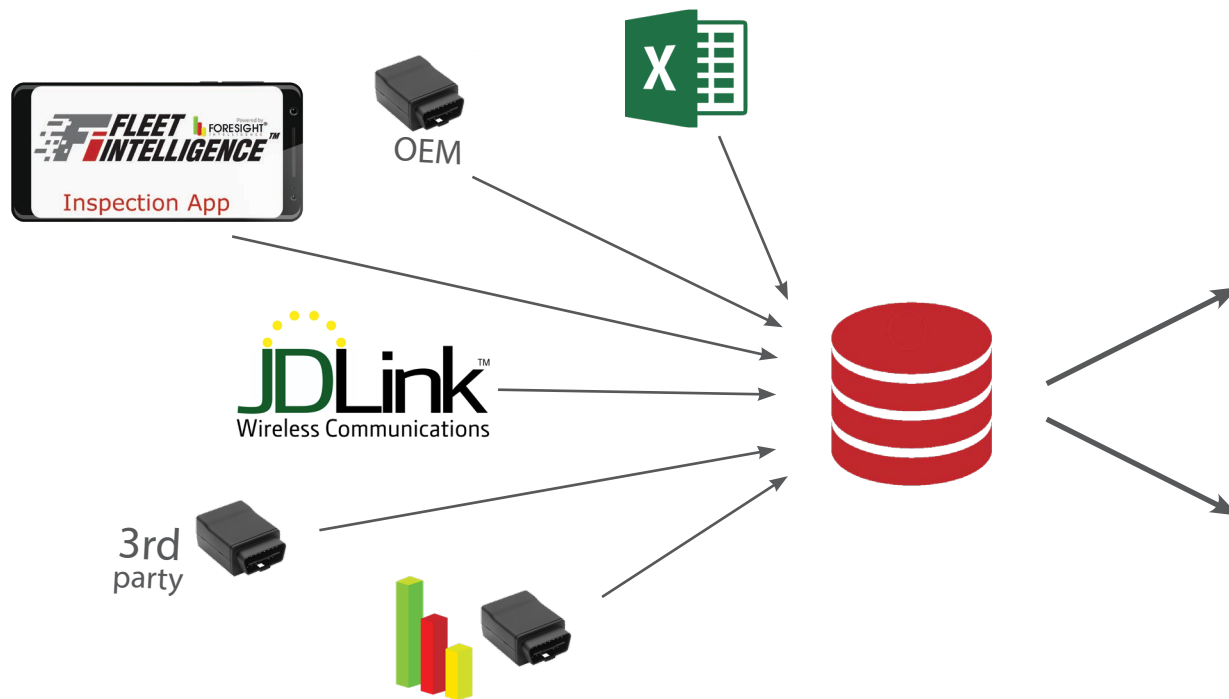
TV for Contractor's Office	
Fleet Intelligence Subscription	
Preventative Maintenance Programs	
Rental Offers	
Consumable Programs	

You can choose to structure your sponsorship with preventative maintenance, rentals, and consumable programs. Call 877-57FLEET with questions about best practices.



# TELEMATICS DEVICE OVERVIEW

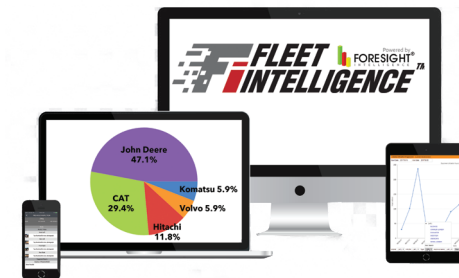
# The New Data Structure



Fleet Intelligence for Contractors



Fleet Intelligence for Dealers



## PRICING STRUCTURE

1. Telematics Devices







2. Data Transmission Fee  
similar to your cell phone bill

3. Fleet Intelligence  
Subscription

Data sources such as Excel and the Inspection App will not incur fee #1 or fee #2.

# Telematics Device Features

## Device Features

		Device	Weather Proof	Shock & Vibration Resistant	Power Source	Calling Frequency	Data: Location	Data: Engine Hour or Mileage	Data: Driver Behavior	Input Options
Trailer Tracker		<b>TTU - 720</b>			Battery	1/day	●			
Asset Tracker		<b>TTU - 2830</b>	●	●	3 Wire Install	2 min	●	●	Optional	1 Avail
Light Duty Vehicles (Engine Data)		<b>LMU - 3035</b>			OBDII Port	2 min	●	●	Optional	
Light Duty Vehicles (no engine data)		<b>LMU - 2630</b>			3 Wire Install	2 min	●	●	Optional	Avail
Heavy Duty on the road Vehicles (Engine Data)		<b>LMU - 4230</b>			jbus	2 min	●	●	Optional	Avail
Heavy Duty Construction Equipment (Engine Data)		<b>LMU - 4520</b>	●	●	jbus	2 min	●	●	Optional	Avail

## Additional Details

TTU - 2830: Ideal for heavy duty construction equipment that does not require engine data. Backup battery is recharged while engine runs or with other power sources on alternate assets. Can potentially be used for generators and compressors if running often and long enough. Able to connect to one input for additional data, such as counting how many times an excavator arm is engaged.

LMU - 3035: Ideal for light duty vehicles with OBDII port. T Harness OBDII cable available upon request to conceal device in dash behind the OBDII port.

LMU - 2630: Ideal for light duty vehicles where engine data is not needed but an input such as PTO (power take off) engaged is needed.

LMU - 4230: Ideal for heavy duty over the road vehicles needing engine data.

LMU - 4520: Ideal for heavy duty construction equipment needing engine data. If no use for engine data, then the TTU-2830 is recommended.

## Device Installation

Foresight Intelligence® is able to install any of the listed devices.

# Telematics & Data Transmission Pricing



The quicker you  
SELL,

the more you  
SAVE.

## Sales Incentive Program Double SPIFF through 06/30/2018!

Take advantage of our sales incentive program and earn a \$100 credit on every unit you sell with a 3-year Best Value plan and a \$50 credit on every unit you sell with a 1-year Better Value plan. Offer available on purchases made to Iron Intel between 9/18/2017 – 06/30/2018 at the retail prices below. See below for additional details. Limited Time Offer. Offer Ends 06/30/2018

### Foresight Intelligence® Telematics Device Price Sheet – USA Data: Location, Engine Hours, Map

Telematic Device & Data*	Monthly	Monthly	1-Year	3-Year
TTU-720 Trailer Tracker	All-Inclusive	\$0 Down	Better Value	Best Value
Total Upfront Costs	\$0	\$0	\$335	\$505
Year 1	\$39/mo	\$39/mo	\$0	\$0
Year 2	\$39/mo	\$15/mo	\$105/yr	\$0
Year 3	\$39/mo	\$15/mo	\$105/yr	\$0
Foresight Intelligence Sales Incentive	\$0	\$0	\$50/unit (\$25 x 2)	\$100/unit (\$50 x 2)
Min Commitment	1 Year	1 Year	1 Year	3 Year
Warranty**	Perpetuity	1 Year	1 Year	3 Year
Network Device Upgrades***	Included	-	-	-
Magnetic Mount (Optional) per Unit	\$85/unit	\$85/unit	\$85/unit	\$85/unit
<b>TOTAL OVER 3 YEARS (SPIFF paid to dealer)†</b>			<b>\$495</b>	<b>\$405</b>

Telematic Device & Data*	Monthly	Monthly	1-Year	3-Year
TTU-2830 Asset Tracker	All-Inclusive	\$0 Down	Better Value	Best Value
Total Upfront Costs	\$0	\$0	\$324	\$555
Year 1	\$29/mo	\$29/mo	\$0	\$0
Year 2	\$29/mo	\$15/mo	\$114/yr	\$0
Year 3	\$29/mo	\$15/mo	\$114/yr	\$0
Foresight Intelligence Sales Incentive	\$0	\$0	\$50/unit (\$25 x 2)	\$100/unit (\$50 x 2)
Min Commitment	1 Year	1 Year	1 Year	3 Year
Warranty**	Perpetuity	1 Year	1 Year	3 Year
Network Device Upgrades***	Included	-	-	-
<b>TOTAL OVER 3 YEARS (SPIFF paid to dealer)†</b>			<b>\$502</b>	<b>\$455</b>

# Telematics & Data Transmission Pricing



## Foresight Intelligence Telematics Device Price Sheet – USA Data: Location, Engine Hours, Map

Telematic Device & Data*	Monthly	Monthly	1-Year	3-Year
LMU-3035 Light Duty Vehicles (Engine Data)	All-Inclusive	\$0 Down	Better Value	Best Value
Total Upfront Costs	\$0	\$0	\$329	\$580
Year 1	\$29/mo	\$29/mo	\$0	\$0
Year 2	\$29/mo	\$15/mo	\$125/yr	\$0
Year 3	\$29/mo	\$15/mo	\$125/yr	\$0
Foresight Intelligence Sales Incentive	\$0	\$0	\$50/unit (\$25 x 2)	\$100/unit (\$50 x 2)
Min Commitment	1 Year	1 Year	1 Year	3 Year
Warranty**	Perpetuity	1 Year	1 Year	3 Year
Network Device Upgrades***	Included	-	-	-
Standard OBDII Cable (optional) per Unit	\$11/unit	\$11/unit	\$11/unit	\$11/unit
Fully Concealable OBDII Cable (optional)	\$30/unit	\$30/unit	\$30/unit	\$30/unit
<b>TOTAL OVER 3 YEARS (SPIFF paid to dealer)†</b>			<b>\$529</b>	<b>\$480</b>
Machine to Machine Telematics Device Transfer Fee (Un-Install & Re-Install) per Unit	\$300 to \$500	\$300 to \$500	\$300 to \$500	\$300 to \$500
Device Installation per Unit (depends on location)	\$150 to \$250	\$150 to \$250	\$150 to \$250	\$150 to \$250
Data Fee on Device Transfer per Unit	\$25/unit	\$25/unit	\$25/unit	\$25/unit

Telematic Device & Data*	Monthly	Monthly	1-Year	3-Year
LMU-4230 Semi Trucks + Cable (Engine Data)	All-Inclusive	\$0 Down	Better Value	Best Value
Total Upfront Costs	\$0	\$0	\$470	\$710
Year 1	\$39/mo	\$39/mo	\$0	\$0
Year 2	\$39/mo	\$15/mo	\$125/yr	\$0
Year 3	\$39/mo	\$15/mo	\$125/yr	\$0
Foresight Intelligence Sales Incentive	\$0	\$0	\$50/unit (\$25 x 2)	\$100/unit (\$50 x 2)
Min Commitment	1 Year	1 Year	1 Year	3 Year
Warranty**	Perpetuity	1 Year	1 Year	3 Year
Network Device Upgrades***	Included	-	-	-
<b>TOTAL OVER 3 YEARS (SPIFF paid to dealer)†</b>			<b>\$670</b>	<b>\$610</b>



# Telematics & Data Transmission Pricing

## Foresight Intelligence Telematics Device Price Sheet – USA Data: Location, Engine Hours, Map

Telematic Device & Data*	Monthly	Monthly	1-Year	3-Year
LMU-4520 Heavy Duty Equip + Cable (Engine Data)	All-Inclusive	\$0 Down	Better Value	Best Value
Total Upfront Costs	\$0	\$0	\$480	\$720
Year 1	\$39/mo	\$39/mo	\$0	\$0
Year 2	\$39/mo	\$15/mo	\$125/yr	\$0
Year 3	\$39/mo	\$15/mo	\$125/yr	\$0
Foresight Intelligence Sales Incentive	\$0	\$0	\$50/unit (\$25 x 2)	\$100/unit (\$50 x 2)
Min Commitment	1 Year	1 Year	1 Year	3 Year
Warranty**	Perpetuity	1 Year	1 Year	3 Year
Network Device Upgrades***	Included	-	-	-
<b>TOTAL OVER 3 YEARS (SPIFF paid to dealer)†</b>			<b>\$680</b>	<b>\$620</b>
Machine to Machine Telematics Device Transfer Fee (Un-Install & Re-Install) per Unit	\$300 to \$500	\$300 to \$500	\$300 to \$500	\$300 to \$500
Device Installation per Unit (depends on location)	\$150 to \$250	\$150 to \$250	\$150 to \$250	\$150 to \$250
Data Fee on Device Transfer per Unit	\$25/unit	\$25/unit	\$25/unit	\$25/unit

# Telematics & Data Transmission Pricing

## Data: Location, Engine Hours, Map, & Driver Behavior

Telematic Device & Data*	Monthly	Monthly	1-Year	3-Year
<b>LMU-3035 Light Duty Vehicles (Engine Data)</b>	<b>All-Inclusive</b>	<b>\$0 Down</b>	<b>Better Value</b>	<b>Best Value</b>
Total Upfront Costs	\$0	\$0	\$406	\$765
Year 1	\$36/mo	\$36/mo	\$0	\$0
Year 2	\$36/mo	\$25/mo	\$205/yr	\$0
Year 3	\$36/mo	\$25/mo	\$205/yr	\$0
Foresight Intelligence Sales Incentive	\$0	\$0	\$50/unit (\$25 x 2)	\$100/unit (\$50 x 2)
Min Commitment	1 Year	1 Year	1 Year	3 Year
Warranty**	Perpetuity	1 Year	1 Year	3 Year
Network Device Upgrades***	Included	-	-	-
Standard OBDII Cable (optional) per Unit	\$11/unit	\$11/unit	\$11/unit	\$11/unit
Fully Concealable OBDII Cable (optional)	\$30/unit	\$30/unit	\$30/unit	\$30/unit
<b>TOTAL OVER 3 YEARS (SPIFF paid to dealer)†</b>			<b>\$766</b>	<b>\$665</b>
<b>LMU-4230 Semi Trucks + Cable (Engine Data)</b>	<b>All-Inclusive</b>	<b>\$0 Down</b>	<b>Better Value</b>	<b>Best Value</b>
Total Upfront Costs	\$0	\$0	\$550	\$895
Year 1	\$46/mo	\$46/mo	\$0	\$0
Year 2	\$46/mo	\$25/mo	\$205/yr	\$0
Year 3	\$46/mo	\$25/mo	\$205/yr	\$0
Foresight Intelligence Sales Incentive	\$0	\$0	\$50/unit (\$25 x 2)	\$100/unit (\$50 x 2)
Min Commitment	1 Year	1 Year	1 Year	3 Year
Warranty**	Perpetuity	1 Year	1 Year	3 Year
Network Device Upgrades***	Included	-	-	-
<b>TOTAL OVER 3 YEARS (SPIFF paid to dealer)†</b>			<b>\$910</b>	<b>\$795</b>
<b>LMU-4520 Heavy Duty Equip + Cable (Engine Data)</b>	<b>All-Inclusive</b>	<b>\$0 Down</b>	<b>Better Value</b>	<b>Best Value</b>
Total Upfront Costs	\$0	\$0	\$560	\$905
Year 1	\$46/mo	\$46/mo	\$0	\$0
Year 2	\$46/mo	\$25/mo	\$205/yr	\$0
Year 3	\$46/mo	\$25/mo	\$205/yr	\$0
Foresight Intelligence Sales Incentive	\$0	\$0	\$50/unit (\$25 x 2)	\$100/unit (\$50 x 2)
Min Commitment	1 Year	1 Year	1 Year	3 Year
Warranty**	Perpetuity	1 Year	1 Year	3 Year
Network Device Upgrades***	Included	-	-	-
<b>TOTAL OVER 3 YEARS (SPIFF paid to dealer)†</b>			<b>\$920</b>	<b>\$805</b>
Machine to Machine Telematics Device Transfer Fee (Un-Install & Re-Install) per Unit	\$300 to \$500	\$300 to \$500	\$300 to \$500	\$300 to \$500
Device Installation per Unit (depends on location)	\$150 to \$250	\$150 to \$250	\$150 to \$250	\$150 to \$250
Data Fee on Device Transfer per Unit	\$25	\$25	\$25	\$25

# Telematics & Data Transmission Pricing

## Additional Terms & Conditions

Pricing: Prices are subject to change prior to renewal. Other models available; popular models shown above.

Foresight Intelligence Sales Incentive: The sales incentive can either be paid monthly directly to a Dealer Salesperson or issued as a monthly Rebate back to the Dealership. All orders must be complete and accepted by Foresight Intelligence during the Program Period (defined as 9/18/2017 – 06/30/2018) to qualify for payment. All incentive payments are subject to prior written approval of Dealer. Salesperson to receive payout must be employed with Dealer and in good standing, at least 18 years old, and listed on the order form as "Salesperson Incentive Payment Name" at time of order. Dealer can disallow or reduce payments to Salesperson for any reason at their sole discretion without any liability arising from Dealer and/or Salesperson to Foresight Intelligence. The amount approved by Foresight Intelligence and Dealer represents the complete obligation of Foresight Intelligence for this Program. Orders with special pricing or discounts do not qualify for the Foresight Intelligence Sales Incentive. Foresight Intelligence reserves the right to terminate or modify the Program at its sole discretion. Program is void where prohibited or restricted. Additional restrictions may apply. See Official Program Rules for full details.

\*Data: Data is included in the prices above. All telematics devices provide data with two-minute updates except the TTU-720 Trailer Tracking Unit (not listed but offered by Iron Intel) which provides data once a day.

\*\*Warranty start date is the ship date (date that Foresight Intelligence ships ordered units to Customer). On Best Value Plan, Customer receives a one-month grace period from ship date to accommodate installation, in effect receiving a 37-month warranty. Warranty is cancelled/voided in the event of cancellation prior to the warranty term on the date of Customer cancellation. Foresight Intelligence will repair or replace, at Foresight Intelligence sole discretion, Hardware having Defects (or the defective part thereof). An RMA is required to be filled out from the Customer for return and a shipping label will be provided to ship back the defective Hardware. The warranty shall not apply to (i) Hardware normally consumed in operation such as fuses, cables, antennae or mounting brackets; (ii) Hardware that Foresight Intelligence determines has evidence of a broken seal, which will invalidate the warranty, or (iii) Hardware that Foresight Intelligence determines does not have Defect(s), or is not working or is damaged or causes damage as a result of Customer's unauthorized or improper use, storage or other non-warranted condition including but not limited to: (a) improper operation, (b) any combination, operation or use with equipment, software, services, technologies or processes not furnished by Foresight Intelligence; (c) detrimental exposure to corrosive or other chemicals, electric shock or surge, excessive temperature, impact or vibration, water, weather conditions or other elements; (d) involvement in any collision, accident, explosion, fire or any man made or natural force of any kind including Act of God; and (e) tampering, alteration, improper Installation or repair by any party other than Foresight Intelligence or its authorized Installer(s). Repair or replacement under warranty of Hardware with Defect(s) will not extend the Warranty Period. Replacement Hardware or components may be new or reconditioned, and may consist of comparable Hardware or components manufactured by the same or other manufacturers, in the sole discretion of Foresight Intelligence. Customer at its own cost shall un-install the Hardware from the Asset and package it to be shipped back to Foresight Intelligence. Customer is responsible for inbound shipping costs to Foresight Intelligence. Foresight Intelligence will cover outbound shipping of the replacement Hardware to Customer within 30 days once the defective Hardware has been received. Customer is then responsible for the costs to re-install the Hardware.

\*\*\*Network Device Upgrades: In addition to the warranty, the All-Inclusive Plan also includes any mandatory upgraded devices at no additional cost other than un-install and install costs. This means that any mandatory network conversions (such as 3G being replaced with 4G), the All-Inclusive Plan includes these upgraded devices at no additional cost. This does NOT include un-installation and re-installation of the older devices with the new devices. Installation costs remain the responsibility of the Customer.

**†Total assumes that 100% of the sales incentive is rebated back to the Dealership.**





Embrace the  
telematics revolution  
today and call!

877-57FLEET

