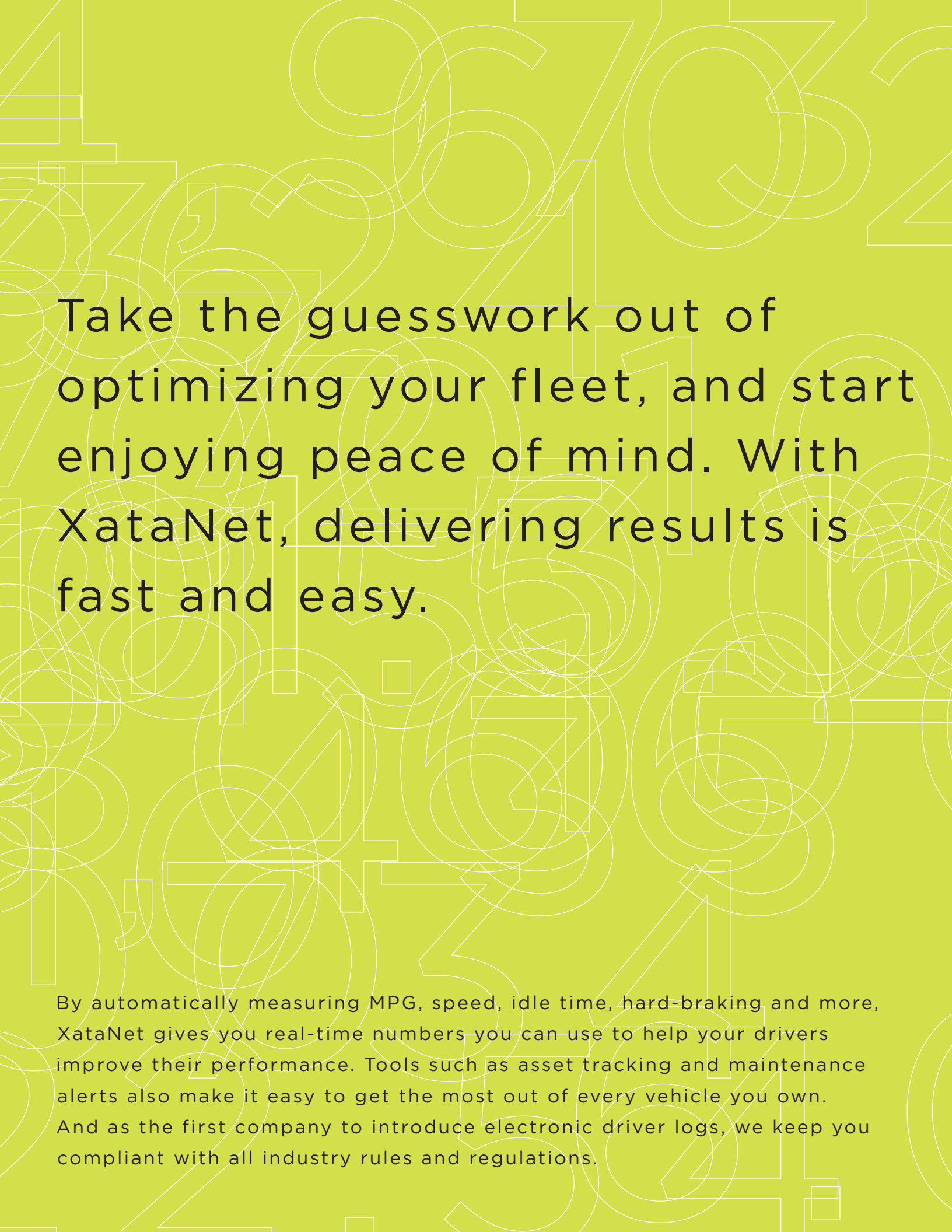




# OPTIMIZE YOUR FLEET.

XATANET, A FULL-FEATURED, ENTERPRISE-WIDE  
FLEET MANAGEMENT SOLUTION.



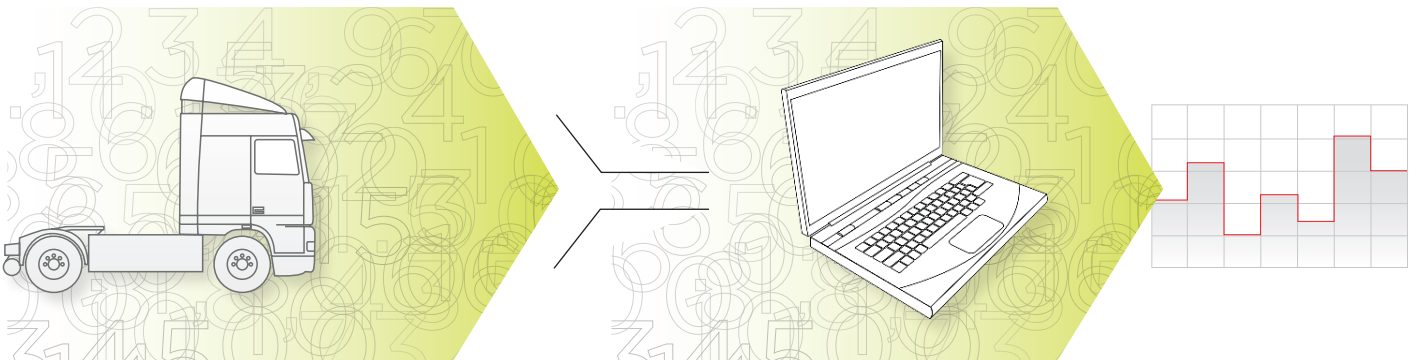
Take the guesswork out of optimizing your fleet, and start enjoying peace of mind. With XataNet, delivering results is fast and easy.

By automatically measuring MPG, speed, idle time, hard-braking and more, XataNet gives you real-time numbers you can use to help your drivers improve their performance. Tools such as asset tracking and maintenance alerts also make it easy to get the most out of every vehicle you own. And as the first company to introduce electronic driver logs, we keep you compliant with all industry rules and regulations.

# *Driving results every mile of the way.*

The rapidly evolving transportation industry is moving faster and faster, but when it comes to setting the pace for on-demand cost savings and regulatory compliance software and services, Xata has always been a driving force.

Xata provides intuitive, automated fleet management software solutions to the trucking industry. With real-time information about every aspect of vehicle and driver performance, Xata makes it easy for fleet managers, dispatchers and drivers to collect, sort, view and analyze data to reduce costs, increase safety and compliance, and improve customer satisfaction.



**COLLECT  
DATA**

**SORT**

**VIEW**

**ANALYZE**

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**YOUR DATA, YOUR DECISIONS.  
WE HELP MAKE THEM BETTER**

Every day, you're faced with dozens of operations decisions. Xata can help you make the right ones—every day.

By automatically recording MPG, speed, idle time, hard braking and more, XataNet gives you real-time numbers you can use to help your drivers improve their performance and stay cSA compliant. Tools such as asset tracking and maintenance alerts also make it easy to get the most out of every single vehicle you own. And as the first company to introduce electronic driver logs, we keep you compliant with all industry rules and regulations. Here's how we help:

**Safety and compliance**

- Electronic logs
- Speed monitoring
- CSA risk monitoring
- Automated fuel-tax reporting
- Black-box accident reconstruction
- Speed-by-road reporting
- CheckPoint data-integrity tool
- Driver behavior monitoring

**Performance Optimization**

DRIVERS

- Driver performance reporting
- Driver scorecards
- Driver messaging
- Turn-by-turn mapping, directions and information

VEHICLES

- Vehicle performance monitoring
- Asset tracking
- Online mapping
- Diagnostic warnings

ROUTE MANAGEMENT

- Routing integration
- Smart-route real-time route monitoring
- Cargo tracking
- Planned vs. actual reporting

DISPATCH MANAGEMENT

- Forms messaging
- Free-form messaging
- Two-way integration with 20+ TMS providers

REPORTING AND BUSINESS INTELLIGENCE

- Payroll integration
- Standard reports
- Fleet performance scorecards
- Alerts
- Scheduled reporting
- Self-service reporting

MOBILE COMMUNICATIONS

- Cell
- Satellite
- WiFi

AND THERE'S MORE

- Payroll integration
- Over-the-air software updates
- Power-take-off monitoring

*Chosen by more than a third of North America's top 100 private fleets.*

## REDUCE COMPLIANCE CONCERNS

Fact: More than 4,000 fleets with 10 or more vehicles have unsatisfactory cSA safety ratings.

We are all aware of the importance of the CSA regulations. Let us put your mind at ease, with XataNet staying compliant is easy.

## FLEET PERFORMANCE MANAGEMENT

Driver logs have been required for 70 years. Yet HOS violations still account for countless accidents and 45% of all driver/fleet citations. XataNet electronic driver logs are proven to help fleets comply with CSA to:

- Help shrink your number of HOS violations
- Lower "Fatigued driving" scores
- Improve productivity—drivers typically save 15 to 30 minutes a day
- Cut overhead—no paper to copy, sort, file or store
- Slash DOT audit times

## TODAY AND TOMORROW

With the industry facing such regulatory changes as 395.16, new distracted driving laws, a possible EOBR mandate and Hours of Service revisions, you need someone on your side who knows trucking compliance and can help keep your operations running smoothly.

## REAP THE BENEFITS

XataNet helps you:

### INCREASE SAFETY AND COMPLIANCE

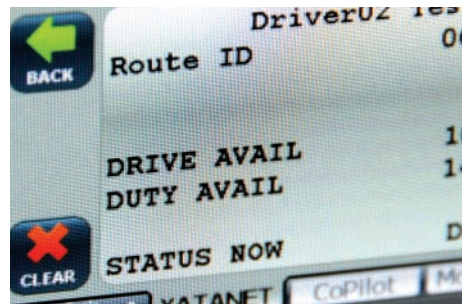
- Reduce HOS violations and near-misses
- Reduce hard-braking
- Reduce rapid-speed changes
- Reduce skipped inspections

### OPTIMIZE PERFORMANCE

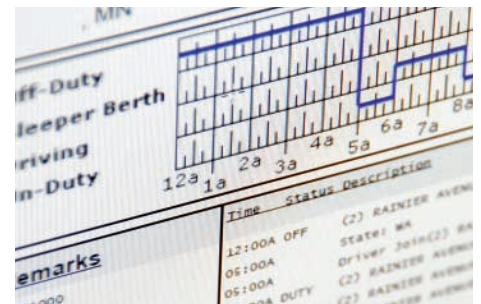
- Cut fleet-wide idle time
- Improve MPG
- Reduce speeding
- Optimize driving techniques, including shifting, braking and cruise control
- Configure speed bands



Use our numbers to reduce your costs



Stay ahead of CSA and other regulations



Eliminate paperwork to increase productivity and increase drive time

*The industry leader with a history of industry firsts. The first company to introduce electronic logs, Xata has been leading the way in HOS compliance for more than two decades. We've helped hundreds of fleets of all sizes and in all industries. To learn more about how we can help you, visit [www.xata.com](http://www.xata.com)*

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## SERVICES THAT DELIVER

Our proven implementation process drives results in four areas:

### Installation

With more than 500 implementations already completed, we make it easy.

### Implementation

Our six-phase approach ensures real results:

- Phase 1: Project planning
- Phase 2: Data integration
- Phase 3: Software implementation
- Phase 4: Hardware installation
- Phase 5: Training
- Phase 6: Adoption and long-term success

### Training

Drivers, dispatchers, fleet managers, corporate executives. We train them all. Online 24 x 7 x 365.

### Consulting

Need ongoing support? An extra set of hands? Our consultants have an average of 30 years of industry experience and can help you with everything from customized reports to implementing best practices.

## XATANET TECHNOLOGY

Technology. It's as simple as using the right tools at the right time to make life a little easier. That's exactly what XataNet does. XataNet runs on today's most robust devices, keeping you competitive and connected.

From the cab to the boardroom, from your dispatch center to customer loading docks, from the other side of town to across the country, XataNet gives you options:

- Cellular, satellite and Wi-Fi communications
- Patented, multi-mode solutions
- Open and expandable platforms

## HARDWARE FLEXIBILITY

XataNet runs on multiple hardware platforms, giving you the flexibility to choose what's right for you today—and tomorrow. You get reliability, expandability and the latest, most up-to-date technology. And we concentrate on what we do best—providing you the best fleet management software on the market.

We offer a wide portfolio of devices from industry leading partners for both in-cab and rugged handheld options.

## IMPROVING PERFORMANCE THE DATA WAY

XataNet can help improve every aspect of your performance. Take a look at these examples:

- \$4.2 million—the average amount Xata saves a 1,000-truck fleet each year
- Up to \$350—the average amount Xata saves per vehicle each month
- 145,600,000—hours electronically logged by Xata last year
- 24/7—anywhere, anytime access to both driver and vehicle performance data
- 100%—compliant with all existing and pending legislation
- 360—degrees of view of your operations
- 25—years as an industry leader
- 1—low monthly bill
- 0—IT headaches because you didn't have to buy an IT infrastructure

# *Real companies, real results.*

J.T. davenport & Sons  
wholesale distributor

Serves 2,000 convenience stores  
50 tractors, each making 13-14 stops a day

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## 30,000

GALLONS OF FUEL SAVED IN 12 MONTHS

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## 3%

IDLE TIME, A DRASTIC CUT FROM 20-30%

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## 0.2%

SPEEDING, DOWN FROM 18-20%



#### XATANET REDUCES COSTS

*"Thanks to Xata, we've significantly increased our MPG, resulting in annual savings of \$4.4 million"*

- PET-FOOD SERVICE COMPANY WITH 240 TRUCKS

*"While our competitors can talk all they want about on-time deliveries, we're able to show our customers actual data."*

- PET-FOOD SERVICE COMPANY WITH 240 TRUCKS

#### XATANET HELPS YOU STAY COMPLIANT WITH CSA

*"Our first post-Xata DOT audit took just 6 hours, rather than the 2 to 3 days we were used to."*

- A NATIONWIDE FOOD DISTRIBUTOR WITH 18 DISTRIBUTION CENTERS

#### THE BOTTOM LINE? REAL ROI. REAL CSA COMPLIANCE. REAL FAST.

*"Our Xata system paid for itself in just 14 months."*

- A NATIONWIDE WHOLESALE DISTRIBUTOR

*"When I told our president I wanted to buy a fleet management system, he asked me, 'Where will the ROI come from—and when?' Essentially he was saying, 'I will lend you the money, but you're going to have to pay me back. Our fuel savings from just reduced idle time and less speeding paid for the system in the first year."*

- A REGIONAL WHOLESALE DISTRIBUTOR



#### ABOUT XATA

The leader in fleet management, Xata provides intuitive, automated fleet management software solutions to the trucking industry. With real-time information about every aspect of vehicle and driver performance, Xata makes it easy for fleet managers, dispatchers and drivers to collect, sort, view and analyze data to reduce costs, increase safety and compliance, and improve customer satisfaction.

Our flagship solutions include XataNet and Xata Turnpike, a low-cost, easy-to-install solution that runs on drivers' existing cell phones, smartphones and tablet computers.

**WE TAKE CARE OF THE NUMBERS.  
OUR CUSTOMERS TAKE CARE OF BUSINESS.**

**965 PRAIRIE CENTER DRIVE  
EDEN PRAIRIE, MN 55344**

**1-800-745-XATA  
WWW.XATA.COM**