

Case Study



eDriveGroup offer solutions to the Retail, Marketing and Fleet Sector with clients including some of the best known brands across the UK & Ireland. With a team of over 60 in operations and support, and over 120 in field based installations and service, eDrive group deliver on both the largest and smallest projects, anytime anywhere.

eDrive are always driving for new technology, creativity & the infinite evolution and change for better things in the marketplace, give us every opportunity to deliver the ultimate customer experience to our clients

Problem to Be Solved:

VTMatics project offers eDrive the ability to bring a new product to their portfolio of products. The MySafeDrive product will incorporate the installation and provisioning of telemetric devices in the cars of consumers and the ability of eDrive to offer a range of value add on services to the customer through targeted analysis.

For consumers (drivers) it will allow them to sign-up, login and have access to data captured on their driving habits by the telematics installed in their vehicle. It will summarize this data into a dashboard that provides, visually, key information on their driving. Furthermore the data will be the property of the driver and the platform will enable them to switch insurance companies and to potentially avail of discounts based on responsible driving habits.

B2B partners will be able to tailor offerings in the knowledge that their services are reaching the types of customers they had envisaged. For instance;

- Insurance companies can offer services to drivers that score well in the ongoing safe driving analysis.
- Motor dealers can provide timely offers for servicing, tune-ups and guaranteed peace of mind trade ins based on the full driving history report that would be available.
- Retail operators could provide location based offerings around specific drivers or specific periods of the day, month etc.

Data Management and Mining

With the market set for significant transformation in the years ahead, various companies and service providers will be seeking new and more advanced methods of engaging with their customers and clients.

eDriveGroup

Funding Source & Value: **Enterprise Ireland - 200,000**

Project Title: : **VTMatics (Vehicle Telematics Management Platform)**

The data gleaned from vehicle telematics devices has the potential to open up new market opportunities to the owners of such data. In particular very detailed granular information can be gleaned from driver's routine, patterns and habits allowing for companies to sell specific products and services based on these movements.

How Gateway Delivered Solution for Industry:

This is an ongoing project, the team at TSSG are providing a solution that will scale to the growing demands of eDrive in the next few years. Another key metric in the architecture is the ability to allow eDrive have a flexible approach to adding new service offerings to potential business clients without the need for a plethora of functional development needing to take place to accommodate this.

Impact for the Company

MySafeDrive will offer a new product offering for the eDrive group enhancing their impact on their retail market drive.

Given the very deep data gathered it also opens opportunities for E-Drive group to become a data / insight trading organization, subject to normal protocols.