



Zaim Azrak, CEO and Founder of Location Solutions Telematics

ZA: The UAE is one of the markets with the most potential for telematics solutions globally, not only in the GCC. Technologies that sprout elsewhere are getting higher adoption rates in the UAE, primarily in the automotive sector.

During the last couple of years, we've seen an increase in telematics solutions especially in the commercial vehicle segment. Leadership initiatives, as well as some shift in demand for information transparency, along with high level of services in commercial/privately-owned and corporate fleets are some of the key factors.

These and other incentives are driving the growth of commercial vehicle telematics in the UAE and beyond.

**LOGME: What are the sectors that are moving at a higher pace?**

ZA: Each year we track new dynamics and demand in solutions. So, we learnt to be creative. Telematics in construction, smart city initiatives are coming to the fore ...

Amongst all the sectors, logistics and transportation providers are key adopters of telematics systems in the UAE. In 2017, we serviced over 100 businesses with our smart route planning and logistics solutions. These are healthy initiatives, which save fuel, time and cost of labour. And I'm happy to note that businesses are getting more and more educated in this regard. ☒

The market is full of vehicle and fleet management systems, provided by after-market suppliers and OEMs themselves. We, in turn, focus on vehicle CAN data transmission, on CAN reverse engineering and build our solutions on all the vehicle intelligence that we can get ... for fleet-managers to be able to take informed decisions about their fleets.

With this data reach, we provide solutions, some of them designed for insurance telematics, some for eco/green behaviour driver's ranking.

In the end, the product is only as good as the level of service, and the quality of support behind it. And that's what we are very proud of!

**LOG ME: What's the most challenging market with highest competition for Location Solutions?**

# LOCATION SOLUTIONS PUTS TELEMATICS IN FOCUS

Zaim Azrak, CEO and founder of Location Solutions Telematics shares his thoughts on smart fleets and the future of transportation and mobility.

**Z**aim Azrak, CEO and Founder of Location Solutions Telematics, shares his vision about the current and future states of telematics in logistics, smart city planning, and various urban initiatives taking place in the UAE.

He also discusses how purchasing behaviour of telematics consumers has changed, how vehicle automation is shaping the market nowadays, and how companies like Location

Solutions are addressing the challenges of a new digitised era.

**Logistics Middle East: What's the role of Location Solutions in today's vehicle telemetry in the region?**

Zaim Azrak: Location Solutions has been in the market for the past 12 years, growing from a telematics consultancy to an independent service provider with a portfolio of products, which, in turn, helped hundreds of businesses pursue fleet automation.



Location Solutions is particularly proud of its aftersales services.

**LOG ME: What are the current challenges in the market?**

ZA: The challenges of future urban transportation can be analysed from 3 different perspectives: the perspective of transport and logistics operators, of urban society and urban politics, and that of relevant solution creators. Location Solutions is the latter, and is looking at the market from a position of someone catering for the industry.

**LOG ME: What's the type of automation Location Solutions are offering?**

ZA: Primarily we work with fleets, assets and processes ... and given that Dubai is a hub of cultures and businesses with their own working structure, finding our ways to governments and businesses was not as easy as it may seem.



Location Solutions has better access to data than after-market suppliers.