BlueArrow Telematics Launches Fleet Management

for Enterprise, Government, and EMS

*Teaming with Global Provider of Fleet Tracking Platform, GEOTAB,*

*BlueArrow Telematics Offers a Suite of Solutions for Managing Complex Fleets*

Raleigh, N.C. -  3 January, 2018 - [BlueArrow Telematics](http://www.bluearrowtelematics.com/) is working with [GEOTAB](http://www.geotab.com), a global leader in telematics technology, to provide businesses and municipalities of all sizes with full-featured solutions to better manage their drivers and vehicles.

BlueArrow has integrated [Geotab](https://www.geotab.com/)’s award-winning fleet tracking platform with its marketplace of telematics solutions that helps businesses leverage data to better manage their fleet, increase productivity and efficiency and improve driver safety. Every business is able to tailor the information they receive to suit their specific requirements and goals. BlueArrow provides customized reports at no charge for every customer, saving hundreds per custom report that other GPS providers typically charge.

“Emergency Medical Services organizations would be a good example of how we listened to our customers regarding specific needs of their industry and then developed a custom database that no other telematics provider can match,” explained Stuart Lamm, BlueArrow founder and president.

“We are constantly asking customers what is needed for their mobile workforce to be more efficient and we work hard to integrate these solutions within our Geotab platform,” added Lamm.  “By reducing unsafe driver behaviors, improving vehicle maintenance and boosting productivity, BlueArrow is able to save customers thousands annually per vehicle.”

It’s a winning combination for fleets of all sizes. BlueArrow is able to help businesses and government customers look holistically at vehicles, assets and mobile workers from a single analytics-based platform. By embedding Geotab’s rigorous organizational approach to data security measures into each solution, BlueArrow is able to help make any fleet safer, more productive and efficient while also strengthening adherence to regulatory compliance.

[Baker Roofing Company](http://www.bakerroofing.com), one of the nation’s largest commercial and residential roofing contractors, has been working with BlueArrow Telematics for many years, implementing a host of solutions that help to better manage their fleet. Their number one priority: SAFETY.

“Baker Roofing goes well beyond what is typical for most companies,” says Lamm. “They monitor driver behaviors such as hard turns, harsh braking and seatbelt use.  They employ technology that can eliminate driving distractions like texting/talking while driving. What is most impressive is the **Driver Rewards Program** designed to reward both management and drivers.  From the CEO to the drivers, Baker Roofing Company has certainly developed a culture that promotes safe driving.”

“Having our trucks on the road presents a daily safety challenge for our company. In many ways, this challenge exceeds that of putting our technicians on roofs,” explains Baker Roofing Vice-President Toby Boyles. “Using BlueArrow’s Fleet Management solutions, we are doing our part to make the road a safe place for our employees and our community. We use real-time data to improve driver safety, track and reduce idling time, stop unauthorized vehicle use, plus improve fuel usage, which benefits our environment.”

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**[ABOUT BLUEARROW TELEMATICS](http://www.bluearrowtelematics.com/)**

BlueArrow Telematics [formerly GPS Mobile Solutions Inc.] is a privately-owned company located in Raleigh, North Carolina whose mission is to provide clients with industry-leading Mobile Workforce Technologies along with expert advice and superior customer support. For over 27 years, BlueArrow has forged a clear stake in the technology, telecommunications, and fleet management industries by providing, developing and implementing SOLID, effective, and efficient mobile workforce strategies that save enterprises time, money and, most importantly, LIVES.

[**ABOUT BAKER ROOFING**](http://www.bakerroofing.com)

Baker Roofing Company is one of the nation’s largest and most recognized roofing contractors in the U.S. They have been providing residential and commercial roofing solutions since 1915. Baker Roofing also specializes in roof replacement, new roof construction, and roof repairs for homes, offices, manufacturing and more. A full-service contractor, Baker Roofing Company also provides siding, doors, window replacement, roof coatings, and roof maintenance.

[**ABOUT GEOTAB**](http://www.geotab.com)

Geotab is advancing security, connecting commercial vehicles to the internet and providing web-based analytics to help customers better manage their fleets. Geotab’s open platform and Marketplace, offering hundreds of third-party solution options, allows both small and large businesses to automate operations by integrating vehicle data with their other data assets. As an IoT hub, the in-vehicle device provides additional functionality through IOX Add-Ons. Processing billions of data points a day, Geotab leverages data analytics and machine learning to help customers improve productivity, optimize fleets through the reduction of fuel consumption, enhance driver safety, and achieve strong compliance to regulatory changes. Geotab’s products are represented and sold worldwide through Authorized Geotab Resellers.