

Geotab

Global leader in telematics and connected vehicle solutions, providing an open platform for real-time fleet management, driver safety, and compliance.

<https://www.geotab.com/>

Overview

Geotab is a global leader in telematics, offering a comprehensive, open-platform fleet management solution that combines the MyGeotab software with in-vehicle GO devices. The platform is designed to help businesses of all sizes—from small fleets to Fortune 500 companies and government agencies—improve productivity, safety, sustainability, and compliance.

Key Capabilities:

Real-Time GPS Tracking & Asset Management: Provides high-resolution vehicle positioning, trip history, and live location tracking for all vehicles and assets.

Driver Safety & Coaching: Monitors driver behavior (harsh braking, rapid acceleration, speeding, seat belt use) and offers in-vehicle audible alerts and coaching tools to reduce risk and improve safety scores. It also includes accident detection and notification.

Compliance Management: Simplifies regulatory compliance with certified Electronic Logging Device (ELD) solutions for Hours of Service (HOS), Driver Vehicle Inspection Reports (DVIR), and International Fuel Tax Agreement (IFTA) reporting.

Fleet Optimization & Maintenance: Offers engine health diagnostics, maintenance reminders based on mileage or engine hours, fuel management reports (consumption, idling, fuel card integration), and route optimization tools.

Electric Vehicle (EV) Management: Provides specialized features like Electric Vehicle Suitability Assessment (EVSA), battery health, charging status, and energy usage data to help fleets transition to and manage EVs.

MyGeotab is a web-based platform with a customizable dashboard and an open Software Development Kit (SDK) and APIs, allowing for extensive integration with third-party solutions found on the Geotab Marketplace (e.g., dash cameras, temperature sensors, dispatching apps).

Key Features

- Real-Time GPS Vehicle Tracking
- Driver Behavior Monitoring & Coaching
- ELD/HOS/IFTA Compliance Management
- Engine Health & Maintenance Diagnostics
- Customizable Dashboards and Reporting
- Open Platform & Marketplace (SDK/API)
- Electric Vehicle (EV) Fleet Support
- Accident Detection & Notification

Pricing

Model: subscription

Subscription-based per vehicle/month model, with five main rate plans (Base, Regulatory, Pro, ProPlus, GO Plan). Pricing is set by third-party resellers and typically includes an upfront cost for the GO hardware device (\$80-\$150) plus a monthly service fee (estimated at \$30-\$40 per vehicle, per month).

Starting at: USD \$30

Target Company Size: small, medium, enterprise

Integrations

Fleetio, ArcGIS Roads and Highways, Drivewyze, Gauss Control, OEM Telematics (Ford, GM, Toyota, etc.), Third-Party Devices (Cameras, Temperature Sensors)

Compliance & Certifications

FIPS 140-3, ISO 27001, FedRAMP, ELD (Electronic Logging Device), HOS (Hours of Service), IFTA (International Fuel Tax Agreement)

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