



**POINTER**

Company Profile

## Pointer - A Leading Security & Fleet Management Solution Provider

Established in 1991, Pointer is a global enterprise dedicated to specialized automotive services for insurance companies, car manufacturers, fleet operators and service providers. A vertically integrated company, Pointer provides unique added value services critical to business needs. Its subsidiaries and partners offer streamlined security and fleet management software and hardware tools, sophisticated vehicle recovery services ensuring the highest recovery rate, as well as a complete customer care solution for roadside and towing assistance. By combining all these factors, Pointer paves the way for improved customer satisfaction and increased loyalty.

### Serving Insurance Companies, Car Manufacturers & Dealers, and Fleet Operators

Added value is the key to Pointer's tailored automotive services that it develops for the following sectors:

#### **Insurance Companies**

Pointer has a deep understanding of insurance company business needs. Consequently, it places a heavy emphasis on rapid stolen asset recovery and high level QoS roadside assistance. The extra services it provides – such as anywhere, anytime vehicle location through an easy-to-use website, “Point-to-Point” navigation and optional panic button – differentiate Pointer from the competition.

#### **Car Manufacturers & Dealers**

Pointer's sophisticated tracking devices enabling vehicle diagnostics and location at any point in time significantly reduce car theft, and at the same time enhance the reputation of car manufacturers and dealers.

#### **Fleet Management**

Pointer's high performance fleet monitoring, security and management tools improve response time, service, accessibility, efficiency and reliability while significantly reducing costs.

### Developing Business Partnerships Around the World

Pointer is poised to play a major role in specialized automotive services across the globe. An international enterprise, its presence is already felt in Latin America, Europe, Asia and Russia.

Extensive operational know-how Europe first coupled with unique technologies make Pointer an attractive business partner. By adapting successful, cost-effective business models to new regions, Pointer will help its worldwide affiliates reap the benefits of advantageous business opportunities.

### Pointer's Services: Mapping Out the Right Support

#### **Road Side Assistance**

With the vehicle market constantly growing, roadside assistance has become a fact of life. Pointer's Telocation offers a complete customer-care workflow solution enabling fast response time, accurate analysis and high performance metrics for efficient and professional decision making ensuring best-fit support. A wide range of maintenance and key-at-the-scene services – including battery jump-starts, towing, emergency fuel and vehicle fluid delivery – as well as car replacement, carriage services for long distance vehicles and concierge services, are the best mix for ensuring customer peace of mind.

#### **Stolen Vehicle Recovery**

Pointer provides comprehensive stolen vehicle recovery services. Its proprietary RF network delivers enhanced jam resistance and “always available” locations, while its sophisticated GPS capabilities assure superior location capabilities. Simultaneously, Pointer's fleet monitoring, truck & van diagnostics, driver behavior patterns, security cellular based vehicular units enable instant, nation-wide coverage. An advanced API facilitates connectivity to 3rd party applications and legacy. With Pointer by their side, customers are assured of a 24/7 call center handling multiple recovery events, and redundancy measures enabling the highest possible service.

#### **Security & Fleet Management**

Commercial fleet operators look to Pointer for expanding their management capabilities through cutting-edge, cost effective solutions. Pointer's FleetPointer is the most sophisticated solution with a proven track record. It combines management and control software tools with smart unit hardware. This unbeatable combination expands tracking and monitoring capabilities, improves response-time and service, increases reliability, protects valuable assets from theft, and significantly reduces operational costs.



Cellocator Division  
Pointer Telocation Ltd.

### **Asset Tracking Services**

Pointer's Asset Tracking Services help enterprises meet desired service levels, in addition to letting them quickly adapt to changing market demands. With its automatic asset tracking capabilities, Pointer provides updated, accurate, real-time reports based on factual information. At the end of the day companies know exactly what equipment assets they have, who has them, where they are and if they are in the right place at the right time.

### **Cellocator - Pointer's Product Division**

Cellocator – the Product line Division gives Pointer an unparalleled position in the field of Automatic Vehicle Location (AVL). The developers of feature-rich customized products, Cellocator is an acknowledged source for sophisticated, reliable and cost-effective smart unit hardware systems designed for vehicle security and fleet management and its product portfolio also covers safety and asset management. The division also owns application software solutions. The name that has been at the forefront of wireless communication and location technology for over a decade, Cellocator complements Pointer, making Pointer the ultimate source for all-inclusive automotive services, software & hardware, under one roof.





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