


# Collaboration between OEMs and telematics providers

By MiX Telematics





# The importance of OEMs and TSPs collaborating

---

The more advanced vehicle technology and manufacturing become, the more important it is for a symbiotic relationship to exist between OEMs (Original Equipment Manufacturers) and TSPs (Telemetry Service Providers).

This makes the flow of data and reporting much easier and reduces costs by removing the go-between.






What is an **OEM**?

---





In the automotive industry, this refers to a company that manufactures parts in-house for vehicles and then those vehicles are sold under a value-added reseller's brand name. OEMs sell products business to business while value-added resellers sell to consumers or other end-users.

OEMs design parts that are specifically suited to the vehicles being manufactured. In contrast, companies that produce aftermarket parts are designing them to be compatible with as many makes and/or models as possible.





# Examples of **OEMs**

---





In the computer industry, a company like Microsoft is an OEM as they make and sell the operating system used in computers and other digital devices.

When it comes to automobiles, a company like Motorcraft makes the components that are used in the manufacturing of Ford vehicles.





Why are **OEMs** in demand?

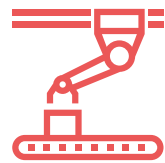
---



They have special expertise to build a part, device, or component exactly as needed and can therefore mass-produce a product on a regular and specialized basis.



OEMs can build a component, part, or device more inexpensively than a company that buys the OEM product for their manufacturing purposes.



Doing business with an OEM means that the company receives a precision product component that meets their exact demands and conditions for production, delivery, and management.



OEMs can offer quick response times since they already know exactly how a component needs to be built and can, as a result, respond to a request almost immediately.



Companies get a manufacturer's warranty when dealing with an OEM. If there are any problems or defects, the warranty protects the partnering company's investment.



Good customer service can be expected from an OEM partner since they know if they don't deliver the product or support that a company needs, they will simply go somewhere else to get it. OEMs are expected to back their products up with technical and engineering support.



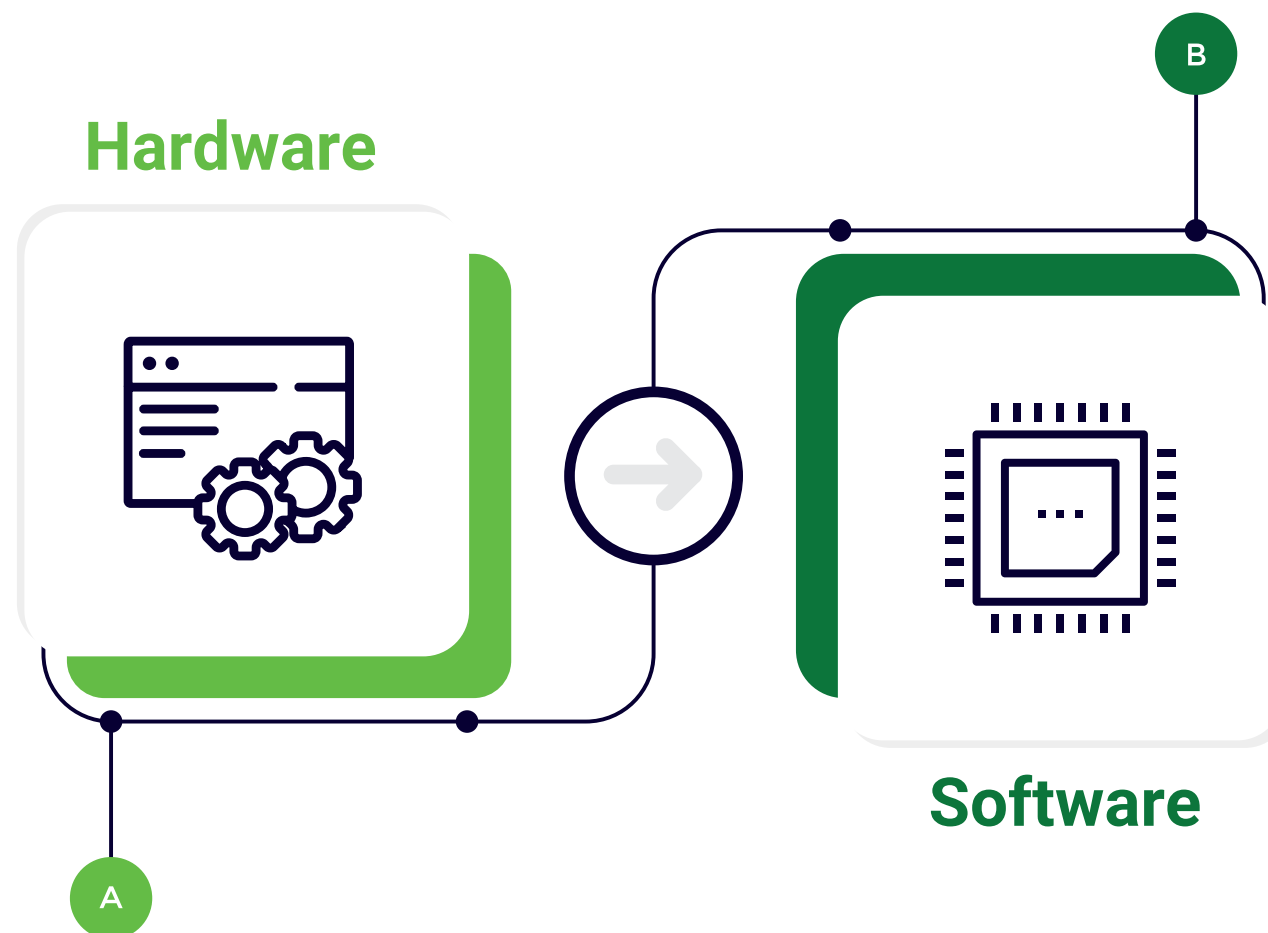


What is **telematics** for **OEMs**?

---

## Telematics for OEMs comes in two parts:

This is an onboard computer embedded in the vehicle by the OEM before the vehicle is sold to the end-user. This hardware has been custom created for the particular make and model.



A cloud platform that directly collects and manages the data reported from the embedded telematics hardware.


Most vehicles that will be manufactured in 2024 will be equipped with embedded telematics.



# The **benefits** of **OEM telematics** for your fleet

---



- 
- There are no costs associated with hardware or device installation because the technology is already included in the vehicle.
  - You can instantly activate and use the fleet management solution and gain access to data so there is no downtime.
  - OEM telematics provides proprietary data that are essential for optimizing vehicle health and developing preventative and on-time maintenance schedules.
  - Since the telematics device is not easily accessible by the average person there is less opportunity and chance for driver tampering, something that often leads to false reporting.
  - No need for the logistical gymnastics that comes with organizing a time to install an aftermarket telematics device. This helps save valuable time.
  - Save in upfront costs that come with installation as hardware is pre-installed.
  - Less decision-making involved in choosing the right hardware and software solution as that which comes installed is already perfectly suited to the particular vehicle make and model.



# About OEM Connect from MiX Telematics

---

OEM Connect integrates with industry-leading OEM partners to offer fleets instant, direct access to telematics data without the need for hardware installation.

Our cloud-to-cloud system not only works with light-, medium- and heavy-duty vehicles but also with assets such as trailers and on-site equipment.

OEM Connect offers an extended warranty, increased trade-in value, real-time API data sharing, personalized support, and access to MiX Fleet Manager, an online SaaS platform that gives you visibility of all your vehicle- and driver-related data and sophisticated reporting capabilities.





“  
We aim to leverage OEM’s connected vehicle and connected ecosystem to more efficiently provide our fleet customers with our core services.”

– Bjørn Svinterud, Head of OEM Strategy, MiX Telematics



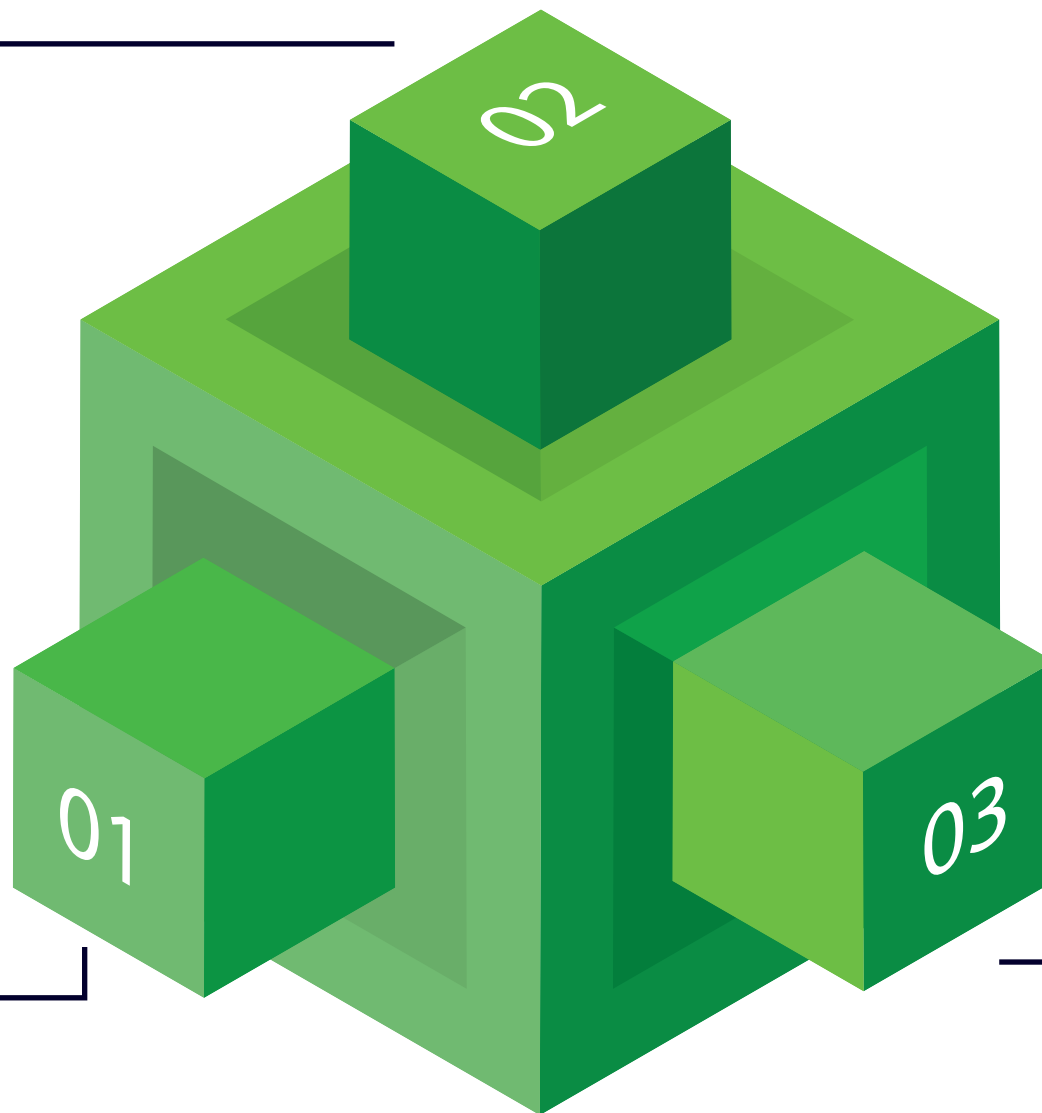
# ABOUT MIX TELEMATICS



**120**  
COUNTRIES



**AWARD**  
WINNING PROVIDER  
OF **INNOVATIVE**  
**TECHNOLOGY**



**130**  
FLEET **PARTNERS**  
WORLDWIDE

**VISIT:** [HTTPS://WWW.MIXTELEMATICS.COM/OEM-CONNECT/](https://www.mixtelematics.com/oem-connect/)