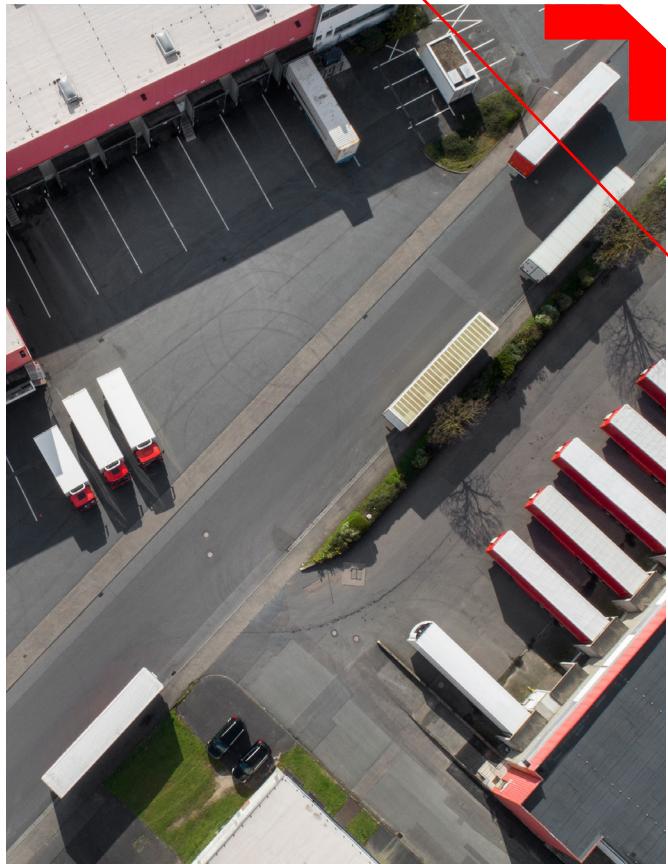


Understand how and where connected trucks and vehicles travel with **Geotab ITS** analytics

To make the best possible freight and infrastructure planning and modeling decisions, you need to know the types of vehicles on your roads – and how they use them. Available through the Geotab Altitude platform, **Origin & Destination and Freight Analytics** connect you to rich transportation data that helps you understand the true purpose of road trips, so you can plan more effectively.



Plan smarter from point A to Z

Whether you want to analyze the true origins and destinations of vehicle movement throughout your state or jurisdiction, index popular routes from a port or understand travel time metrics from one commercial hub to a specific transportation analysis zone, you have the flexibility to investigate months of data within minutes – easily and on-demand.

Assess situations, observe trends and make better freight planning decisions based on aggregate connected-vehicle activity. With **Origin & Destination and Freight Analytics**, you tap into these benefits and more:

- Take advantage of Geotab's vast data network to support strategic, informed, and cost-effective freight planning at a statewide macro-level or at a granular micro-level of certain TAZ areas.
- Identify the types of vehicles that use your roads and how, for effective planning that accommodates both commercial (light- medium- heavy-duty trucks) and consumer traffic (passenger).
- Generate and visualize tailored origin-destination insights that reflect the data you care about, including custom-defined regions of interest and filters such as trip chaining for relevant metrics, journey definition, vocation, industry, and vehicle class.

Get critical insights into commercial traffic volumes and activity

Origin & Destination and Freight Analytics helps you unlock the insights you need through a rich set of features and filters, including the following:

Vocation classification

Our patented machine learning model examines driving behavior to automatically classify trips and vehicles into categories according to a **vocation** or purpose, including long haul, hub-and-spoke delivery or last mile door-to-door delivery.

Vehicle classification

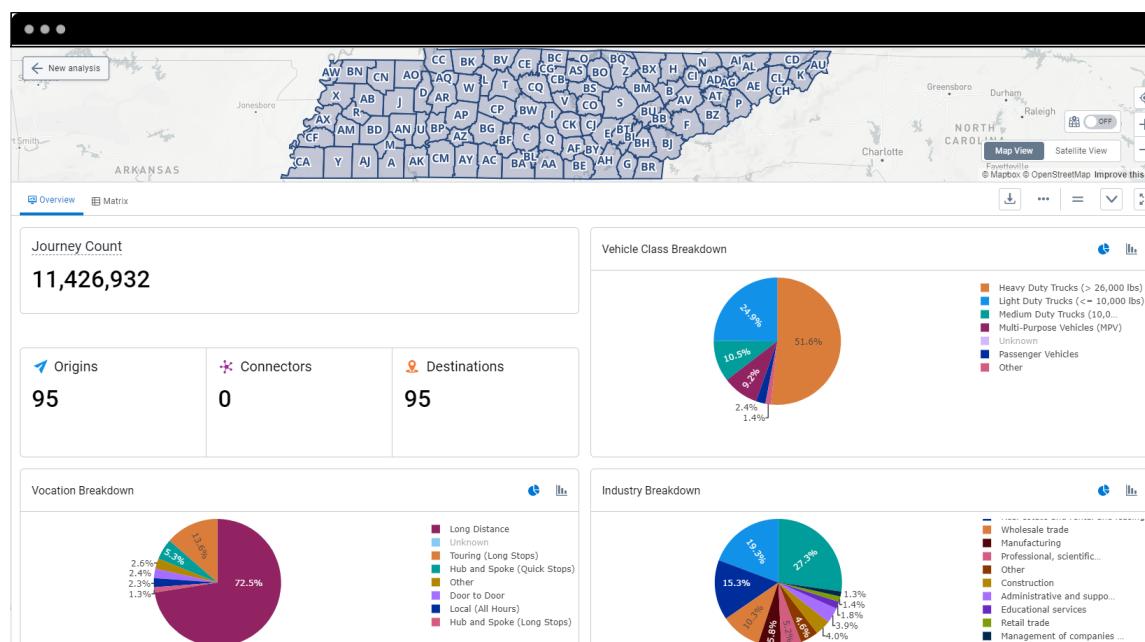
Understanding how certain classes of vehicles use your roadways is critical for effective planning decisions. Geotab ITS provides insights into all classes of vehicles ranging from multipurpose vehicles, light-duty, medium-duty, and heavy-duty trucks, passenger vehicles, buses and others.

Journey definition

To understand commercial vehicle movement patterns at aggregate, you need to capture a journey's true origin and destination. **Origin & Destination** lets you chain individual trips together to ensure intermediary stops don't skew the data.

Speed of analysis

While OD analysis can sometimes take hours, the Altitude platform shortens time to insight, processing months of data for large jurisdictions in just minutes.



Learn more at its.geotab.com or email its@geotab.com