

# Fleetcomm

- The largest Publically Accessible trunked radio network within the UK
- Under new ownership since 2009
- Has embarked upon a programme of modernisation
- Replaced Kilostream and Microwave links with IP based technologies, linked by BT MPLS with full SLA
- Replaced many radio sites (which were not providing acceptable coverage or value for money) with new ones, which has considerably improved the coverage saturation
  
- Currently comprised of two areas of coverage – one covering South-East and the other covering Yorkshire/Lincolnshire
- Also has a Handportable Network covering areas of London called “Metro”
- Looking at new and innovative ways to exploit the network
- Aims to be a fully National Network in 2 years time with a minimum of 60 sites

# Phase 1 Expansion

- Fill in areas between two Networks
- Cover main conurbations (Birmingham, Bristol, Leicester, Liverpool, Manchester, Sheffield)
- Improve coverage of “Metro” Handportable Network by adding new sites and integrating with existing sites


# Fleetcomm Current Coverage

The Grange Industrial Park  
Rawcliffe Road  
Goole  
East Riding of Yorkshire  
DN14 6TY

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## The "Super South" Network

Coverage shown is typical for a 25 Watt mobile unit

 High quality coverage

Map indicates the area surveyed using a typical 25 watt hand portable unit. There are small areas where service may be adversely affected or unobtainable due to topographical and other factors. Your supplier can advise about specific locations.



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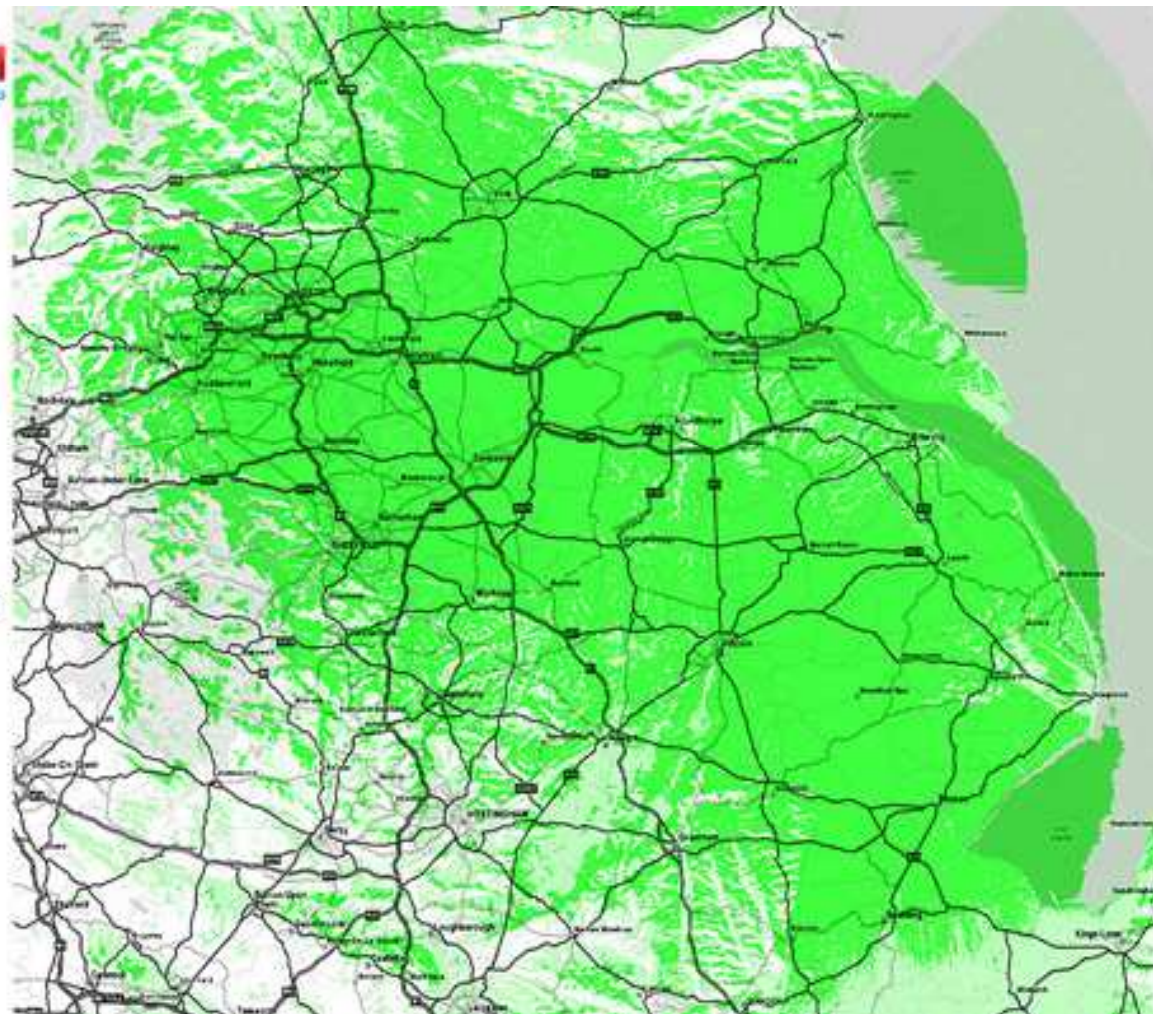
click on map to enlarge

## "Network North East"

Coverage shown is typical for a  
25 watt mobile unit

 Prime Area Coverage

Map indicates the area surveyed using a  
typical 25 watt mobile unit. There are  
small areas where service may be  
adversely affected or unobtainable due  
to topographical and other factors.  
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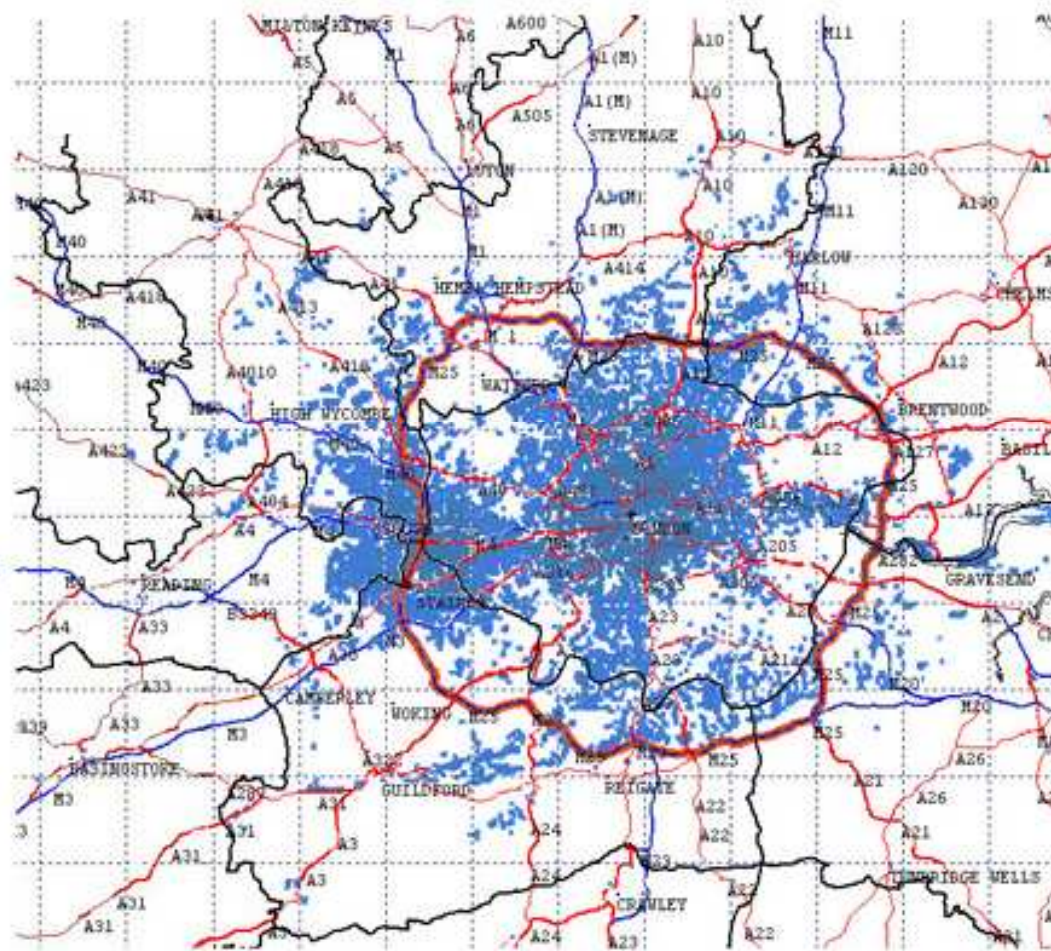
click on map to enlarge

## London Metro System (hand portable coverage)

Coverage shown is typical for a  
5 Watt hand portable unit

 Hand portable coverage

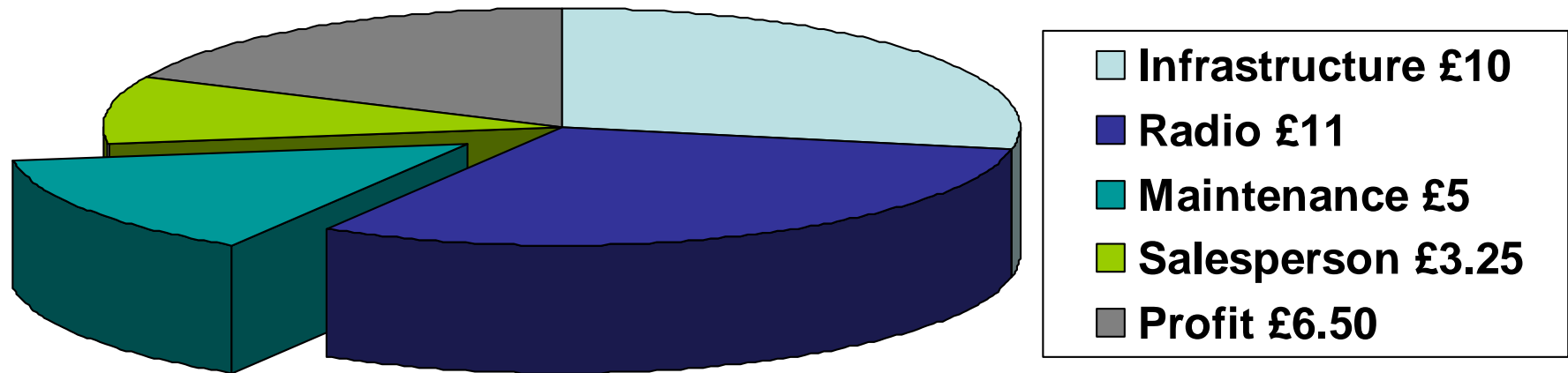
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# Maintenance Installation Package

- “Installer” receives from “Dealer” all necessary hardware for installation (antenna, radio, dropper, etc)
- “Installer” then carries out installation, and upon completion receives first monthly instalment
- “Installer” then receives monthly instalments as long as radio is installed and connected to Fleetcomm network. This covers radio maintenance

## Example breakdown for rental Two Way Radio



- Remove the maintenance element of the monthly rental cost, and pass entirely to the designated maintenance entity
- The maintenance element is paid from installation to the end, for the entire lifetime of the radio

# Duties of “Installer”

- Install radio into vehicle
- Perform routine service inspections, at mutually agreed periods
- “Service Inspection” includes, for example, re-securing radio if it has come loose, checking antennas, ensuring microphone leads are not frayed, etc
- This offers a fixed cost to the “dealer”, that is easy to budget for
- This offers a continuous revenue stream for the “Installer”
- This can be marketed to the customer as a “fully maintained” package

# Revenue for “Installer”

## “Traditional” Model:

- Typical one-off installation charge = £75
- Cost of materials = £15
- Total profit = £60
- Across 50 vehicles = £3000

## “Maintenance Installation” Model:

- Length of rental contract = 36 months
- £5 per month x 36 months = £180 profit
- Break-even period = 12 months
- Across 50 vehicles = £250 per month, £9000 total

# Reference Scheme

- It would be necessary to have a reference standard, detailing what would be required during the installation and maintenance
- Not be cumbersome, such as to make the installation take an inordinate amount of time
- Comprehensive, such as to include all scenarios, and such that it actually has some value
- Include required periodic maintenance checks
- Accessible, such that there are sufficient installers accredited under the scheme
- Respected, such that installers see the value of such a scheme
- Must have a number of “training centres”, so distributors (for example), can carry out their own training programmes
- Not be expensive, such that installers can actually afford to go on the scheme
- Includes simple understanding of the technologies involved (such as MPT1327), so faults can be diagnosed and interpreted correctly

# FITAS and Fleetcomm

- FITAS does not even mention MPT1327
- FITAS does not cover any form of routine maintenance
- FITAS does not have sufficient support from Industry
  
- Fleetcomm believes that the FITAS scheme, with some further work, has the potential to become an “Industry Standard”
  
- Fleetcomm believes that a set of well-established “Industry Standards” will improve the professionalism and presence of the two-way radio industry as a whole

# Conclusion

- Fleetcomm is a fast-growing Network, which we believe will have its own value from the coverage offered
- Many Fleetcomm Service Providers are looking for a continuous revenue stream, as per their business model
- The current model of installation charging is incompatible with the “Fleetcomm Model”
- Many Fleetcomm Service Providers are looking towards a “Maintenance Installation Package”
- If such a package is to become truly successful, it is necessary for there to be a “Reference Standard”
- FITAS is possibly the best candidate to become this, and with a little work will be an excellent scheme



Thank You