

BSG signs strategic distributor agreement with Trackon Telematics

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DUBAI – February 26, 2009 – Business Systems Group (BSG), the regional competency center for Exactus Supply Chain Software Solutions, announced today that it has signed an exclusive distributor agreement with Trackon Telematics, one of India’s leading and most advanced Fleet Management and Tracking Services Provider. Under this agreement, BSG will be authorized to sell and support Trackon Telematics’ line of products in the entire Middle East through direct and value-added reseller channels.

Trackon Telematics is a leader in Fleet Management Solutions (FMS) for Long haul and short haul cargo operators, tanker operators, school buses, retail management chains, earth moving and crane machinery, construction equipment and refrigerated vans, while offering unique solutions of remotely, monitoring temperature, arming and disarming locks/ doors, monitoring working hours/ engine operation, Vehicle location, Speed, Vehicle ID, Odometer reading, and various other types of M2M solutions integrated with the Automatic Vehicle Location (AVL) and the Trackon FMS. With the help of this solution BSG is confident that their customers will experience a dramatic increase in productivity, substantial cost savings and greatly reduced operating expenses.

“With a advanced, state of the art, error free, M2M devices we can proudly claim to be the only company in India that solves most M2M situations, for controlling devices from remote locations, across varied business applications and verticals and that we have over 7000 installations under our belt”, said Ravi Misra, VP Marketing and Operations at Trackon Telematics.

“With our experience in the region, our customer’s fleet operations have faced situations like Driver misreporting their locations/ breakdowns/ oil consumption/ stoppage/ halts/routes taken, Misuse of the vehicles, Absence of data for insurance claims in case of accidents, Emergency response in case of accidents / breakdowns, Vehicle being stolen or cargo pilferage, Unsafe or high consumption driving, over speeding and other issues”, said Mohideen Shaikh, Business Development Manager at BSG. “Trackon’s FMS is a cost effective and secure solution to almost all the problems and issues faced by fleet managers. Moreover, the solution is tightly integrated with Exactus Aware Transport Management System (TMS) that helps efficiently manage the entire transportation execution lifecycle.”

Large organizations such as Nikai Electronics and Al Madina Logistics are already users of Trackon systems in the Middle East, and have been able to increase efficiency and productivity, lower transportation costs, and ultimately serve its customers better by improving delivery accuracy, response time and on-time deliveries.

"We are delighted to have an alliance with BSG. Over the years, we have demonstrated our leadership in the Geospatial and Telematics solutions based products and services. With this alliance our joint offering has the potential to revolutionize the

Transportation and Fleet Management business in the region. Both of our organizations are aligned towards facilitating operational excellence for our respective clients and this is another milestone in bringing high quality and the most advanced technology to our customers", said Vinod Kumar, Managing Director at Trackon Telematics.

"BSG enters into alliances with market leaders that enable us to add value to our customers" commented Raheel Khan, Regional Director at BSG. "With the integration of GPS and telematics data together with real-time vehicle location information, BSG enhances its end-to-end service chain optimization solutions for the real time service enterprise. Working with Trackon Telematics, we will be able to engage much more effectively with customers requiring fleet management functionality."

About Business Systems Group (BSG):

BSG is one of the leading information technology solutions company operating in the Middle East markets since 1995. BSG's primary focus is the delivery of Supply chain execution and BI solutions and services to customers in the region. BSG have the experience and expertise of building, testing and implementing mission critical applications at hundreds of enterprise customers and understand the complexity of fully integrating our solutions into customer's existing business processes and system environments. BSG have implemented enterprise solutions at over 300+ customers across the Middle East.

BSG's large installed base of customers include some of the top Logistics Service providers, Freight Management companies, Shipping and Transportation companies, Banks, Oil & Gas companies, Airlines, Telcos, Manufacturing & Retail companies, Large Corporates and Government & Ministries in the Middle East. More information is available on www.bsgme.com

About Trackon Telematics:

Trackon Telematics Pvt. Ltd, is an ISO 9001-2000 certified company into software application and development. Trackon's business focus is in the field of Geospatial, M2M and Telematics solutions based products and services. With a client list comprising who's who of the Indian Industry, Trackon has been providing customized M2M solutions to a plethora of corporate and industries, across vertical like logistics, media, educational institutes, food stuff, pharmaceutical, retail, airlines, banking and Government agencies like the Indian Navy, the Coast Guard and the Survey of India. Trackon is poised to establish itself as India's most valuable Telematics technology company. More information is available on www.trackon.co.in

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