



PROPOSAL FOR **CUSTOMER NAME**

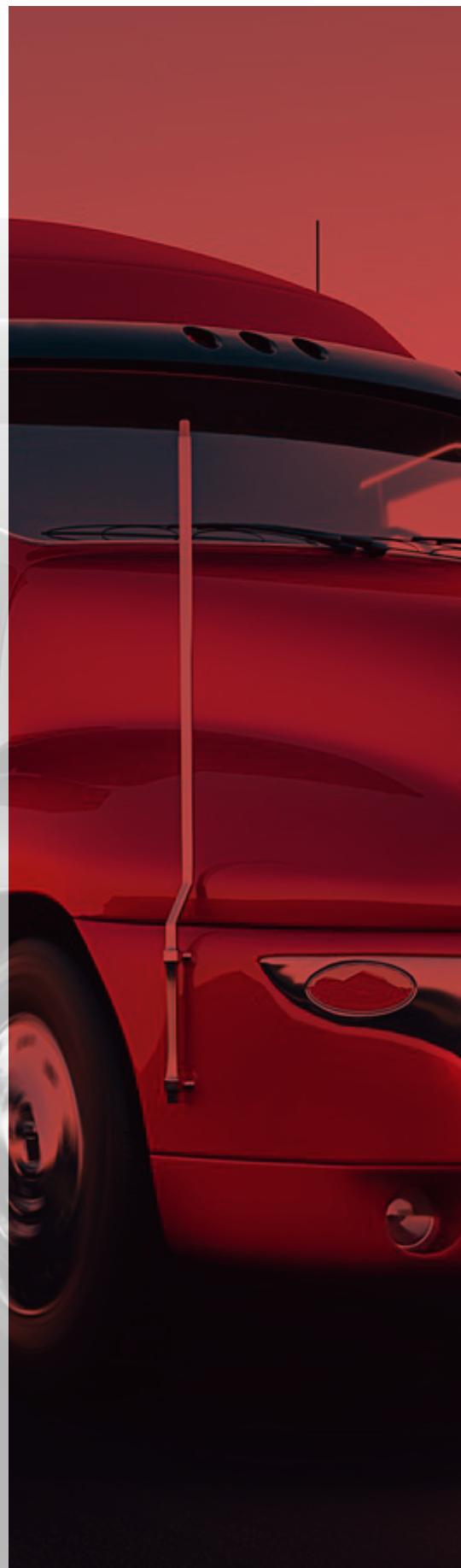
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By
NAME

Email
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INFO

DEAR MR CEO,

> TO

Customer name

Address

Great to see you last week, and to learn more about how Fleet Company X works. As mentioned, I'm part of FleetOps – a dynamic new operating system for trucking that'll help centralize and visualize your data, measure and motivate your teams' performances and drive real-world improvements to your bottom line.

I'm confident that we can exceed your expectations faster and more cost effectively than any other option.

To that end, I have prepared the following proposal to provide:

- ① A summary of FleetOps core offering and optional performance modules
- ② An overview of our business model and your proposed investment including a first month proof-of-concept
- ③ Finally, I've provided links to our standard terms, conditions and privacy policies.

If you have any questions, please don't hesitate to let me know – I'll be happy to work through any details. You can reach me anytime at chip@fleetops.com

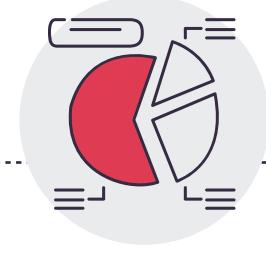
Yours sincerely,
Chip Powell
General Manager, FleetOps Chicago

OUR PLATFORM

FLEETOPS CORE

FleetOps Core provides total operational clarity, real-time performance accountability and organizational alignment from your frontline to the board room.

It's built from the ground up specifically for trucking, because we understand what matters to you in the real world. We turn data into delivery, putting it to work in practical ways that will impact your business – and your bottom line.



1 TMS, ELD, FMCSA, ETC.

FleetOps integrates with most IT platforms out of the box

2

DASHBOARDS AND REPORTS

Customize your own, or choose from FleetOps' large library



3

GOALS AND TARGETS

Set department-specific goals and personalized KPIs



4

MEETINGS

Monitor performance in real-time, deliver information via wallboards



In short, FleetOps Core helps you **centralize your data, set your goals, execute in real time and course correct fast**. Our features include:



Bussiness-friendly
Pricing: monthly cost
based on fleet size



Dashboards
personalized
for individual roles,
like planners and
dispatchers



Collaboration tools
including shared
comments and actions



Hundreds of custom
metrics and KPIs



Pre-built
integrations



Real-time reports,
Dashboards &
TV wallboards



Individual and
group performance
targets



Bespokes
score cards



Capture and
report on
reason codes

SCORECARDS



Drivers
examples include safety, fuel compliance, MPG, utilization



Driver Managers



CSRs



Customers
*coming soon

Add-on modules to score performance

FleetOps offers a suite of add-on Scorecard modules that help you manage the performance of specific areas of your operations. We work with you to customize Scorecards and communicate the scores and rankings in real-time so people understand their current progress towards goals instead of finding out at end of month. This allows for rapid course-correction.

Scorecards are a great way to drive accountability for everyone from drivers to driver managers – making sure everyone is working in the same direction.

BENEFITS INCLUDE

01

Real-time scoring helps staff be proactive instead of reactive

03

Personalised scorecards for everyone

05

Make adjustments to recipients scores on the fly

02

Full back office admin portal to manage complex scoring design

04

No more spreadsheets!

06

Enhanced data security through data encryption and adjustable roles and permissions

OUR PARTNERS

FleetOps is trusted by some of the industry's leading fleets, helping them align business strategy with operations, from the boardroom all the way to the frontline. We know how to drive performance.



OUR PEOPLE

BUILT BY TRUCKING EXPERTS

Our team is made up of industry veterans and talented software engineers with more than twenty years of experience building solutions for the trucking industry. This deep-rooted knowledge of trucking helped us craft a business intelligence platform that focuses on the specific problems for each department in your business. From operating ratios in the boardroom to driver scorecards on the frontline - working with truck fleets is all that we do.

We partner with some of North America's leading fleets, helping them use data as a competitive advantage in the continually-evolving supply chain.

“ TRUSTED BY TRUCKING COMPANIES

“With actionable data on lanes and customers, we can be more competitive across all parts of our business, improving our margins and revenue per truck”

Tim McCormick President, Fremont Contract Carriers, Inc.



ONBOARDING WITH FLEETOPS

FLEETOPS CORE: THREE SIMPLE STEPS

Rolling out any new software to your organization can be challenging. That's why we work closely with our fleets following a three step plan to engage their teams, build their confidence, and make data-driven decisions part of their daily working routine.

ROI: New Insights & Automation

- Connect your IT systems to centralize and warehouse your data
- Create a common understanding of the key metrics that drive each department in your business
- Create a single view of your entire business

ROI: Engage Staff across the Organization

- Get data out of the boardroom and out to frontline staff
- Create data awareness and staff engagement with TV Wallboards
- Help staff get the answers they need, fast, with personalised dashboards

ROI: Accountability, Alignment and Accelerated Performance

- **Plan:** Create ownership by defining organizational goals and assigning them to individuals.
- **Execute:** Give staff a real time view of the operational day to day targets that they need to track in order to achieve your organizational goals.
- **React:** Meet regularly to review performance and course correct by assigning tasks or updating targets within the FleetOps meeting spaces

FLEETOPS
CORE

Centralize &
Visualize

STEP
1

Share &
Engage

STEP
2

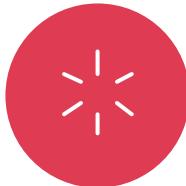
Drive
Performance

STEP
3

SIMPLE SET-UP

Fleets often worry that their existing data or sets of spreadsheets are too complex to be replaced by our platform. We've seen it all, and we know how to make the transition easy for you.

IT setup can be completed in just 30 minutes, and our dedicated onboarding staff will teach you everything you need to know to make the FleetOps platform work for your organization. It won't take long for you to start seeing the immense benefits involved.



Dedicated onboarding



Flat monthly pricing based on fleet size



No long-term contracts

LOW-RISK INVESTMENT

FleetOps is available to any size team with no long-term contracts. We offer the flexibility of flat monthly pricing based on fleet size, and a 30-day reduced rate trial to ensure the platform meets your needs.

At FleetOps our goal is to provide you with the value of a highly experienced data engineering team that focuses only on trucking but, for less than the cost of a single full time hire.



FLEETOPS CORE

FleetOps Core focuses on providing operations staff with individual dashboards & targets. For this, there is a fixed monthly cost.



PERFORMANCE CAMPAIGNS

Our optional Performance Campaigns have a one off set-up fee and an associated monthly cost.



CUSTOM DEVELOPMENT

We also provide Custom Development for building any dashboard, reports or integrations. For this we charge time and materials with no recurring charge.

We built business-friendly pricing because we're from a fleet background too: FleetOps is a specialist software solution to the industry's most common problems. We're bringing trucking from analogue to digital – and making it cost-effective too.

THE NEXT STEPS

Start the process of transforming your operations with FleetOps now. The following pricing is for fleets of between [x – x] tractors. It includes a **significant long-term discount** in exchange for permitting FleetOps to use the Fleet Company X brand in our marketing program and for being a reference for other fleets in the future.

PRODUCT	MONTHLY FEE
FleetOps Core	
Line item	
Line item	
Line item	



PAYMENT TERMS

- Monthly billing at beginning of month or start of project.
- Credit card or ACH required to activate billing.



ADDITIONAL DATA SETS (ECM, ELD ETC.)

- Time & Materials per day to integrate & design
- Monthly data warehousing charge (typically)

AGREED AND ACCEPTED BY

FleetOps.com

Client.company

Signature

DD / MM / YYYY

Liam Lynch

Signature

DD / MM / YYYY

Client name

TERMS, CONDITIONS & PRIVACY POLICY



By signing this document you agree on behalf of THE COMPANY to FleetOps' standard [terms and conditions](#) and [privacy policy](#). For more information about how we operate and how we safeguard your information, visit our [terms and conditions](#) and [our privacy policy online](#).

Photo

“
In a very short period of time, quality data analytics from FleetOps has given our sales team the tools *they need* to reduce the loads we outsource to brokers, boosting company revenue.
”

Tim McCormick
President, Fremont Contract Carriers, Inc.

Photo

“
The level of customer service is above and beyond any expectations we had. [FleetOps] obsessed over our requirements, were incredibly thorough, and best of all, they delivered real-world value.
”

Matt Hester
Operations, National Carriers Inc.

Photo

“
I couldn't be happier since finding FleetOps. [They] provided an enriched data set with actionable data points that are otherwise unattainable.
”

Jordan Kidd,
Head of Analytics, Freightworks

Photo

“
FleetOps is the first tech product in 10 years that actually brings us value. From day one, the FleetOps team listened to our needs – they have the deep industry knowledge needed to help us achieve our goals.”
”

Jason Boushey
VP of Operations, Wayne Transports Inc.



Name	Price	Discount	QTY	Subtotal
FleetOps Core Montly subsciption	\$1000	\$0	1	\$1000
Onboarding services Our team works with you to : Integrate your TMS Build your Exec dashboards Train admins & team members	\$1,500	-\$1,500	1	\$0
				\$1000
			Tax	\$0
			Total	\$1000