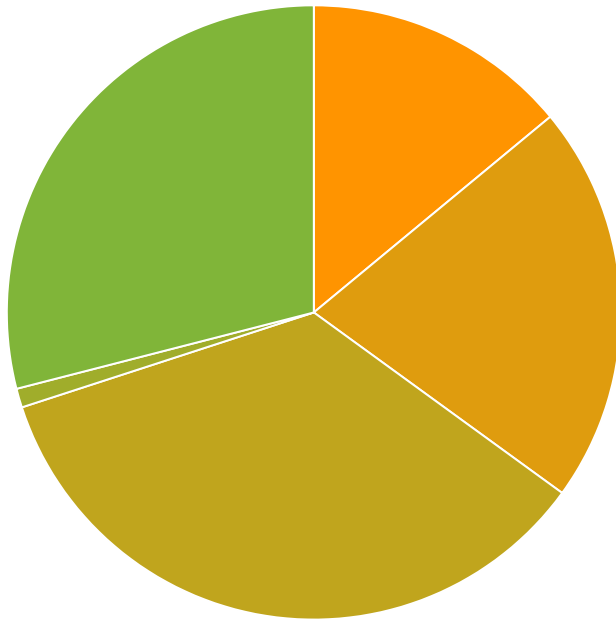


Of the following categories of data solutions, which do you think is the most valuable to your business?



- Predictive capabilities (Examples: preventative maintenance, predict wait times etc): **14%**
- Location-based intelligence (Examples: parking identification, toll validation, geofencing): **21%**
- Optimization / Workflow intelligence (Examples: routine optimization to accommodate changes in weather, traffic, fuel taxes and other criteria): **35%**
- Social Networking / Gamification (Examples: driver scorecard, "Yelp"-like app for drivers): **1%**
- Trucking Data Platform as a Service (Example: ability to consolidate my diverse data for analytics and BI): **29%**

Source: TechValidate survey of 212 users of Omnitrac

✓ Validated

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TechValidate
by SurveyMonkey