

Member Profile: Geotab



With Christoph Ludewig, VP OEM EMEA, and Ted Guild, Connectivity Standards Lead at Geotab

What does your company do? What services, or products, do you provide?

Geotab is a global leader in IoT (Internet of Things) and connected transportation technology, servicing 3.7M vehicles across the globe (07/2023) with 2,200 employees. The company specializes in providing advanced fleet management solutions for businesses of all sizes. Geotab's core offering revolves around vehicle data, captured either by an aftermarket device or a direct OEM connection. This data includes vehicle diagnostics, GPS location, fuel usage, driver behavior, and more. Geotab's platform then processes this information to generate actionable insights and reports, enabling businesses to optimize their fleet operations, improve safety, reduce fuel consumption, enhance maintenance practices, and increase overall efficiency.

Why did you join COVESA and how long has your company been a member?

Geotab believes that standardization enables innovation, as development energy and resources should be allocated to product development, not integration of heterogeneous systems. COVESA paves the path in this direction and Geotab is actively contributing to this.

What benefits does your participation in COVESA bring to your company and business?

Geotab benefits from participating in COVESA in several ways, ensuring our and our customers (major fleet operators) perspectives are represented in technical solutions being discussed, proposing ideas towards those solutions, increasing our exposure as a thought leader in connected vehicle space, and establishing contacts for prospective business collaborations.

Which COVESA collaborative project(s) or Birds of a Feather (BoF) is your company engaged in and why is that beneficial to your business?

Geotab participates on COVESA's Board of Directors, Vehicle Signal Specification, Data Expert Group, Technical Steering Team, AOSP Whitelabel Marketplace, EV Charge Event Aggregation, Vehicle Service Catalog, and Commercial Vehicles Birds of a Feather.

COVESA has been successful in convening core stakeholders across the industry, constructing thoughtful solutions, and promoting widespread adoption. We look forward to the continued success of this organization and are happy to be a part of it.