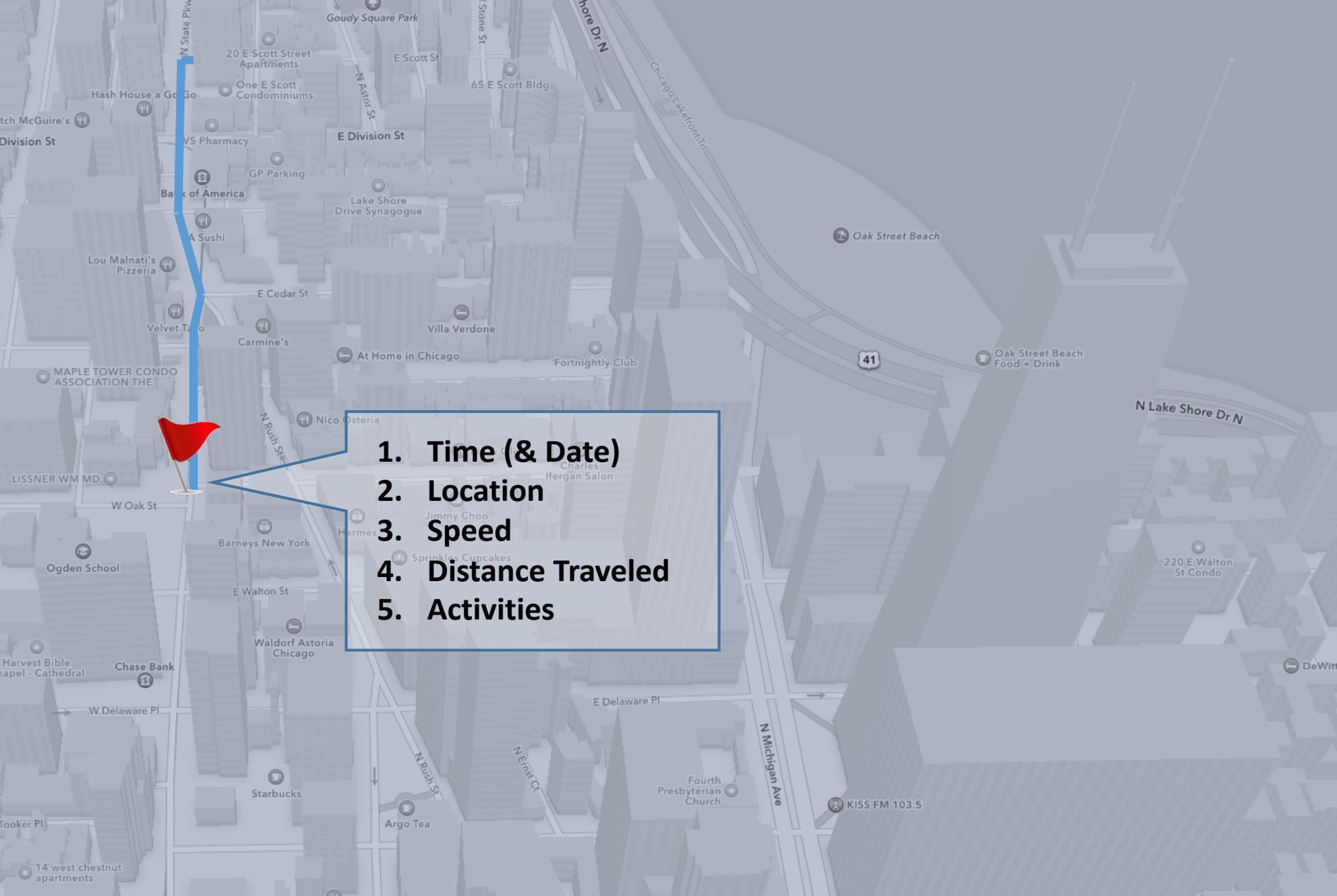


The Internet of Things is Talking, Are You Ready to Listen?

NUTC Business Advisory Council

October 27, 2015



1. Time (& Date)
2. Location
3. Speed
4. Distance Traveled
5. Activities

Customer Questions have Evolved Over Time



Location isn't enough anymore. Customers want to know **“How do I monetize the data I'm collecting?”**

Today, customers are asking questions they couldn't prior to the data ecosystem from the IoT:

- What are my drivers' behaviors costing me?
- How do I prevent unexpected downtime?
- How can I reduce my fuel consumption?
- How do I motivate and retain top talent?
- How do I load balance growth vs. capacity?
- How can I increase productivity without adding costs?

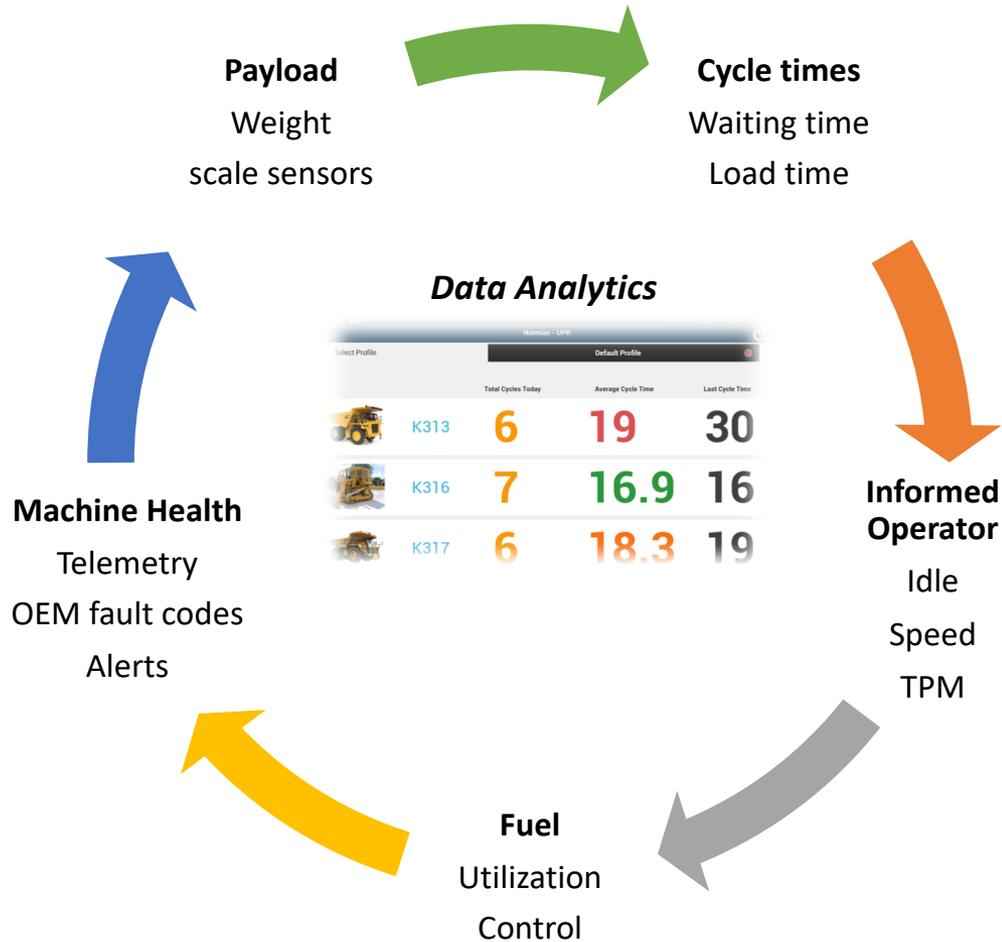
CEMEX



Haul Truck



Production Optimization



Data Monetization and ROI

- 13% reduction in fuel costs
- 95% reduction in speeding events
- \$19,000 per haul truck annual savings



Thank You!

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