Insights on Road Usage Charging

Nate Bryer
VP Innovation
nateb@azuga.com
Azuga Highlights

• Privately held company founded in 2012 to meet the growing need for connected car solutions
• HQ in San Jose, CA with over 200 talented employees in the US (CA, CO, NV, MI) and India
• Partner with the leading device provider of OBDII devices – Danlaw
• Leader in RUC Account Management Services since 2014
• Only account manager in all three of the active RUC pilots
Azuga Telematics Ecosystem

Azuga has built an end to end telematics based ecosystem to meet the growing demands for Fleet and Road Usage Charging.

- **Hosting Services to aggregate, analyze and present data**
- **Data Hosting & Aggregation**
- **Device Management**
- **Getting devices to customers quickly**
- **Road Usage Charging**
- **Aftermarket Device Manufacturers**
- **Smartphone Applications**
- **Wireless Plan Management**
- **Logistics**
- **B2B & B2C Integration & Transaction Mgmt**
- **Wireless partners for sending/receiving data**
- **Applications and services that leverage data**

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Azuga Product Family

azuga
DATA SCIENCE

azuga
FLEET

azuga
INSIGHT

azuga
VEHICLE HEALTH

azuga ONE
RABBITS JUMP AND THEY LIVE FOR 8 YEARS.
DOGS WALK AND THEY LIVE FOR 15 YEARS.
TURTLES DO NOTHING AND THEY LIVE FOR 150 YEARS.

LESSON LEARNED.
Lessons Learned - Participants

1. Not always easy to find
2. May not always do what you expect or want them to do
3. High engagement in the beginning and almost no engagement near the end
4. Incentives work!
5. Like the extra services (and would like more!)
6. Like automated options vs manual ones - work better and have higher compliance
Lessons Learned – Program Design

1. Technology changes – need to build in flexibility

2. Account Managers need direct line of communication to state team

3. State team should have dedicated team

4. Need to test verification and enforcement

5. Need to test real financial transactions
Potential uses of same technology

- RUC
- Tolling
- Remote Emissions Testing
- Parking
- Congestion Based Pricing