



# C-track Secure IS SENSATIONAL!

*When DigiCore launched C-track Secure, it promised a product that would "revolutionise" the industry. This was an extremely optimistic statement but, according to Mark Rousseau, managing director of DigiCore Fleet Management, that's exactly what this remarkable stolen vehicle recovery (SVR) product is achieving!*

Rousseau is a man who doesn't beat around the bush, and he's also astonishingly honest. He stresses that C-track Secure will not – and cannot – prevent your car from being stolen. He adds that, if your car is stolen, DigiCore doesn't guarantee that it will recover the vehicle.

Does this mean that the company offers a second-rate product or tardy service? Definitely not. The entire team is committed to its customers, and to providing market-leading service. They believe in ethical business practice, which means always being honest to customers. Most importantly, they desperately want to recover each and every customer's vehicle that has ever been stolen or hijacked. "I get a burning sensation in my gut when I hear that a vehicle has been stolen or hijacked. We will do everything possible to get that vehicle back," Rousseau says earnestly.

And, most of the time, they do succeed. C-track Secure's recovery rate stands at a proud 96.2% – as opposed to the industry standard of less than 90%. Given this spectacular success, it is hardly surprising that customers are now flocking to C-track Secure in droves. "We have 27 000 subscribers worldwide," Rousseau reveals.

Of course, those subscribers want more than just SVR. They want what Rousseau promised customers at the launch: a product that would "revolutionise" the industry. And, with C-track Secure, that's precisely what they are receiving.

According to Rousseau, C-track Secure is much more than just a SVR product. "Prior to launching Secure, we decided that we wanted to offer more to our customers. For the last 11 years, the market has had a product which is a pure grudge purchase: you must have it, or you won't get insurance. We wanted to offer a product which had incredible benefits, that didn't only aim to recover stolen cars. With Secure, you get the benefit of that technology that has been around for 11 years, plus a whole lot more."

But exactly what does Secure offer that its competitors don't? "One of the most incredible features is the fact that you can access a vehicle's location from your cell phone, with a simple SMS.

Thanks to our system being GPS based (our competitors' aren't) you will get meaningful location information, right down to the street name – in fact, we can pinpoint the location of the car to within four metres!" states Rousseau.

And, as they say in the infomercials, that's not all! Via the Internet, customers can access all sorts of information – the speed of the vehicle, trip-by-trip reports and even a business/private usage log. "This is an incredibly useful tool, which is approved by SARS. It means that you never need a paper logbook again!" notes Rousseau.

While there can be little doubt that the product is indeed revolutionary, the same can probably be said of DigiCore's attitude to customer service. Over the past six months, the company has introduced its "Customers for Life" programme. "We want to retain our customers forever and a day; we see them as part of us. We are not perfect, we do make mistakes, but we are always there, willing to fix any problems that may arise – and we are available 24 hours a day, seven days a week. Our customers dictate how we run our business," Rousseau concludes.



Mark Rousseau, managing director of DigiCore Fleet Management, is justifiably proud of the success of C-track Secure.

# going SOLO

Transporting an abnormal load across the provinces of South Africa requires far more than a simple load-and-go operation. This type of transport is highly specialised. Abnormal width and height sometimes even require the presence of a traffic police escort to ensure minimal traffic disruption en route. Car Towing Services East (East) is the one branch out of 10 belonging to the Car Towing Services Group that undertakes this gargantuan service.

Dave Thompson, general manager of East (lowbed division), has 21 specialised low loader vehicles under his management. Thompson elaborates, "Our core fleet at East comprises lowbeds used to carry equipment such as mining and construction machinery across the country. This is a monumental responsibility: not only is it a closely monitored and controlled logistical programme, but we often need to arrange a traffic police escort from the vehicle's point of departure to its point of delivery."

In the past, this type of journey relied heavily on cellular telephonic communication between the driver and his office. Today, however, East's installation of DigiCore's C-track Solo has simplified the co-ordination of police escorts across the country. As Thompson explains, "To be able to simply look at a computer monitor to know where a vehicle is and what progress it is making, is highly significant. We can keep our clients constantly informed, as well as advise various provincial and

**Right:** Lowbeds are the vehicles entrusted with the monumental task of transporting construction equipment and other abnormal loads across South Africa.

**Below:** Transporting loads with abnormal dimensions can be a logistical nightmare, but DigiCore's C-track ensures that the task runs smoothly.

municipal traffic police where they need to be at specific times for escort change-over along the route.

"C-track has proven to be priceless in the co-ordination of these operations," Thompson continues, adding, "We recently transported a 79t crane from Amalgam to Port Elizabeth and I am pleased to report that we experienced a trouble-free journey. The police escorts were where they needed to be at exactly the right time."

Thompson mentions that East did try other GPRS tracking systems before installing DigiCore's C-track Solo, as the company sought to find a reliable service that suited its specialised needs. "Firstly, we wanted to keep a 'real-time eye' on what our vehicles were doing, and secondly, we wanted



the technology for security reasons, as this is a serious problem in our country."

East has also realised substantial communication and operational cost savings since the installation of C-track Solo in November 2004. "We are far less involved, in terms of time and communication, than we used to be. C-track has proven to be everything it claims and more. We don't yet use it to its full potential, but we are working in that direction," said Thompson. "Despite a few minor hiccups, we have been impressed with the effort and support given to us by DigiCore's Boksburg branch, especially from senior management and the technical division, and can highly recommend its services."

# TRAKKER AND DIGICORE neutralise hostage drama

*In November 2005, two hostages were recovered by police thanks to assistance provided by Trakker, a Pakistani company that enjoys a fruitful partnership with South Africa's DigiCore*

According to reports on November 16 in Karachi, Muhammad Jamil called the Trakker Control Room to report that his partner and a friend had been kidnapped. The kidnappers abducted the pair in the city of Peshawar, along with their Toyota Corolla, subsequently demanding five million Pakistan rupees for the hostages' release.



*Trakker's control room in Karachi.*

Trakker immediately located the stolen vehicle in the Bat Khela area of Malakand Agency in the North-West Frontier Province (NWFP) – a notorious hideout for kidnappers and car-jackers – using advanced DigiCore tracking technology.

Following this, the Trakker Response Team (TRT), the police, the Levies (a law and order force recruited along tribal or clan lines) and the Deputy Commissioner's Office (DCO) of Malakand Agency were informed. Less than 24 hours after Jamil's initial report, the TRT recovered the vehicle from a house adjacent to a school in Bat Khela. The team also apprehended two suspects along with the vehicle. They claimed that the car had been parked at their house by the Pesh Imam (prayer leader) of the local mosque. Under interrogation, the Pesh Imam confessed to being one of the kidnappers, and after he had made one phone call, the hostages were released.

This is just one incident of many in Pakistan since Trakker's inception in the country five years ago, and is an excellent example of its burgeoning partnership with DigiCore, the global leader in vehicle tracking technology.

## keeping track OF DIGNITY

Raelene du Piesanie runs a small but successful funeral parlour – Carlton Coffins and Funeral Services, based in Carletonville, Gauteng. "I provide quality service in a time of need with professional staff and a reliable Toyota Venture and trailer," says Du Piesanie. "The Venture transports family and friends of the deceased in comfort, with the coffin loaded in the trailer. I mainly work locally, but sometimes travel as far as the Eastern Cape and Lesotho."

Business does not always run smoothly, however. Last year the hearse driver, who was suspected of using it for private work, ran out of diesel, abandoned the Venture on the roadside and disappeared. It took over a day to trace the vehicle, and this convinced Du Piesanie to install a tracking system. "I saw DigiCore advertised on television and was thrilled with their extremely low quote. In November I had C-track installed, not a moment too soon."

In March, DigiCore was notified that the vehicle had been stolen. "At midday the driver told me the car had been stolen. DigiCore's consultant advised that I track my vehicle via SMS every five minutes. When I reached the police station I was able to tell them that the vehicle was en route to Johannesburg," relates Du Piesanie. "Police subsequently arrested three suspects in possession of the vehicle. The liaison between police and DigiCore was phenomenal: it took only 45 minutes from reporting the theft until the vehicle was recovered."

To her relief, it was back in operation the same day. Since installing C-track, the company enjoys a 15% reduction to its monthly insurance premium. "C-track has saved me time and money. In my industry one must provide a reliable service. Losing a loved one is traumatic enough without a transportation crisis," concludes Du Piesanie.

## keeping track of BABIES

Nothing is more precious than a newborn baby. People take extreme caution when placing them in a vehicle, using specially designed seats and driving with protective consideration. Now imagine transporting hundreds of one-day-old babies daily! This is exactly what Thai company PT Charoen Pokphand does – except these are fluffy fledglings.

Just as people protect babies when travelling, so this Jakarta-based poultry company takes extra care of its own diminutive infants. Specially designed cargo-space has been created within its fleet to ensure that the stress placed on the chicks en route from their breeding location to processing farms is minimised. Successful transportation of the one-day-olds also depends on them reaching their destination within a specified period of time.

These and other factors needed to be considered before PT Charoen Pokphand selected the C-track fleet management system for its vehicles. Not only does C-track monitor the punctual delivery of the fragile cargo along predetermined routes, it is also able to record the on-road behaviour of the company's drivers. Thanks to C-track, the company has realised significant running cost reductions, proving yet again the product's worth across a broad spectrum of applications.



*C-track Indonesia staff installing DigiCore's C-track system in one of PT Charoen Pokphand's vehicles.*

## C-track cracks CAR-JACKING RING

*In June 2005, DigiCore's C-track technology was integral in the apprehension of a Karachi gang, which had been involved in the theft of over a hundred stolen vehicles*

Three cars, three motorcycles and various equipment used for criminal enterprises were seized in an early-morning raid in Karachi's Model Colony, following information supplied to the police by C-track in Pakistan. These intelligence reports suggested that the gang's notorious ringleader, who had been arrested several times previously for vehicle theft, was again operating in Karachi after being released on bail five months before. The man had been selling stolen vehicles after changing their number plates; however these efforts were not enough to thwart C-track's advanced technology.

Because the C-track call centre could verify the whereabouts of particular vehicles after they had been reported stolen by their owners, its response team was also able to confirm that the vehicles were operating with different licence plates, providing police with the proof they needed to obtain a warrant for raids across the city.

Following one tip-off from the call centre's response team, Karachi police intercepted a Suzuki Mehran, arresting the two passengers. Under interrogation, one suspect revealed the whereabouts of the rest of the gang, at a location where they had been keeping stolen vehicles while altering engine and chassis numbers. Abdul Wahab Arbani also confirmed what C-track already knew; that fake plates had been put on the vehicles. These were then sold using fake registration books purchased from corrupt local officials.

Acting on this information, police raided the gang's hideout, arresting several suspects and finding substantial evidence of their operation. Once again, DigiCore's highly advanced technology enabled the police to make arrests. By supplying vital information undetectable to the naked eye, and uncovering a widespread and insidious operation, DigiCore has continued to push the boundaries of stolen vehicle recovery, cleaning up Pakistan's crime-ridden streets.

## liquid ASSETS

Javelin Trucking is fearless (but not careless) when transporting dangerous bulk liquids such as bitumen, fuels, lubricants and many others across sub-Saharan Africa. In fact, the company has been so successful that it has secured 80% of Durban/Richards Bay's marine lubricants transportation.

Javelin is part of the Javrow Transport Group operating in southern Africa. The group has won numerous awards for transport excellence, evincing its focus on service quality. Not surprisingly, it turned



to the market-leader for vehicle tracking systems: DigiCore's C-track system.

Steve Allison, operations director at Javelin, says the constant improvement of operational delivery is paramount to Javelin's continued success. "We currently operate 47 truck tractors with 138 tanker trailer and pup combinations. Given the types of product we transport, we need to have as much control as possible on the level of delivery, even when the trucks are on the road. We also place huge emphasis on our drivers' behaviour. Combined with our own high standards of meeting delivery deadlines, this is why we opted to install C-track. C-track provides us with road transportation information and we can also monitor the time spent at loading and off-loading sites. This information enables us to improve productivity, prove standing time and recover costs."

Javelin vehicles are fitted with in-cab cellphones to facilitate communication and improve efficiency, security and safety. Says Allison: "C-track's user-friendly system is also a marketing tool. We advise prospective customers of this feature in our proposals, proving our value by demonstrating our strict controls and accurate monitoring, not just locally but also cross border. Our drivers are completely comfortable with being continuously monitored. It keeps them on their toes, helping them to prove their own performance levels."

C-track has become such a way of life at Javelin that, as Allison says, "We can't remember what it was like before we had the system. What we do know is that DigiCore's C-track is congruent with our high standards and gives us the competitive edge in our 'dangerous' market."

### CONTACT: DIGICORE FLEET MANAGEMENT

Tel: +27 12 665-7300 Fax: +27 12 665-5376  
e-mail: [info@digicore.co.za](mailto:info@digicore.co.za) website: [www.digicore.com](http://www.digicore.com)