



What is Tracking Industry?



- Refers to the field of technology and services that enable the monitoring and management of vehicles/ assets in real-time. It involves the use of GPS (Global Positioning System), cellular, Data Satellites, and other communication technologies to track the location, movement, and various parameters of vehicles/ assets.

Utilization of Tracking System?



- Tracking systems are widely used in a variety of sectors, including transportation and logistics, fleet management, personal vehicle security, and public safety. These systems provide valuable insights and control over vehicle operations, improving efficiency, security, and overall performance.

The Technology?

GPS



- The core component of a vehicle tracking system is a GPS device installed in the vehicle, which continuously captures its location coordinates. This data is then transmitted to a central server or cloud-based platform using cellular networks or other communication channels. The server processes and stores the information, making it accessible to authorized users through web-based interfaces, mobile apps, or specialized software.

Key Features?



- **Real-time tracking:**

location, speed, and direction can be monitored in real-time, allowing fleet managers or owners to have up-to-date information about their assets.



- **Route optimization:**

Tracking systems can analyze historical and real-time data to suggest the most efficient routes, reducing fuel consumption and improving productivity.



- **Geofencing:**

Virtual boundaries or geofences can be set up, triggering alerts when a vehicle/ asset enters or exits designated areas. This helps in preventing unauthorized use or theft.

Key Features?



- **Vehicle diagnostics:**

Advanced tracking systems can collect and transmit data on vehicle health, such as engine performance, fuel consumption, and maintenance needs, enabling proactive maintenance and reducing downtime.



- **Safety and security:**

Vehicle tracking systems can enhance driver safety by monitoring driving behavior, including speeding, harsh braking, or sudden acceleration. In case of accidents or emergencies, the system can send alerts and provide precise location information for timely assistance.



- **Theft recovery:**

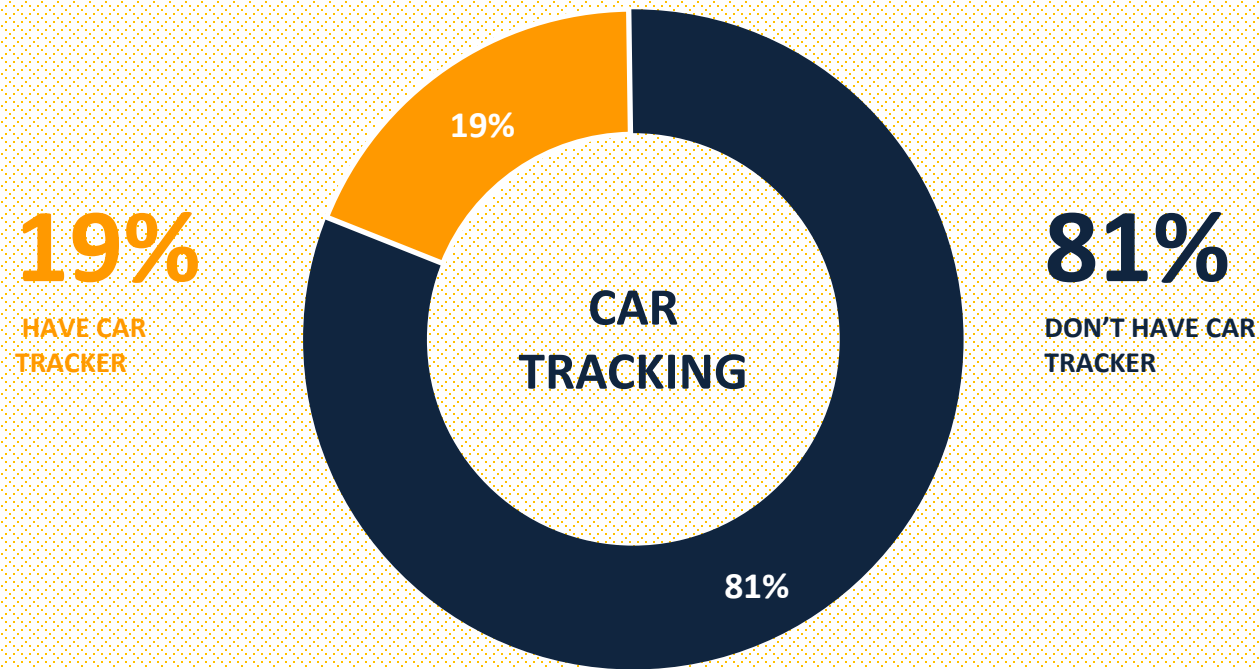
In case of vehicle theft, tracking systems can assist law enforcement in recovering the stolen vehicle by providing real-time location updates.

Industry?



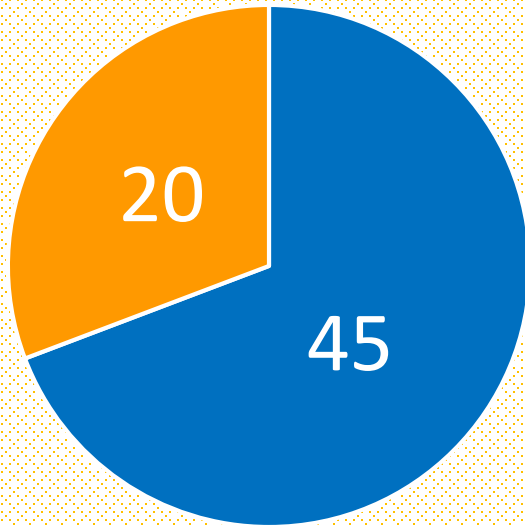
- The vehicle tracking industry has witnessed significant growth in recent years due to advancements in GPS technology, declining hardware costs, and increasing demand for operational efficiency, safety, and security. With ongoing innovations, such as integration with other IoT (Internet of Things) devices, artificial intelligence, and predictive analytics, the industry is poised for further expansion and the development of more sophisticated tracking solutions.

Automobile industry survey



What is PTCA?

PTCA Members Companies



■ Active Licensed Companies ■ PTCA Members Companies

- Pakistan Tracking Companies Association has been established and with 20 member companies at start we intend to empower member companies to foster collaborative thinking to further drive workplace innovation. By closing the loop and leveraging agile framework, help businesses to grow organically and foster a consumer-first mindset.

Why PTCA

- To identify the issues and challenges of the industry
- Collaborate collectively and resolve/ implement strategies to eliminate issues faced by the companies.
- Identify fake companies and establish criteria in collaboration with the regulators to block these companies.
- Introduce and enforce laws through regulators to support businesses of the companies.
- Recognition of Tracking industry by the State



Tracker Association is Necessary?

- 1) Tracking Industry has been made a victim of PTA, the regulator. We have to redefine again the regime & the laws we are going through (dictated) by PTA, which in other words has to be dealt with as a negotiating power.
- 2) Demand to Segregate VTS Vehicle Tracking Services in CVAS from other services, in (PTA) Pakistan Telecommunication Authority.
- 3) Regulations to only allow active tracking companies and also identify fake or inactive companies.
- 4) Enrolment of (active tracking services) companies as association members and with PTA.
- 5) Recognition of Tracking industry by the State.
- 6) Identification of the Industries that cannot be a part of the Tracking Industry, many licenses have been issued and they have altered the compatibility of the Tracking industry like:-
 - Insurance, Trucking / Logistics, Vendor of Tracking Devices, and Cellular Telephone Companies permission to grant a similar licenses





STAND UNITED AT ONE PLATFORM

THANK YOU!