

WARNING:
PROFITS
IN PERIL

STAN MUST BE STOPPED



WARNING:
PROFITS
IN PERIL

HOW TO STOP STAN

IF YOU SEE STAN, PLEASE
CALL 888.843.8554 OR GO TO
WWW.WIRELESSMATRIX.COM

Notorious productivity killer ...
Callous fritterer of fuel ...
The next winner of American Sitting Idle ...

Stan is on the loose. He's every distributor's worst nightmare. And his current whereabouts are unknown.

Seriously ... Stan's boss has no clue where he is. Or how often he visits his top accounts. Or for how long. Or why his truck always reeks of bean dip.

I wanted you to know because at this very moment, you might have a Stan—or dare I say several just like him—infiltrating your own fleet. Treating your trucks like a roving rumpus room and brushing off clients like a bad case of dandruff.

There is good news in all of this. You can identify and reverse costly behavior in your fleet. Just put Wireless Matrix on the case.

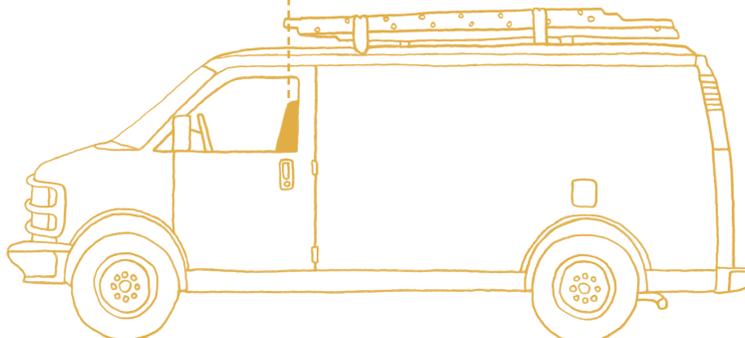
Outfit your trucks with our award-winning, real-time GPS tracking solutions, and you'll always know precisely where your merchandisers are and how much time they spend with each account. That's just the beginning.

Fleets using Wireless Matrix typically see a **net ROI between 500% and 700% in the first three months alone**. The productivity gains and cost savings add up fast.

Keep my card handy—and your eyes peeled. You never know when or where you'll spot a Stan.

Sincerely,

P.S.—I've enclosed a few recent photos of Stan demonstrating his "initiative." I'll be in touch soon with news on his latest escapades.





WARNING:
PROFITS
IN PERIL

HOW TO STOP STAN

IF YOU SEE STAN, PLEASE
CALL 888.843.8554 OR GO TO
WWW.WIRELESSMATRIX.COM

Notorious productivity killer ...
Callous fritterer of fuel ...
The next winner of American Sitting Idle ...

Stan is on the loose. He's every electric utility's worst nightmare. And his current whereabouts are unknown.

Seriously ... Stan's boss has no clue where he is. Or how he really spends his time. Or that he treats every highway like the Daytona 500.

I wanted you to know because at this very moment, you might have a Stan—or dare I say several just like him—infiltrating your own fleet. Treating your trucks like a roving rumpus room and using gas like it's free.

There is good news in all of this. You don't have to be kept in the dark about costly behavior in your fleet. Just put Wireless Matrix on the case.

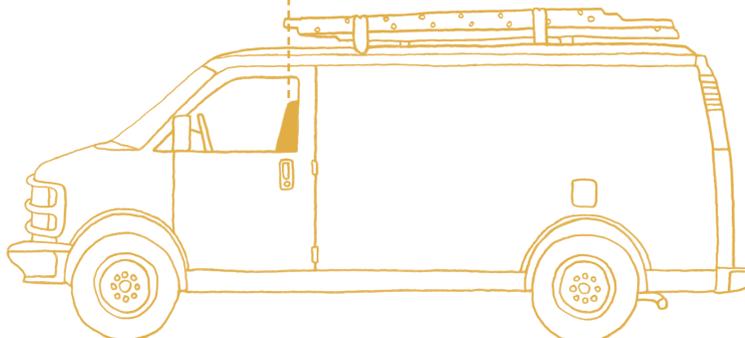
Outfit your trucks with our award-winning, real-time GPS tracking solution, and you'll always know precisely where your technicians are and how they use your vehicles. During outages, this type of intel is golden. Dispatchers can deploy and schedule techs based on their proximity to the issue. Customers will shed tears of joy at your speedy responses. In fact, one of our clients **reduced outage times by 31%**. And that's just the beginning.

Fleets using Wireless Matrix typically see a **net ROI between 500% and 700% in the first three months alone**. The productivity gains and cost savings add up fast.

Keep my card handy—and your eyes peeled. You never know when or where you'll spot a Stan.

Sincerely,

P.S.—I've enclosed a few recent photos of Stan demonstrating his "initiative." I'll be in touch soon with news on his latest escapades.





STAN'S
PRESSED
FOR TIME

WITH WIRELESS MATRIX, YOU CAN
ADDRESS WRINKLES IN WORK SCHEDULES.



**STAN SAID HE'D
BE DRIVING ALL DAY**

WITH WIRELESS MATRIX, YOU'LL HAVE
PRODUCTIVITY DOWN TO A TEE.

**STAN PUTS
SAFETY FOURTH**



WITH WIRELESS MATRIX, YOU GET INSTANT CAUTION
FLAGS WHEN TRUCKS SPEED OR DRIVE UNSAFELY.



**STAN DOESN'T
NEED TICKETS
TO TAILGATE**

WITH WIRELESS MATRIX, YOU'LL KNOW WHAT
YOUR TRUCKS DID LAST SATURDAY.



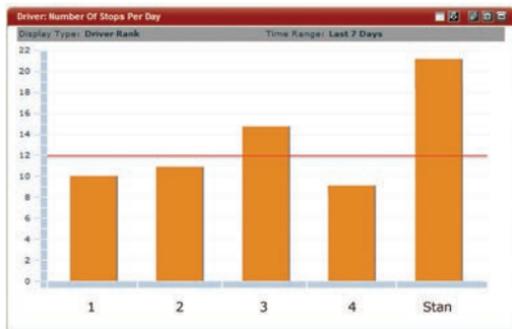
**STAN MEETS WITH
A PAIR OF JACKS
EVERY THURSDAY**

WITH WIRELESS MATRIX, NOBODY CAN
BLUFF ABOUT WHERE YOUR TRUCKS ARE.

TRACKING YOUR FLEET

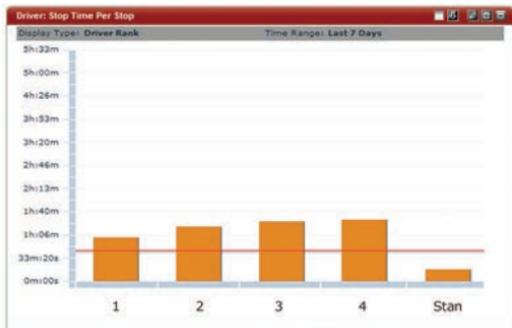
THE GOOD,
THE BAD &
THE STAN

These are just three examples of the dozens of Wireless Matrix dashboards that quickly show you where your drivers rank in metrics that matter most to your business.



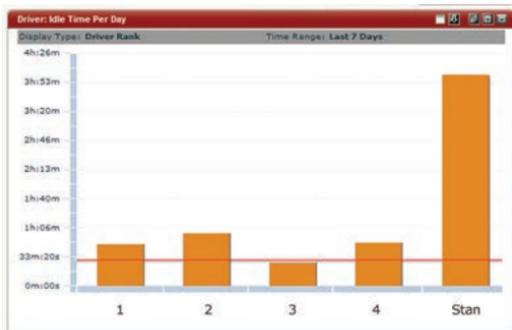
OF STOPS PER DAY

COMPANY GOAL: 12 stops
STAN: 21 stops
BOTTOM LINE: Hard to secure good shelf space when you're bolting for the door.



STOP TIME PER STOP

COMPANY GOAL: 45 minutes
STAN: 16 minutes
BOTTOM LINE: It's account management, not speed dating.



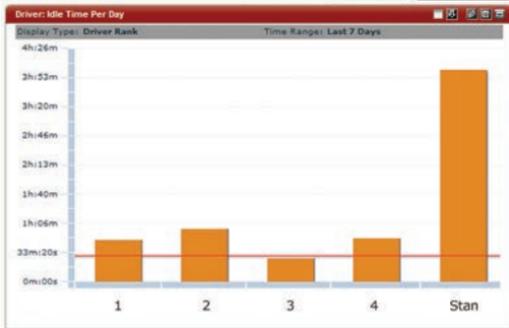
IDLE TIME PER DAY

COMPANY GOAL: 30 minutes
STAN: Nearly 4 hours
BOTTOM LINE: Who needs fuel and money, anyway?

TRACKING YOUR FLEET

THE GOOD,
THE BAD &
THE STAN

These are just three examples of the dozens of Wireless Matrix dashboards that quickly show you where your drivers rank in metrics that matter most to your business.

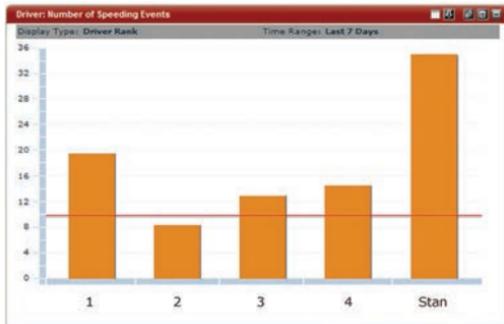


IDLE TIME PER DAY

COMPANY GOAL: 30 minutes

STAN: Nearly 4 hours

BOTTOM LINE: Who needs fuel and money, anyway?

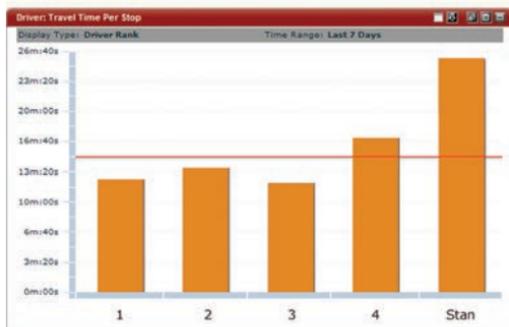


OF SPEEDING EVENTS

COMPANY GOAL: 10/week

STAN: 35/week

BOTTOM LINE: It's not *his* name on the outside of the truck.



TRAVEL TIME PER STOP

COMPANY GOAL: 15 minutes

STAN: 25 minutes

BOTTOM LINE: Inefficient dispatching makes Stan's productivity even worse. (Yes, it's possible.)

STAND DID WHAT?

SHOCKING
UPDATES
ENCLOSED



8:23 AM FUELING UP FOR A LONG DAY OF GOOFING OFF



10:01 AM STARTING OFF WITH HIGH AIMS



3:09 PM TURNING A COOL PROFIT ON THE COMPANY DIME



8:17 PM CREATURE FEATURE: THE THING THAT DRAINED THE BATTERY



4:47 PM SHANKED A DRIVE THROUGH THE PIZZA SHOP WINDOW



9:41 AM THE ONLY PERSON ON EARTH STILL PLANKING



FOR YOUR STAN FILES

Our buddy Stan is still at it. Check the map. It's an epic, citywide spree of irresponsibility—spanning just one day.

I have to admit, nobody works harder at being so unproductive. To think, Stan's boss expected that he'd be securing optimal shelf space, creating floor and endcap displays, taking inventory counts and coordinating his account visits with delivery days. It's a miracle Stan visits anyone at all!

You need to keep Stans out of your vans. With Wireless Matrix, you will. We track number of visits, time spent at each visit, driver safety and more—all in real time. Our clients **reduce mileage by up to 20% and save up to \$200 per driver** *each month*.

Is there any hope for Stan? We'll see. For now, as long as he has that 9-iron and no accountability, none of us is safe.

P.S.—Fleets using Wireless Matrix typically see a **net ROI between 500% and 700%** in the first three months alone. Yours can, too!



FOR YOUR STAN FILES

Our buddy Stan is still at it. Check the map. It's an epic, citywide spree of irresponsibility—spanning just one day.

I have to admit, nobody works harder at being so unproductive. When Stan's boss needs him to respond to an emergency outage or pitch in on service calls, there's no telling where he'll be. Customers will be furious. Stan will be oblivious.

You need to keep Stans out of your vans. With Wireless Matrix, you will. We give you 24/7 real-time visibility into your fleet. Dispatchers can adjust schedules and deploy technicians as needed to fix problems fast. In fact, one of our electric utility clients **reduced their outage times by 31%**.

Is there any hope for Stan? We'll see. For now, as long as he has that 9-iron and no accountability, none of us is safe.

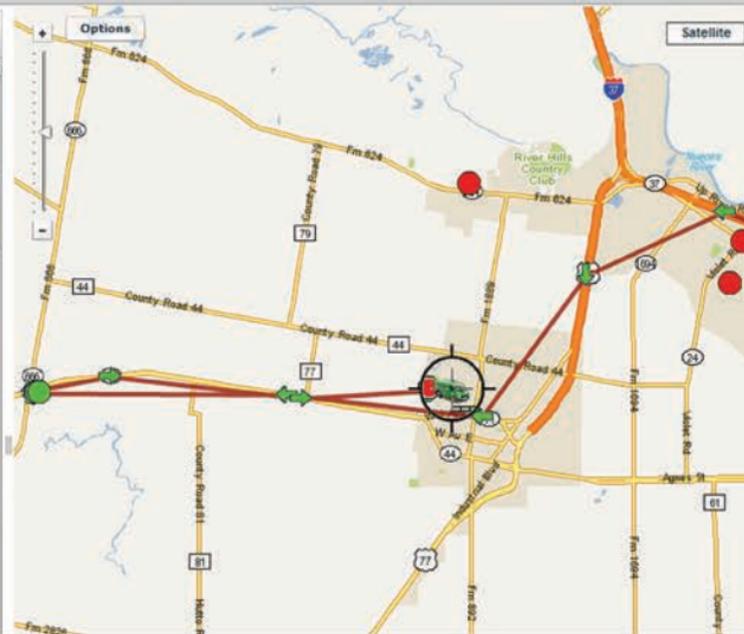
P.S.—Fleets using Wireless Matrix typically see a **net ROI between 500% and 700%** in the first three months alone. Yours can, too!

TRACK YOUR FLEET AT EVERY TURN

IF YOU SEE STAN, PLEASE CALL 888-843-8554
OR GO TO WWW.WIRELESSMATRIX.COM

Breadcrumb Detail: Stan

Time	Status	Latest Event	Location	Odometer	Alert Detail
08:15 AM EDT	1	IGN On(0hr 3min)	[1201 LOLITA ST / Theresa St CORPUS CHRISTI TEXAS 78416] Bob Stilson Home	31,698 mi *	
08:19 AM EDT	2	Moving NW: 0mph	622 Horne Rd / Old Brownsville Rd Corpus Christi TEXAS 78416	31,698 mi *	
08:20 AM EDT	3	Moving SW: 35mph	5351 Old Brownsville Rd / S Enterpr Corpus Christi TEXAS 78405	31,699 mi *	
08:22 AM EDT	4	Stopped(0hr 0min)	208 Junior Beck Dr / Corporate Dr Corpus Christi TEXAS 78405 Junior Beck Drive Yard	31,700 mi *	
08:23 AM EDT	5	IGN Off(0hr 57min)	208 Junior Beck Dr / Corporate Dr Corpus Christi TEXAS 78405 Junior Beck Drive Yard	31,700 mi *	Long Stop Alert: Fueling up for a long day of goofing off
09:21 AM EDT	6	IGN On(0hr 9min)	208 Junior Beck Dr / Corporate Dr Corpus Christi TEXAS 78405 Junior Beck Drive Yard	31,700 mi *	
09:30 AM EDT	7	Moving SE: 0mph	S Padre Island Dr / Cliff Maus Dr Corpus Christi TEXAS 78416	31,701 mi *	
09:31 AM EDT	8	Moving SE: 61mph	S PADRE ISLAND DR / Bush St CORPUS CHRISTI TEXAS 78416	31,702 mi *	
09:36 AM EDT	9	Stopped(0hr 2min)	Crosstown Acc / S PORT AVE Corpus Christi TEXAS 78416	31,705 mi *	
09:38 AM EDT	10	Stopped(0hr 3min)	2762 CROSSTOWN ACC / Sonora St CORPUS CHRISTI TEXAS 78404	31,706 mi *	
09:41 AM EDT	11	IGN Off(0hr 19min)	2762 Crosstown Acc / Sonora St Corpus Christi TEXAS 78404	31,706 mi *	Long Stop Alert: The only person on earth still planking
10:00 AM EDT	12	IGN On(0hr 1min)	2762 CROSSTOWN ACC / Sonora St CORPUS CHRISTI TEXAS 78404	31,706 mi *	
10:01 AM EDT	13	IGN Off(0hr 16min)	1850 Sonora St / CROSSTOWN ACC Corpus Christi TEXAS 78404	31,726 mi *	Long Stop Alert: Starting off with high aims



CASE CLOSED

STAN'S
STUNNING
TURNAROUND



MEET STAN 2.0

Believe it or not, Stan was just named Employee of the Month.

No, Stan's boss hasn't lost his mind. He found his fleet ... using Wireless Matrix. The real-time GPS tracking turned a super slacker into a model technician—fast. Stan now goes where he's needed, reducing outage times and making customers happy. He obeys traffic laws and uses his work truck for actual work. In fact, productivity has skyrocketed fleet-wide, and waste is way down.

Sure, Stan's poker buddies are devastated. So are the kids on his clandestine ice cream route. But they'll bounce back.

Imagine the transformation your company will see with 24/7 fleet visibility, on-the-fly dispatch adjustments, management dashboards and reports that keep tabs on productivity, operational costs, safety and so much more. The sky's the limit. You could be among the many Wireless Matrix clients to see a **net ROI between 500% and 700%**—and that's just the first three months.

I never thought I'd say this, but if you're lucky, you could end up with a fleet full of Stans.

P.S.—Give me a call anytime to talk specifics about how Wireless Matrix works and how to get the greatest ROI possible.



MEET STAN 2.0

Believe it or not, Stan was just named Employee of the Month.

No, Stan's boss hasn't lost his mind. He found his fleet ... using Wireless Matrix. The real-time GPS tracking turned a super slacker into a model merchandiser—fast. Stan now spends quality time with his accounts, earns premium product space, obeys traffic laws and uses his work truck for actual work. In fact, productivity has skyrocketed fleet-wide, and waste is way down.

Sure, Stan's poker buddies are devastated. So are the kids on his clandestine ice cream route. But they'll bounce back.

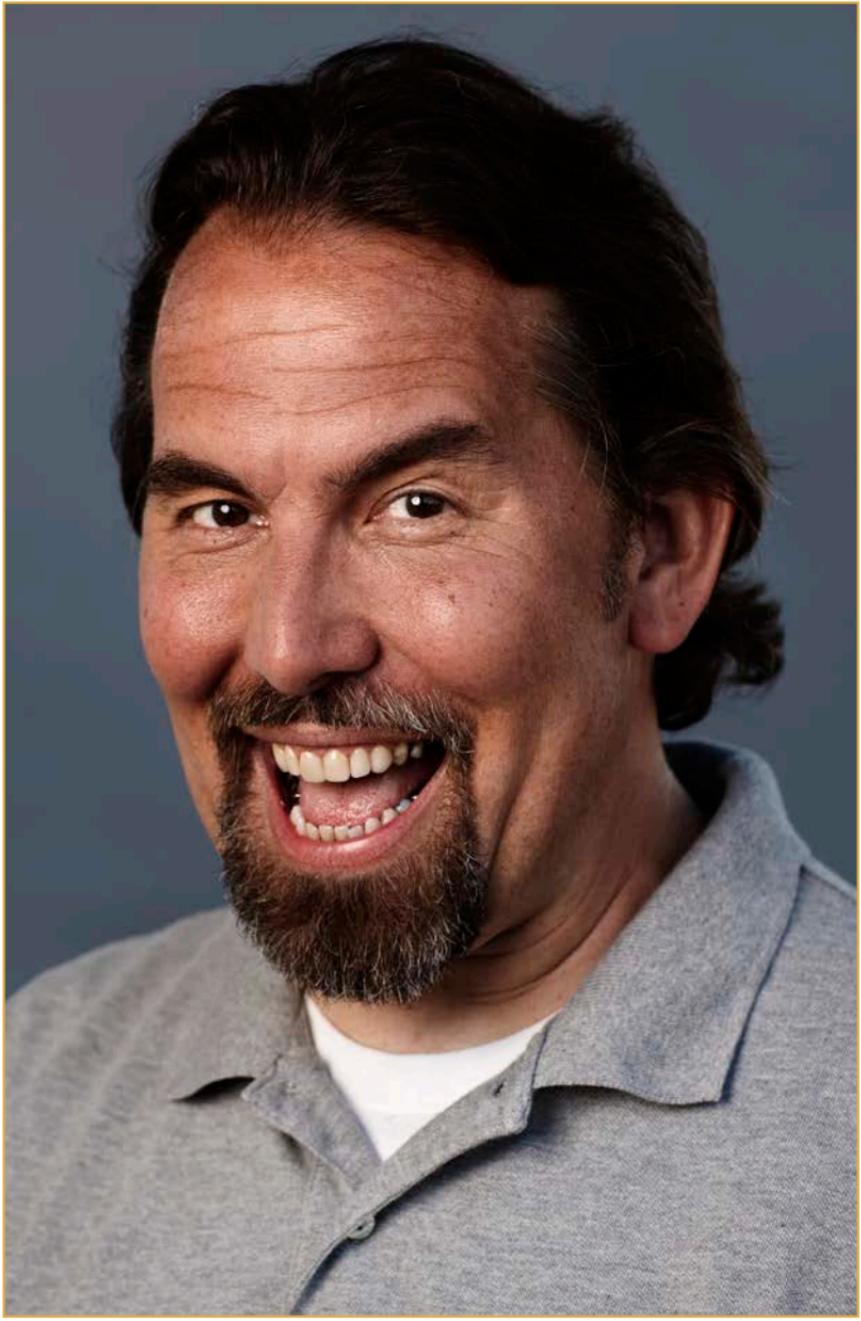
What kind of transformation could your company see with 24/7 fleet visibility, management dashboards and reports that keep tabs on productivity, operational costs, safety and so much more? The sky's the limit. You could be among the many Wireless Matrix clients to see a **net ROI between 500% and 700%**—and that's just the first three months.

I never thought I'd say this, but if you're lucky, you could end up with a fleet full of Stans.

P.S.—Give me a call anytime to talk specifics about how Wireless Matrix works and how to get the greatest ROI possible.



STAN, THREE MONTHS AGO



STAN TODAY

EMPLOYEE OF
THE MONTH



KEEPING SCORE

INSTANTLY ID HEROES AND ZEROS
CALL 888-843-8554 OR GO TO WWW.WIRELESSMATRIX.COM



Driver Performance Report (Detail)

Date Range May 01, 2012 12:00 AM EDT to May 31, 2012 11:59 PM EDT

First Name	# Stops	Avg Stops / Day	Stop Time	Avg Stop Time / Day	Avg Stop Time / Stop	Travel Time	Avg Travel Time / Day	Avg Travel Time / Stop	Idle Time	Avg Idle Time / Day	Avg Idle Time / Stop	Idle % Engine Time	Avg Start Time	Avg End Time	Distance Driven(Miles)	Avg Miles / Day	# Speeding Events
★ Stan	348	10.5	223h:41m	6h:46m	0h:38m	67h:52m	2h:03m	0h:11m	37h:49m	0h:28m	0h:06m	35.8%	08:26 AM	07:45 PM	1871.5	56.7	1
Aaron	372	12.0	271h:35m	8h:45m	0h:43m	44h:07m	1h:25m	0h:07m	35h:43m	1h:09m	0h:05m	44.7%	08:24 AM	07:51 PM	1856.9	59.9	10
Bryan	248	8.0	319h:32m	10h:18m	1h:17m	24h:25m	0h:47m	1h:05m	16h:11m	0h:41m	0h:03m	39.9%	08:20 AM	07:52 PM	910.8	29.4	8
Hattie	217	7.0	239h:46m	7h:44m	1h:06m	30h:49m	0h:59m	0h:58m	25h:13m	0h:48m	0h:06m	45.0%	08:13 AM	06:17 PM	1286.2	41.5	31
Kyle	2	1.0	10h:29m	5h:14m	5h:14m	0h:02m	0h:01m	0h:26m	0h:19m	0h:09m	0h:09m	87.6%	10:00 AM	04:13 PM	9.4	4.7	17

STAN LOOKS A BIT GREEN—AND GREEN IS GOOD.



Wireless Matrix is loaded with driver reports like this one to separate stars from stragglers. The numbers tell a colorful story. Stan stays on the move and gets to where he's needed quickly and safely. Not every technician can say the same. (We're looking right at you, Hattie.)

KEEPING SCORE

INSTANTLY ID HEROES AND ZEROS
CALL 888-843-8554 OR GO TO WWW.WIRELESSMATRIX.COM



Driver Performance Report (Detail)

Date Range May 01, 2012 12:00 AM EDT to May 31, 2012 11:59 PM EDT

First Name	# Stops	Avg Stops / Day	Stop Time	Avg Stop Time / Day	Avg Stop Time / Stop	Travel Time	Avg Travel Time / Day	Avg Travel Time / Stop	Idle Time	Avg Idle Time / Day	Avg Idle Time / Stop	Idle % Engine Time	Avg Start Time	Avg End Time	Distance Driven(Miles)	Avg Miles / Day	# Speeding Events
★ Stan	348	12.0	223h:41m	6h:46m	0h:47m	67h:52m	2h:03m	0h:11m	37h:49m	0h:25m	0h:06m	35.8%	08:26 AM	07:45 PM	1871.5	56.7	1
Aaron	372	11.0	271h:35m	8h:45m	0h:43m	44h:07m	1h:25m	0h:07m	35h:43m	1h:09m	0h:05m	44.7%	08:24 AM	07:51 PM	1856.9	59.9	10
Bryan	248	8.0	319h:32m	10h:18m	1h:17m	24h:25m	0h:47m	0h:05m	16h:11m	0h:31m	0h:03m	39.9%	08:20 AM	07:52 PM	910.8	29.4	8
Kyle	217	7.0	239h:46m	7h:44m	1h:06m	30h:49m	0h:59m	0h:08m	25h:13m	0h:48m	0h:06m	45.0%	08:13 AM	06:17 PM	1286.2	41.5	17
Hattie	2	1.0	10h:29m	5h:14m	5h:14m	0h:02m	0h:01m	0h:01m	0h:19m	0h:09m	0h:09m	87.6%	10:00 AM	04:13 PM	9.4	4.7	31

STAN LOOKS A BIT GREEN—AND GREEN IS GOOD.



Wireless Matrix is loaded with driver reports like this one to separate stars from stragglers. The numbers tell a colorful story. Stan spends quality time with several customers daily. Not every driver can say the same. (We're looking right at you, Hattie.)