



Authorized Geotab
Marketplace Partner

Contact Info

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About: Established in 2001, Matrix iQ pioneers advanced tracking technology, IoT tech, and data aggregation. MagTrack+ ingeniously addresses the challenge of easily removable tracking devices by securely attaching them magnetically to assets.

Solution Overview

MagTrack+ is a durable guardian for high-value assets, powered or not. Offering longevity, it ensures constant asset proximity with diverse location reporting options—from GPS precision to cell tower and Lora accuracy. This magnetic recovery device provides advanced location reporting, easy self-installation, and up to 5 years of battery life (mode-dependent), addressing the common issue of easily detectable tracking devices by securely attaching magnetically to any vehicle or asset.

Key Target Audience

- **Industry: Fleets & Equipment**
- Job Title: Fleet manager, Operations manager
- Fleet Size: 50+ powered or non-powered assets and above
- Vehicles Type: Trailers, containers, vehicles, generators and other high-value assets.
- Company: > 50+ employees, > 1M revenue

Customer Pain Points

- Lack of visibility into high-value asset location
- Need to locate, but do not need to monitor driver behaviors
- Increasing insurance premiums
- Conventional tracker battery life is short & battery replacement is hard and introduces risks of moisture
- Need for power with conventional is limiting for non-powered assets

Competitive Differentiators

The MagTrack+ is magnetic, allowing for placement in non-traditional areas. The device has a 5-year life with a rechargeable battery. As a sealed device with IP65 rating, weather, dust, and water are a non-issue. The platform and device use the best combination of GPS satellites and cell towers for location and has LoRa technology available for hard to “see” places.

Market Insights

High-value assets need to be protected, regardless of the industry or if they are powered or not. Insurance premiums are increasing across industries and insurers are beginning to ask if the items on the policies are being tracked. Asset tracking consumers are looking for sealed units that reduce the risk of introducing water impregnation.

Customer Benefit

- Track & pay for what you need
- Multiple modes that allow for basic tracking and long life.
- Movement Alerts for unexpected movement and change mode for more granular tracking
- Low Battery Alerts
- Position trackers in unexpected places reducing risk of removal
- LoRa tracking for locations with poor satellite or cell coverage

Engagement: How to

Sales tips for engaging with Customers

- Good discovery – what challenges are they willing to pay for?
- Understand how many and what type of assets are they looking to track.
- Determine what functionality is important to them.

- Show the value of being able to track assets alongside vehicles in the MyGeotab platform to get a full picture of all of your assets.
- Offer a trial – the magnetic mount makes it easy to install & manage

FAQ

Q. How long does the battery last?

A. 5 years at one static ping per day and motion updates every hour. The battery is rechargeable and doesn't require opening the sealed device.

Q. What is the most granular GPS sampling?

A. Static updates every 15 minutes and motion updates every 1 minute.

Q. Where do you place the device?

A. MagTrack+ is magnetic allowing you to place it in non-traditional asset tracker positions

Q. Can this be used as a back up tracker?

A. Yes! Many customers use this as a secondary locator when camera or other telematics systems are installed

Pricing

Software Price to Resellers (Wholesale)	\$6 USD
(Suggested) Software MSRP	\$15 USD
Hardware Price to Resellers (Wholesale)	\$115 USD
(Suggested) Hardware MSRP	\$130 USD
Pricing current as of January 2024 – other options available	

Additional Resources

- Website: matrixiq.com
- [Brochure](#)
- [Case Studies](#)
- [Sales Deck](#)
- [Discovery Questions](#)



Target: Fleets & Equipment