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[Inside Address]

RFID – A SMALL SOLUTION TO A BIG PROBLEM

Dear Decision Maker:

Have you ever forgotten, or misplaced, something incredibly expensive or important? Like a 15-ft long, 7,835-lb diesel generator, perhaps?

It happens—more often than you might think. With the coming and going of drivers and deliveries that most fleet managers face on a daily basis, things get left behind.

The trouble is, simple human error, leading to service delays and lost goods can be costly, especially if your professional reputation depends on your ability to get things where they need to be.

Fortunately, the solution to this problem is quite simple. And small, in fact.

But, before we go any further, let us briefly tell you who we are and why we're interested in this problem.

We're (blank).

(blank).com provides comprehensive, real-time tracking and operation tools for fleet and asset management.

We serve 1000's of businesses in a variety of markets, including transportation, professional services, construction, municipal asset protection, and others.

Unlike most other fleet management providers, we actually develop and operate our own software. Our solutions are tailor-made to help companies like yours improve operations, boost ROI and increase overall productivity.

(blank) has been in business since [blank]. In that time, we've quickly established ourselves as one of the most loved solutions providers in the fleet management space. (We rank in the top ten of Captterra reviews for all fleet management software providers, and at the top of our class.)

Have you ever heard of radio-frequency identification technology, or RFID?

In the last five years or so, RFID technology has become a really popular tool for tracking and managing inventory, assets, and people, in everything from city buses to casinos.

The technology makes use of small RFID tags, which can be affixed to anything you need to keep track of. Unlike barcodes, RFID radio waves can be detected inside boxes or containers, and can be read hundreds at a time.

Using a database, this means that you can scan and instantly identify the lading, origin, destination, etc., of whatever you are tracking, rather than scanning each container individually or relying on sight. The scanner is simply quicker and more reliable than any person could ever be.

Using our fleet management software, you can also push this data to the cloud, making it available to decision makers, or your entire workforce, from the moment it leaves the warehouse until it reaches its final destination.

Or, if in the example that we started with, it doesn't leave the warehouse, you can be alerted to this fact and have your driver turn around and pick it up. Our mobile communications capabilities allow you to stay in constant contact with your workforce, no matter where they are.

Let's count some of the reasons why RFID technology might be good for your business:

- RFID provides a way for organizations to identify and manage equipment and crew without entering data manually.
- Whether you're tracking bull dozers or the delivery of confidential files, you can easily track them with an RFID tag.
- RFID can help you prove compliance with industry regulations. For instance, if you're transporting hazardous materials.
- Your ability to collect data, record it, and then call up historical behavior becomes a powerful decision-making tool, helping you to improve operational efficiency and reduce costs.
- Since RFID tags can be read through an item, you know exactly where your products are at all times. You can pass this information along to your clients to give them peace of mind.
- Likewise, RFID technology can be used to combat theft or prevent the loss of products.
- RFID equipment and tags are cost-effective and reliable (up to 99.9%).
- This, combined with the development of a stable international standard, has made the creative application of RFID technology a no-brainer for many companies.

If you'd like to know more about how RFID technology can help improve the overall transparency, reliability and performance of your company, call us today. Our professional FleetAdvisors are waiting for your call.

Cordially,

[Name]

[Position], (blank)

P.S. Would you like to see a live demonstration of our Fleet Manager software in action? Give us a call, and one of our FleetAdvisors will gladly walk you through our product's features—at no cost to you.