



# Aplicom<sup>®</sup>

MOBILE DATA FOR PROFESSIONALS

## COMPANY PROFILE

3.6.2008

K501061

## Aplicom Markets

- **Aplicom develops and manufactures reliable and innovative M2M products for various markets**

**Fleet Telematics**

**Advanced  
Tracing & Tracking**

**Telemetry**



# Partnership with customers

**APLICOM**

**USERS**



**Telematics Units**

**APLICOM CUSTOMERS**



**Support Consulting**



**Software**



**New Features**



**Customisation**



# Experience

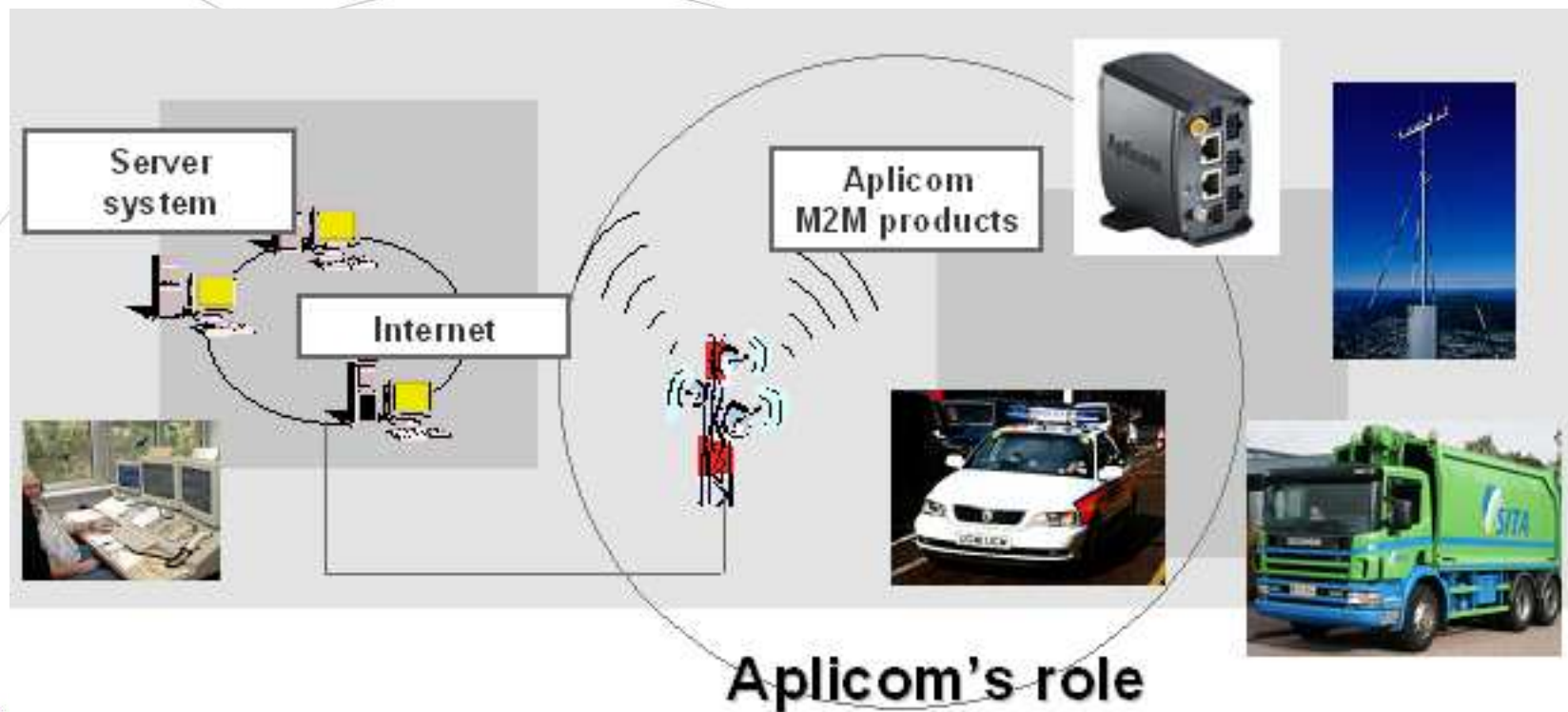
- **20 years of proven expertise in commercial vehicle telematics and M2M platforms**
- **Spin-off from Nokia in 1990**
- **Hundreds of thousands of M2M units delivered**



Aplicom vehicle workstation from 1995

# Aplicom Mission

- **Aplicom enables organisations to improve productivity and expand services with wireless applications**



# Operating Philosophy and Values

- We at Aplicom believe that open and trustworthy relations and professional way of working are fundamental
- **Aplicom's core values are:**
  - **Open and fair co-operation**
  - **Responsibility**
  - **Competence and continuous improvement**
  - **Achievement**
- Decreasing environmental burden and increasing safety of people are important matters to strive for

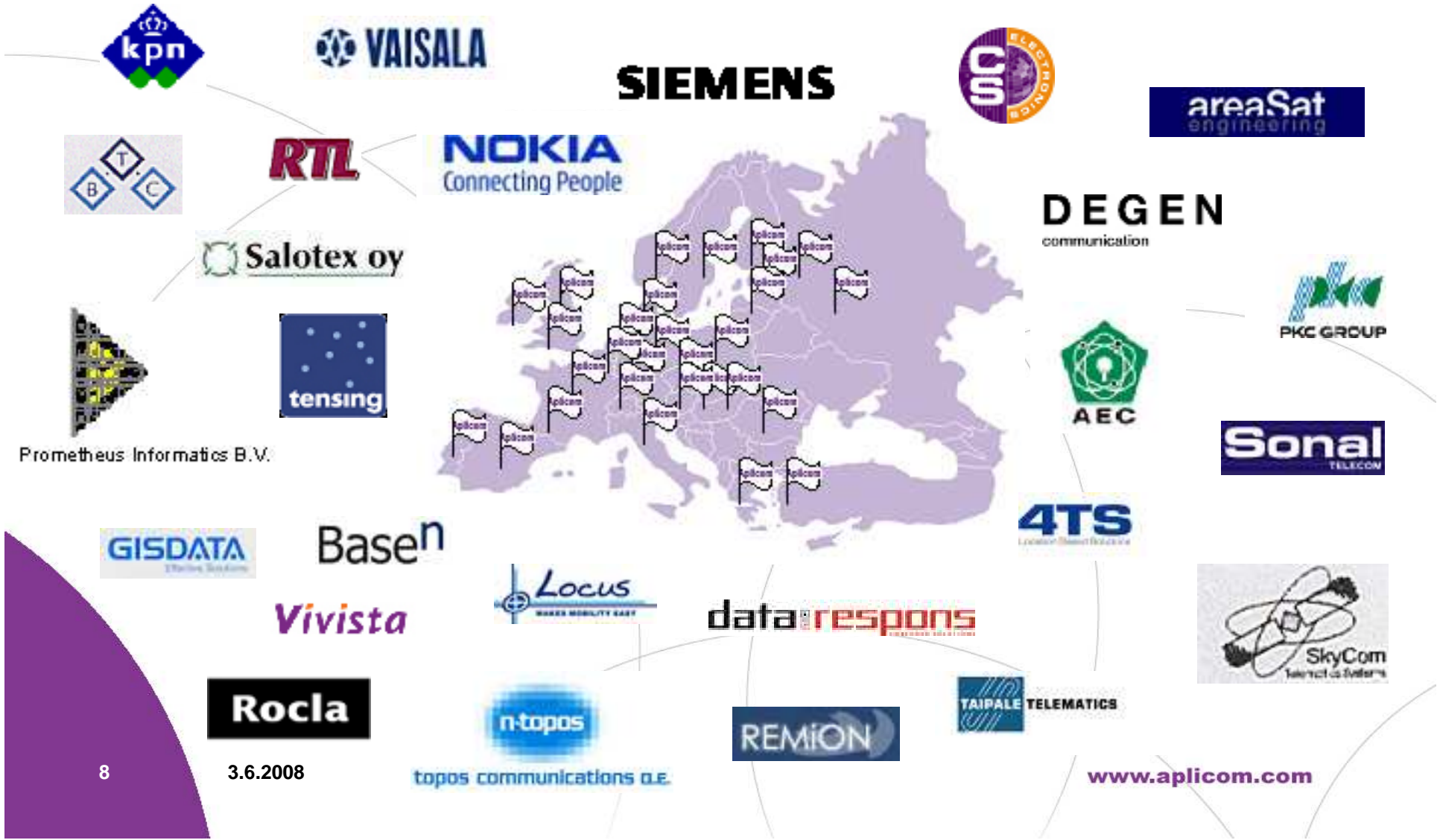


# References

- **Transport companies**
- **Emergency vehicles**
- **Vehicle manufacturers**
- **Railways**
- **Warehouse system providers**
- **Service fleets**
- **Off-road equipment manufacturers**
- **Waste management**
- **Security**
- **Meter reading**



# Extensive Partner Network in Europe



# Quality and processes

- **ISO 9001:2000 quality system**
- **Process management approach adopted**
- **Excellent customer reputation with demanding customer cases**
- **Quality of work emphasised throughout the organisation**



# Board of Directors



**Jyrki Salminen**  
Chairman  
M.Sc. (Eng.)

Senior Vice President,  
Nokia Multimedia,  
Sales & Channel Management



**Erkki Veikkolainen**  
M.Sc. (Eng.)

Previously:  
President of Electrobit Corp.  
VP Nokia Special products



**Vesa Helkkula**  
CEO, Aplicom  
M.Sc. (Eng.), MBA

Previously:  
CEO of Tecnomen Corp.  
VP at Nokia Mobile Phones



**Ilkka Leppänen**  
B.Sc. (Eng.)

Director, Aplicom  
Manufacturing and Materials



**Ilkka Pentikäinen**  
M.Sc.

Investment Director and  
Partner of Pohjola Capital  
Partners Oy

## Some Aplicom Users

- Finnish Rail Administration safety appliances
- Dutch Customs' vehicle fleets
- Siemens security systems
- Iberia
- BP fuel transport optimisation
- Mercedes-Benz Fleetboard
- Rocla Abbot System for fork-lift telemetry
- ADAC road assistance fleets
- SITA waste management



FLEETBOARD<sup>®</sup>



# Aplicom Products



**Aplicom A1 Product Family**



**Aplicom C-series  
Aplicom Regatta**



**Customised OEM  
Products**

**Software Development**

# Aplicom – Creating Future with You

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