

# **RIDECCELL RECEIVES THE 2023 COMPANY OF THE YEAR AWARD**

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*Identified as best in class in the North American  
vehicle-sharing technology industry*



## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each Award category before determining the final Award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Ridecell excels in many of the criteria in the vehicle-sharing technology space.

AWARD CRITERIA	
<i>Visionary Innovation &amp; Performance</i>	<i>Customer Impact</i>
Addressing Unmet Needs	Price/Performance Value
Visionary Scenarios Through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

### *Transforming the Vehicle-sharing Landscape*

Established in 2009 and headquartered in San Francisco, California, Ridecell is a fleet automation software and vehicle-sharing technology provider. One of the most innovative companies in the market, Ridecell helps its customers achieve digital transformation through a combination of data insights and digital vehicle control. The company’s solutions turn manual processes into automated workflows, ensuring operational efficiency. Moreover, Ridecell’s technology adapts to a greater variety of businesses, including free-floating and station based.

### *Ridecell: Delivering Efficiency, Relevancy, and Security*

Ridecell creates innovative products by providing tailor-made solutions for its customers across North America and Europe, including Arval, Groupe Renault, and Toyota Sweden. The company developed a cloud-based fleet automation and shared mobility platform that gathers data from information technology (IT), fleet management, and connected vehicle systems to automate workflows. While one of its biggest segments is shared mobility, Ridecell also provides automated solutions in fleet logistics, rental, and motor pool, as well as digital vehicle security. The company developed and refined these processes over 14 years, perfecting its approach. As a result, Frost & Sullivan points out that Ridecell has developed an eclectic portfolio of clients and an offering that accommodates various sectors within the automotive industry.



Ridecell offers the most comprehensive solutions in the vehicle-sharing market, spanning robust features and capabilities. Highlights include keyless telematics and immobilization, providing digital vehicle access. This technology allows drivers to lock and unlock a vehicle's doors without

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*- Silvana Rulet,  
Best Practices Research Analyst*

contact or a physical key by sensing the user's presence through radio signals from the vehicle's security system and the near field of communication fob. It can also utilize a Bluetooth connection to sense the driver. When the driver approaches the vehicle, its security system sends a short radio signal that unlocks the doors. While physical keys increase the risk of misplacement or theft, Ridecell's keyless solutions allow companies

to keep track of vehicle accessibility. Moreover, it immobilizes vehicles in case of a security breach or theft and immediately alerts authorities.

Another innovative feature is the company's fleet automation software, which provides fleet managers and operators with fast and actionable information on the status and performance of their fleets. The software integrates and centralizes data from various sources, such as in-house IT solutions and connected fleets, into one platform.

Frost & Sullivan recognizes how Ridecell brings numerous benefits associated with fleet automation for businesses:

- **Relevant Information:** The solution organizes information and discards unpurposed data, enhancing time efficiency.
- **Vehicle Compliance and Maintenance:** Fleet automation software allows managers to keep track of underlying problems and predict potential breakdowns, optimizing vehicle maintenance by providing relevant information.
- **Scheduling:** Besides managing daily tasks and critical dates, Ridecell's fleet automation software is a valuable tool that allows managers to concentrate on other aspects of the business.

### ***Demonstrated Leadership through Continuous Product Innovation***

Ridecell's product development, customer service, and executive teams closely monitor emerging market trends and evolving customer demands, and then responds with novel solutions. The company's customer-centric philosophy and innovation impact its leadership in the market. Ridecell offers a unique set of solutions that other competitors cannot replicate, therefore sustaining an advantage. Another benefit is its versatility and ability to cater to various businesses, including free-floating and station-based, such as car rentals. The company also offers an auto rental system, as well as keyless technology, security, integration, and automated workflows.

The system increases safety by providing vehicle rental companies with customer information, including driver licenses and background checks, through an application (app) that features an intuitive design.

Moreover, the system offers real-time visibility and remote vehicle control capabilities that revoke access and disable vehicle restarts if a problem occurs.

Unlike traditional rental agencies, the rental process is entirely digitized, without the need for agents. By using the app, customers can generate and sign the rental agreement digitally, either online or via their smartphones. They can also access the vehicle without a physical key. Furthermore, the app incorporates a customer support feature available to assist clients in reporting any issues, extending their rental period, or clarifying any questions they may have. The app also helps customers end the rental, automatically capturing returns and initiating billing.

With this leadership focus, Frost & Sullivan expects Ridecell to sustain its leadership in the vehicle-sharing technology industry.

### ***Exceptional Customer Support Promotes Client Satisfaction***

Ridecell conducts quarterly business reviews to ensure satisfaction and enhance profits among its customers. These reviews serve to analyze the client's performance and showcase the system's roadmap. Furthermore, the company's in-house team of highly-qualified employees interpret the data from the

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***- Albert Geraldine Priya,  
Program Manager, New Mobility***

system and assist customers in identifying which areas of their business require improvement and which are performing well. It also offers customers essential resources - including whitepapers, webinars, datasheets, ebooks, infographics, videos, and articles. Focusing on making resources available helps customers understand Ridecell's value proposition and educate the public about the company's technology.

Ridecell uses client feedback, coupled with third-party partnerships, such as Denso and Amazon Web Services, to guide its product roadmap and continuously evolve its fleet automation and mobility platform. Partnering with other renowned companies also helps Ridecell provide customers with fleet automation integrations that include diagnostics, insurance, and monetization. Furthermore, the company utilizes Net Promoter Scores, giving it insight into customer satisfaction. In addition, the company provides consulting services to clients seeking to expand, including helping customers with the initial setup and providing guidance.

Providing reviews, resources, and consulting services for customers, as well as partnering with like-minded companies, helps Ridecell continue to strive for digital transformation while building on its solutions.

### ***Achieving Financial Success through a Customer-centric Approach***

Since its inception, Ridecell's sterling reputation and customer-centric framework have led to its coveted success in the market. In the past few years, it has grown into a global team of over 150 professionals and expanded its operations internationally, opening offices in Spain, France, Germany, and India. As a result of Ridecell's ongoing success, it is quite evident that the company has a strong leadership position and possesses innovative capabilities that make it one of the most cutting-edge companies in the industry.

Frost & Sullivan analysts conclude that Ridecell is well-positioned to drive the vehicle-sharing technology space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

## ***Conclusion***

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Ridecell helps customers achieve digital transformation through its pioneering fleet automation software and shared mobility platform, adding automated workflows and increasing efficiency. Moreover, it provides keyless technology that improves the safety of multiple businesses - whether they are free-floating or station-based.

The company addresses these unmet needs with a strong leadership focus that incorporates customer-centric strategies and exemplifies best practice implementation. By meeting with customers to assess their specific needs and joining forces with renowned third parties, like Amazon Web Services and Denso, Ridecell ensures the quality of its services. In addition, it maintains a strong focus on innovation, enabling it to remain at the forefront of the industry. The company remains a trusted partner, earning a reputation for offering the best value in its field.

With its strong overall performance, Ridecell earns the 2023 Frost & Sullivan Company of the Year Award in the vehicle-sharing technology industry.



## What You Need to Know about the Company of the Year Recognition

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Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:**

Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

