POWERFLEET®

2025 PRODUCT LEADER

Advancing the Product Portfolio to Match the Full Range of Customer Needs

RECOGNIZED FOR BEST PRACTICES IN THE NORTH AMERICAN FLEET MANAGEMENT SOLUTIONS INDUSTRY

FROST & SULLIVAN

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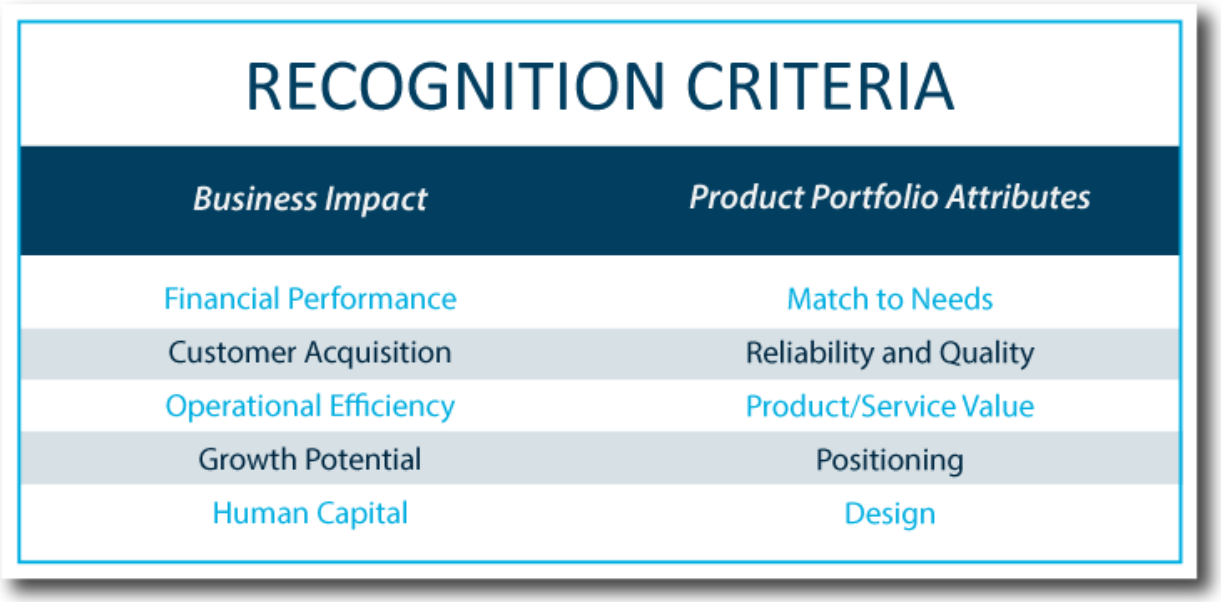
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Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Powerfleet excels in many of the criteria in the fleet management solutions space.



The Transformation of the Fleet Management Solutions Industry

The fleet management solutions industry sits at the intersection of mobility, logistics, and digital transformation. Fleet operators require digital solutions across the full operational spectrum, including warehouse, on-road, and delivery, to achieve complete workflow optimization. As such, many large enterprises rely on multiple telematics solutions vendors, creating extensive information silos that can leave over 40% of mission-critical data unusable or inaccessible for decision-making.[1] Furthermore, managers waste time reconciling multiple systems, giving them less time to focus on innovation and streamlining actions that improve fleet productivity.

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>
> ***- Brent Iadarola***
> ***GOA Associate Partner***

With an estimated 1.2 million global deaths annually from road collisions, pedestrian incidents, and Occupational Safety and Health Administration (OSHA) compliance failures, effective management of fleet

[1] Provided by Powerfleet during interview.

safety solutions is critical.[2] Industry research indicates preventable collisions can cost upwards of $75,000 per incident while fleet-related workplace injuries cause $171 billion annually.[3] These significant cost, productivity, and safety risks are further magnified by warehouse inefficiencies, as they often operate with 20% to 30% throughput loss due to blind spots in asset visibility and workforce safety.[4] Moreover, trucking and warehouse labor turnover rates exceed 90% in some markets, exacerbating safety and compliance gaps.[5] As a result of significant capital and safety risks due to inefficient management systems, fleet managers require solutions that go beyond telematics to provide an end-to-end enterprise operating fabric that unifies disparate data sources and optimizes measurable outcomes.

Headquartered in Hackensack, New Jersey and founded in 1993, Powerfleet is setting the new standard for fleet management. By combining advanced artificial intelligence (AI) with an impressive technology platform, the company unifies operations through ingestion, harmonization, and data integration to deliver actionable insights. Its complete data ecosystem ensures impactful and sustained business improvements by helping companies increase safety, optimize workflows, and enhance profits. Powerfleet expands upon its technology leadership position with a customer-first focus, forming close relationships with clients to continuously enhance its value proposition and safeguard overall satisfaction. As such, the company experiences impressive growth, with an ambitious plan for expansion in 2026.

Unity: A complete Ecosystem for Fleet Management

With over 30 years of experience in fleet and asset management, Powerfleet's technology ecosystem, Unity, provides unsurpassed capabilities. Unlike single-domain competitors, Unity covers the entire fleet value chain, including on-road (i.e., AI dashcams, driver coaching, electronic logging devices [ELD], and hours of service), warehouse (i.e., forklift gateways and pedestrian proximity), yard (i.e., chassis visibility), and cargo (i.e., FreightCam) solutions. The platform is enterprise ready, harmonizing data across over 600 devices, more than 400 protocols, and over 300 enterprise integrations, including enterprise resource planning, transportation management, warehouse management, human resource information system, and business intelligence solutions. Unity's extensive value proposition is proven to optimize outcomes of key performance indicators across the complete fleet management spectrum, demonstrating:

- 40% fewer collisions across mixed fleets,
- 92% on-road risk reduction with AI-driven safety,
- 54% in-warehouse risk reduction with forklift safety,
- more than 30% vendor/time savings through information technology solution consolidation,
- greater than 20% inspection compliance improvement,
- over 14% asset productivity uplift, and
- more than 12% fuel efficiency gains.[6]

Powerfleet's camera ecosystem spans on-road, in-facility, and cargo environments, delivering the broadest and most integrated portfolio in the industry. Its AI dashcam portfolio includes single, dual,

[2] Ibid.
[3] Ibid.
[4] Ibid.
[5] Ibid.
[6] Provided by Powerfleet during interview.

quad-channel, and 360° rigs with AI features that detect fatigue, distraction, seatbelt violations, speeding, and real-time coaching. This provides extensive value for on-road fleet applications. For example, G4S achieved an 80% collision reduction in six months using AI dashcams with predictive coaching.[7] Moreover, McGill's Buses leverages Powerfleet's predictive maintenance to optimize vehicle health programs and experienced an over 11% asset lifespan extension and reduced ELD fines by 22%.[8]

Powerfleet's forklift safety cameras include mast, overhead, and rear-facing cameras integrated with pedestrian detection AI and driver authorization, reducing warehouse incidents. The company's FreightCam solution combines rear-facing road view with cargo bay imaging for load and empty detection and proof of condition in freight settings. For example, NACPC reduced incidents by 20% across 22,000 chassis using FreightCam.[9]

Moreover, Powerfleet provides multi-environment rugged cameras designed for extreme conditions, meeting the needs across various industries with severe environments, such as ports, mining, and construction. This impressive product portfolio is a key differentiator for the company, as it is the only vendor providing a unified camera ecosystem across all operational environments, resulting in a high value proposition.

In addition to its impressive breadth of coverage, Powerfleet sustains its edge with structural lock-in and continuous innovation. Its "two-hook" model provides device-agnostic ingestion and harmonization, allowing customers to leverage existing hardware assets, minimizing upfront costs of deployment. Moreover, Unity integrates into a client's existing operational technology solutions, embedding it into mission-critical workflows to minimize re-training and interruptions.

Unity's predictive AI, Aura AI, transforms descriptive data into predictive and prescriptive insights, shortening return on investment (ROI), from an average of 6 to 12 months to 3 to 6 months. Moreover, its governance model provides managers with role-specific dashboards, including ROI and quarterly reviews for institutionalized expansion. This unique software and hardware ensure value flexibility to client's specific applications. For example, one global shipping line doubled its average revenue per user within 18 months by layering compliance applications, cargo visibility, and predictive maintenance, reducing port delays and insurance costs.[10] Moreover, Unity's ability to give users a single interface for all operational systems enables streamlined workflows and empowers more efficient and effective productivity. For example, a leading North American transport company with 4,500 assets achieved a single pane of glass view of their organization through Powerfleet ingesting and harmonizing eight providers.[11]

Powerfleet stands apart from competing solutions with its impressive product breadth and flexibility, providing clients with a single, consolidated platform across all aspects of fleet management.

[7] Ibid.
[8] Ibid.
[9] Ibid.
[10] Provided by Powerfleet during interview.
[11] Ibid.

Laser-focus on Value Powered through Client Support

Frost & Sullivan research indicates Powerfleet's Unity delivers a low entry cost and high expansion value. It empowers a simplified purchase experience, allowing customers to unify data and hardware without rip-and-replace of existing infrastructure. The company provides transparent and modular pricing, proof-of-value pilots, and device agnostic entry, giving potential customers clear pricing and accurate performance expectations. Its seamless onboarding ensures fast enterprise-scale rollouts, allowing for quick time to value. Powerfleet also provides named customer success managers, giving clients personalized support to minimize disruption during the transition. This close support expands beyond the onboarding process to its client service models. The company integrates embedded ROI service models, ensuring that clients' needs are continuously met to drive tangible value. Its support teams provide quarterly business reviews of a client's specific key performance indicators, highlighting areas of expansion and proving its value proposition. Unity also provides real-time dashboards to operator managers, allowing them to see safety, compliance, and ROI data in real time.

Unity's modular architecture allows for seamless and scalable expansion, giving clients the ability to leverage capabilities that best fit their budget and operational needs. Its modular infrastructure also accelerates new application integration, empowering Powerfleet's impressive innovation roadmap. The company follows a repeatable, customer-centric model of innovation, using a closed-loop roadmap through customer councils and quarter ROI reviews to identify emerging needs and guide innovation. For example, one of Powerfleet's United States food distributor clients requested digitized pre-trip inspections, leading to the launch of an OSHA-compliant application that reduces missed workflow checks by 25%.[12] In addition to client-led innovation, the company's Aura AI enriches applications with predictive analytics, building continuous value and capability enhancement.

Powerfleet's Aura AI enriches Unity with predictive analytics, enabling continuous capability enhancement and measurable operational improvements.

Looking ahead to 2026, Powerfleet is expanding Unity's scale and impact through three focus areas:

- **Productivity uplift**: Advancing AI-driven predictive analytics and improving platform efficiency.
- **Market expansion**: Launching mid-market solutions tailored for specific growth territories.
- **Operational excellence**: Modernizing internal tooling to increase productivity and back-office development output

The company is also continuing ongoing enhancements of its world-class proactive security posture, ensuring its security and compliance across the various global regulatory requirements.

Impressive Financial Performance

Powerfleet experiences extensive commercialization success, driven by its extensive value proposition, strategic acquisition of Fleet Complete, and commitment to customer satisfaction. In 2025, the company grew its customer base 12-fold to more than 48,000 clients globally, expanding its subscriber base to 2.6

[12] Ibid.

million users across 150 countries.[13] This impressive customer expansion leads Powerfleet to have a significant financial performance in 2025, with over 45% year over year increase in total revenue to $106.4 million.[14] The company also experienced revenue growth across all aspects of its business, including a 51% increase of sales revenue in warehouse and AI video in 2025, more than 50% increase in new logo pipeline build in Quarter 3 versus Quarter 2, and over 9% organic international software-as-a-service (SaaS) revenue growth in 2025.[15]

Powerfleet's commitment to superior customer support and sales teams are key factors driving its explosive growth. The company maintains a direct sales force of over 140 employees globally, over 350 sales partners, and more than 300 partner integrations including the largest telecommunications companies such as AT&T, Telus, and Telstra. In addition to its impressive growth performance, Powerfleet establishes a global procurement function to leverage purchasing power and unlock economies of scale. The company has a dedicated retentions team strategy and has commenced globalization of field services operation, enhancing operational efficiency across the organization. It also redesigned its global organization structure with a high-performance culture and mindset, recruiting high-impact executives and reshaping the leadership team to lead the combined cross- and upsell across its existing customer base.

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> ***- Brent Iadarola***
> ***GOA Associate Partner***

In addition to internal enhancements, Powerfleet acquired Fleet Complete, bringing its pro forma total revenue to $405 million and pro forma SaaS revenue to over $300 million, making services account for 75% of its business mix.[16] Impressively, the company estimates that it maintains 50% coverage of the Fortune 500 companies in the top eight verticals.[17]

Looking ahead, Powerfleet is positioned for sustained double-digit growth. Following its strong 2025 performance, the company has set a 2026 revenue growth target of 20%.[18] It plans to continue scaling its go-to-market resources, planning to invest $10 million over the next 24 months to increase its sales and customer expansion teams by 55% respectively.[19]

This impressive growth performance and future success trajectory showcases an industry-wide recognition of Powerfleet's technology and customer support leadership. As such, the company's high value proposition future proofs its industry position.

[13] Provided by Powerfleet during the interview.
[14] Ibid.
[15] Ibid.
[16] Provided by Powerfleet during interview.
[17] Ibid.
[18] Ibid.
[19] Ibid.

Sustaining Morale, Retention, and Innovation with a Positive Internal Culture

Powerfleet's recognizes that a highly dedicated and expert employee base is a critical enabler of its growth and customer success. True to its tagline, "People-powered AIoT," the company fosters a people-first ethos grounded in impact, innovation, and inclusivity. It cultivates an environment where differences are embraced and supported, making Powerfleet a positive setting for its diverse employee base. The company celebrates wins as a team, recognizing individuals who go above and beyond to bolster internal positivity and supporting team goals. Its recognition programs tie awards and bonuses directly to achieved customer outcomes, reinforcing the link between individual effort and external value. Powerfleet also recognizes employees during its annual PowerPlay employee reward trip, where its staff votes for the top 10 most customer-centric employees globally with proof points and the winners can take their families on an all-expenses-paid trip to the Caribbean or Mediterranean. The company also tracks employee Net Promoter Score and retention rates, both of which improved year-on-year post-integration. Moreso, its attrition fell as mobility programs and recognition systems give employees stronger career paths.

Powerfleet maintains a growth mindset, placing innovation and data-driven decisions at its core. The company emphasizes creative thinking with technology innovation and client support, ensuring it retains its technology and customer-satisfaction leadership position. Employees are equipped with AI, machine learning, and data science training, ensuring continuous upskilling. Powerfleet also holds regular internal hackathons and "AI Garage" projects, giving staff an avenue to experiment and drive bottom-up innovation. Moreover, it holds an annual innovation competition, Icubed, where cross-functional and cross regional teams compete to come up with the best SaaS innovation idea that the entire company votes on. On award days, the best three ideas are taken into production and committed to the customer product roadmap. This structured and recurring innovation cycle fosters a creative, collaborative culture that engages employees and directly strengthens Powerfleet's technology roadmap and long-term leadership in the fleet management market.

Conclusion

Traditionally, fleet managers must leverage distinct solutions from multiple vendors to achieve full-spectrum operational management, leading to siloed data that results in inaccessible or inaccurate analysis hindering overall operational performance. Powerfleet is redefining the gold standard for fleet management with Unity—the first complete ecosystem that spans on-road, warehouse, yard, and cargo operations. Unity is enhanced with Auora artificial intelligence (AI) capabilities, enhancing data analysis to predictive and prescriptive insights and thereby reducing return on investment (ROI) timelines, from an average of 6 to 12 months to 3 to 6 months. Its modular design and open interface allow for hardware and software integration and enables scalable integration, thereby meeting clients' budget and operational needs.

Powerfleet's customer-first focus leads it to maintain close customer relationships and aligns innovation directly with client-designated needs. This focus is reinforced by a highly dedicated internal team, bolstered by its positive internal culture that supports diversity and rewards creativity and innovation. As a result, the company bolsters an impressive financial performance, demonstrating significant growth across various industry sectors, regions, and business units.

With its strong overall performance, Powerfleet earns Frost & Sullivan's 2025 North America Product Leadership Recognition in the fleet management solutions industry.

What You Need to Know about the Product Leadership Recognition

Frost & Sullivan's Product Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Product Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Business Impact

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

Customer Acquisition: Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

Operational Efficiency: Company staff performs assigned tasks productively, quickly, and to a high-quality standard

Growth Potential: Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

Human Capital: Leveraging innovative technology characterizes the company culture, which enhances employee morale and retention

Product Portfolio Attributes

Match to Needs: Customer needs directly influence and inspire the product portfolio's design and positioning

Reliability and Quality: Products consistently meet or exceed customer expectations for performance and length of service

Product/Service Value: Products or services offer the best value for the price compared to similar market offerings

Positioning: Product serves a unique, unmet need that competitors cannot easily replicate

Design: Product features an innovative design that enhances both visual appeal and ease of use

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	**Opportunity Universe**	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	**Transformational Model**	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	**Ecosystem**	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	**Growth Generator**	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	**Growth Opportunities**	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	**Frost Radar**	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	**Best Practices**	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	**Companies to Action**	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at http://www.frost.com.

The Growth Pipeline Generator™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

Learn more.

Key Impacts:

- **Growth Pipeline:** *Continuous Flow of Growth Opportunities*
- **Growth Strategies:** *Proven Best Practices*
- **Innovation Culture:** *Optimized Customer Experience*
- **ROI & Margin:** *Implementation Excellence*
- **Transformational Growth:** *Industry Leadership*



The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

