

Media Release

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MiX Telematics launches MiX3000 solution in South Africa

Today MiX Telematics announced the launch of the MiX3000, an affordable self-managed fleet management solution incorporating Stolen Vehicle Recovery.

Brendan Horan, General Manager Sales and Marketing at MiX Telematics, says, “The MiX3000 is an entry-level fleet management solution for customers who want to self-manage and track their vehicles online. This easy to use track and trace system with intelligent, fast and visually enhanced reporting features include the increasingly important driver identification option and Stolen Vehicle Recovery services that will be administered through the Johannesburg operations team.”

The MiX3000 utilises the extensive GSM network, making it possible to communicate with the unit anywhere in South Africa. “It is the ideal product for busy entrepreneurs and fleet managers looking for greater fleet control and improved productivity from their fleets but are restricted by tighter budgets on managerial or operational costs,” says Horan.

This solution is also fully compatible with the MiX Mobile applications, which are now available for BlackBerry, iPhone and Android phones, as well as the Apple iPad.

“These are a world first and we are extremely excited that the users can literally run their businesses from their mobile phones. The applications are extremely easy to use and allow customers to be in control whilst not needing to be at a laptop or PC,” says Horan.

“We are also very proud to be able to demonstrate the release of the new user creation and contract capturing process through our online contract forms. This new innovation enables dealers and customers to capture and update customer contract information using electronic forms that are stored and synchronised through to the MiX3000 solution, where user accounts and assets are created and managed. In this way, customer and vehicle details are kept updated to ensure that we always have the correct information on hand to facilitate superior service delivery,” says Horan.

The next phase of development of the product is to enable the solution to be rolled out internationally.

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