



MOBITRACK



COMPANY PROFILE

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VEHICLE TRACKING | FUEL MONITORING | INDOOR POSITIONING | SMARTER OPERATIONS

Who We Are

MOBITRACK is Kenya's leading specialist in fixed and non-movable asset tagging, registration, and monitoring. We help organisations create a live, searchable, audit-ready register of every physical asset they own or finance — from IT hardware and office furniture to industrial machinery, construction plant, warehouse racking, and leased equipment.

We combine durable IoT sensors, mobile/web platforms, tamper/movement alerts, and full lifecycle reporting. Our solutions deliver room-level indoor positioning (no GPS required), real-time visibility, and rapid audit capability across single sites or multi-branch operations in Kenya and East Africa.



Mission Statement

To empower businesses and individuals with accurate, reliable, and innovative tracking solutions that drive efficiency, safety, and peace of mind, both outdoors and in complex indoor environments.

Core Competencies

Mobitrack specializes in real-time location tracking and mobile resource management. Our core offerings include:

- **GPS Fleet Management:** Real-time vehicle tracking, journey replay, and geofencing for optimal fleet utilization.
- **Mobile CRM:** Integrated solutions allowing remote employees to access customer data and manage tasks via smartphones and tablets.



Management System & Platform Capabilities

At the core of Mobitrack's service delivery is a robust, cloud-based Management System designed to provide complete operational control. Our platform is a web-based GPS vehicle-tracking system offering scalable, affordable solutions for businesses of all sizes.

Key Management Features:

- **Real-Time Monitoring & Dashboard:** Track vehicles live on a map with status updates (running, idle, stop, inactive) and intuitive dashboards.
- **Automated Reporting & Analytics:** Generate detailed reports on travel summaries, trip history, idle time, digital-port activity, fuel consumption, and driver performance. Data exports available in XLS, PDF, HTML, or DOC formats.
- **Smart Alerts & Geofencing:** Customizable alerts for geofence violations, harsh braking, speeding, and tampering.
- **Mobile-First Management:** Full management via Android and iOS apps for managers and drivers, allowing job dispatches and route progress reviews on the go.
- **Seamless Integration:** REST API support enables integration with external ERP/CRM systems, ensuring seamless workflow alignment.
- **Scalable & Secure:** Cloud-based architecture with SSL-certified (256-bit) security and support for 2,200+ device types.





Indoor Positioning Systems (IPS) with BLE Asset Tagging

Recognizing the growing demand for location accuracy in environments where GPS signals are unreliable, Mobitrack Kenya Limited is proud to expand its service portfolio to include Indoor Positioning Systems (IPS). While traditional GPS works effectively outdoors, buildings, tunnels, and warehouses often block satellite signals. Our IPS solutions utilize Bluetooth Low Energy (BLE) asset tags to deliver precise location data inside buildings.

10,000+

Fixed assets tracked

500+

Clients

15+ Years

Industry experience

99.9%

Platform uptime

24/7

Monitoring & local support

Banks & Financial Institutions

Tag and track IT assets (servers, laptops, networking gear), security equipment, and high-value fixtures.

Create an accurate fixed-asset register that supports depreciation, insurance, and regulatory audits.

Tamper and unauthorised-movement alerts protect critical infrastructure. Support branch-level and multi-branch reconciliation for faster internal and external audits.

Optional integration-ready data for existing core banking or ERP systems.



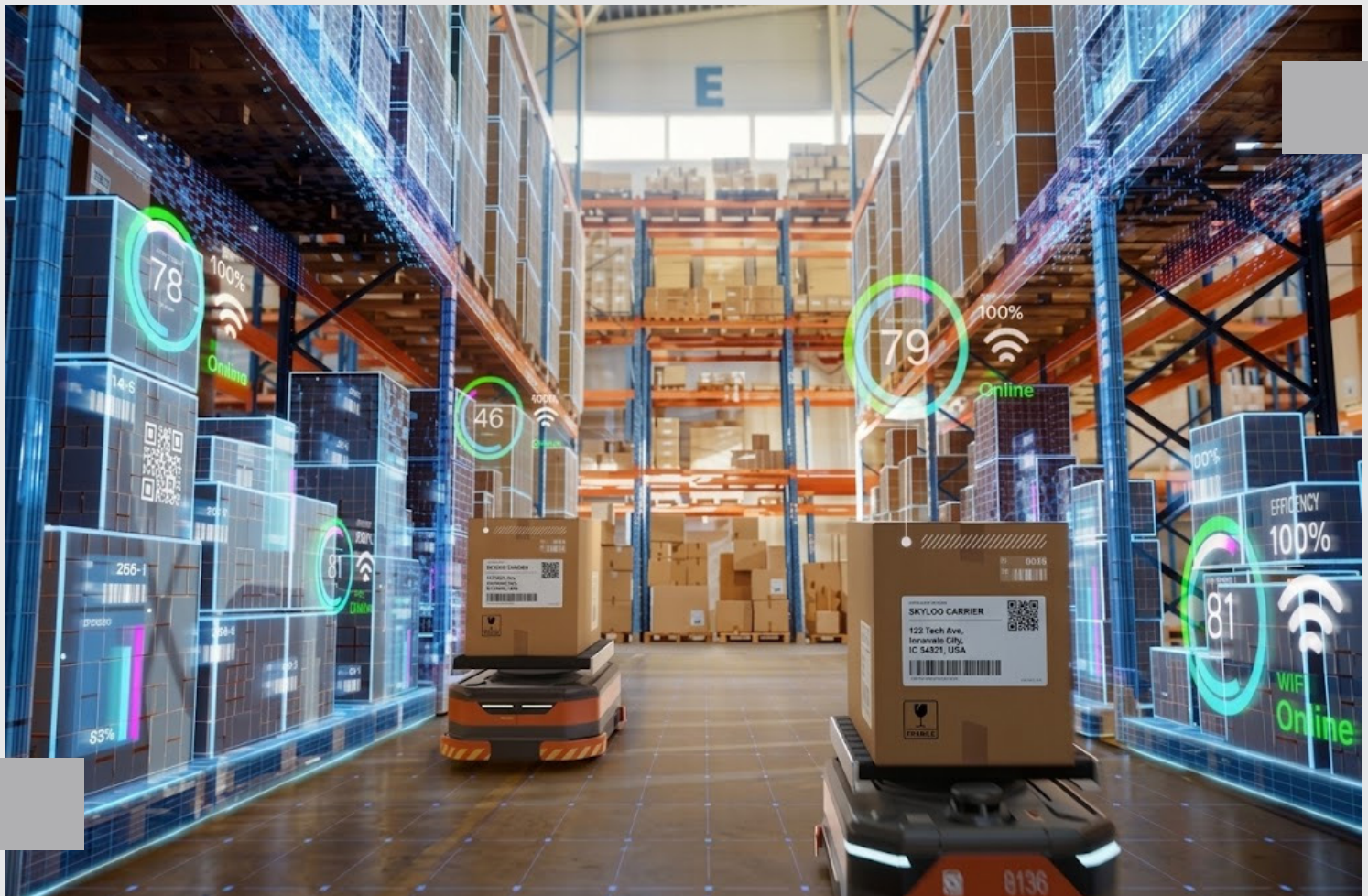
Leasing Companies & Equipment Financiers

Permanently tag leased assets (machinery, vehicles peripherals, IT, construction plant, medical equipment, etc.) so the lessor always knows exact location, condition, and status.

Enable mid-term inspections, end-of-lease verification, residual-value protection, and rapid recovery on default.

Reduce collateral risk with physical identification + digital history (usage logs, maintenance records, location history).

Support portfolio-level visibility across many lessees and sites without relying solely on self-reporting.



Warehouses & Logistics Facilities

Tag racking, material-handling equipment (forklifts, pallet jacks), tools, IT, and high-value stored items.

Construction Companies

Tag tools, plant, generators, formwork, scaffolding, site offices, and heavy equipment.

Combat theft and loss across multiple job sites with zone/geofence alerts and tamper detection.

Track utilisation and maintenance schedules to improve asset ROI and reduce downtime.

Maintain clear custody and movement history between sites, yards, and stores.



Key Benefits of our Indoor Asset Tracking Solutions:

- **Movable Asset Tracking with BLE Asset Tags:** Our platform supports BLE (Bluetooth Low Energy) asset tags for cost-effective, high-accuracy tracking of movable assets such as equipment, tools, inventory bins, pallets, and portable devices. Each BLE tag acts as a small, battery-powered beacon that transmits its location via Bluetooth signals, allowing our IPS system to pinpoint its position indoors in real time.
- **Seamless Indoor/Outdoor Tracking:** Transition from outdoor GPS tracking to indoor BLE asset tag positioning without interruptions for users and assets. The same platform shows assets on a unified map, whether they are in a vehicle, warehouse, or office.
- **Enhanced Asset Visibility:** Monitor the movement of high-value equipment across multiple rooms, floors, or buildings. Know instantly when an asset leaves a designated zone or is moved without authorization.
- **Operational Efficiency:** Track and locate tools, machinery, and inventory within warehouses, factories, construction sites, hospitals, and corporate facilities—eliminating time wasted searching for misplaced items.
- **Theft Prevention & Recovery:** Receive instant alerts when tagged assets are moved out of geofenced indoor zones, deterring theft and enabling rapid recovery.
- **Scalable Tagging:** Deploy dozens to thousands of BLE tags across your facility, with easy battery replacement and low maintenance costs.



Industries We Serve



Leasing & Asset Finance Companies
Track leased equipment and machinery



Banks & Financial Institutions
Monitor financed movable assets



Construction
Monitor high-value machinery and materials



Healthcare
Track portable medical devices and equipment



Logistics & Distribution
Locate inventory and returnable containers



Corporate & Office
Track IT equipment, laptops, and shared resources



Why Choose Mobitrack Kenya Limited?

- **Proven Expertise:** Over a decade of experience in the tracking industry, since registration in 2010.
- **Technological Leadership:** By integrating hybrid positioning technologies—GPS and BLE—we provide solutions that are robust in both outdoor and indoor environments.
- **Market Insight:** We understand the unique challenges of the African market, including infrastructure limitations, and are committed to providing "stand-out, compelling solutions" for our clients.
- **End-to-End Support:** From system design and hardware deployment to software integration and after-sales support, we manage the full lifecycle of your tracking solution.



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