



## TARGA TELEMATICS DIGITAL SOLUTIONS TO PROTECT THE VEHICLE AND PRESERVE ITS VALUE

*“We are very satisfied with the results we are achieving, thanks to the adoption of the Targa Telematics solution with which we have equipped cars and commercial vehicles. Hertz is a company very attentive to technological development and the IoT-enhanced digital solutions that Targa Telematics makes available to us guarantee efficient fleet management, which is a strategic asset for our business”.* **Massimiliano Archiapatti**, Chief Executive Officer and General Manager of Hertz Italia

### THE CLIENT



**Company:** Hertz Italia  
**Location:** Rome, Italy  
**Business segment:** Car rental  
**Year of foundation:** 1918, in the USA; 1950 in Europe  
**Employees:** over 10,000  
**Website:** [www.hertz.it](http://www.hertz.it)

DPV is a leading Italian company in Go-to-Market solutions supporting customers' retail marketing strategies. Through dedicated and multi-client teams, DPV supports brands in continuous point of sale monitoring activities, able to connect consumers with products, maximizing their presence and increasing sales.

### OBJECTIVE

With one of the largest fleets of rental vehicles, Hertz Italia wanted to significantly mitigate the damage caused by the long-standing phenomenon of theft by increasing the recovery rate of stolen vehicles. Thanks to Targa Telematics' digital solutions, in the first months of 2020, 95% of the vehicles in the fleet that had been stolen were recovered. This extraordinary result is the outcome of a profitable and long-lasting partnership. For five years, Targa Telematics has been the supplier of the technological platform for managing the fleet of Hertz Italia, which has obtained an important return on investment, also thanks to optimization of the operational fleet management processes and of the insurance costs incurred.

---

## SOLUTION

Targa Telematics Stolen Vehicle Recovery (SVR) solution is enhanced by the application of IoT developed on systems that make massive and specific use of machine learning, based on Big Data analysis. Thanks to a continuous investment in new technologies and the study of theft models, as well as the updating of operating procedures and algorithms through the artificial intelligence module of Targa Telematics' open mobility platform, Hertz Italia has been able to significantly reduce the damage caused by theft and preserve the value of individual vehicles. Together with the solution, the services of the Operations Centre, active 24/7, are provided, which intervenes in case of theft, analyzes the information and collaborates with the Police for timely recovery of the vehicle. The application of IoT to digital Fleet Management solutions, in addition to the value represented by the progressive increase over the years in the stolen vehicle recovery index, has generated a significant return on investment (ROI) of 70% over the course of a year, optimizing operational fleet processes and the insurance costs incurred.

---

## ADVANTAGES

Targa Telematics provides efficient solutions and fast response times for all the needs of the vehicle rental market, from installation with specialized personnel at authorized car-maker sites to support in the event of recovery of a stolen vehicle. Asset management solutions enabled by the open mobility platform allow operational decisions to be supported in a precise and effective manner and possible cases of theft to be identified in a timely and precise way, intervening together with the Police and preserving the company's assets. This is in addition to a significant return on investment, thanks to optimization of the operational fleet management processes and of the insurance costs incurred.

- Reduce risks related to theft or tampering
- Preserve the value of fleet vehicles
- Maximize fleet control and related vehicle resale revenues
- Ensure driver safety and support 24/7
- Provide specific tools for rental companies and their needs
- Easily integrate the technological solution with existing systems Generate a return on investment in just a few months
- Reduce insurance costs per vehicles equipped with telematics

---

### Contacts

Elena Bellini

Head of Marketing

Tel. +39 335 135 127

[elena.bellini@targatelematics.com](mailto:elena.bellini@targatelematics.com)

Susanne Furini

Communication Manager

Tel. +39 345 727 4925

[susanne.furini@targatelematics.com](mailto:susanne.furini@targatelematics.com)

### Targa Telematics

Treviso - Via E. Reginato, 87

Tel. +39 0422 247 911

[www.targatelematics.com](http://www.targatelematics.com)

United Kingdom - The Charter Building

Uxbridge, Greater London UB8 1JG

Tel. +44 0333 577 8889