

PROJECT OVERVIEW

Alphasynops develops software products and services focused in developing enterprise products and system. The company is developing a state-of-art fleet tracking system that will be one of the most cost effective ways of tracking vehicles. The market for such product is global, with over \$6.9B market only in USA. The company has developed expertise in GPS and other internet and telecommunications to position itself to enter into growing field of GPS applications and services.

1.1 PURPOSE

The company has begun a new product initiative, called FleetTrak. The primary purpose of this product is to track any commercial vehicles used in logistics to improve service delivery and asset management of the such fleets

- Develop GPS based vehicle tracking system
- Build product that is easy to use with map overlays and routing alternatives
- Provide integrated solution to fleet managers for managing logistics
- Develop business intelligence tools that can be leverage for service level improvements

The product solution will be designed to appeal to various sub- verticals of the commercial sector.

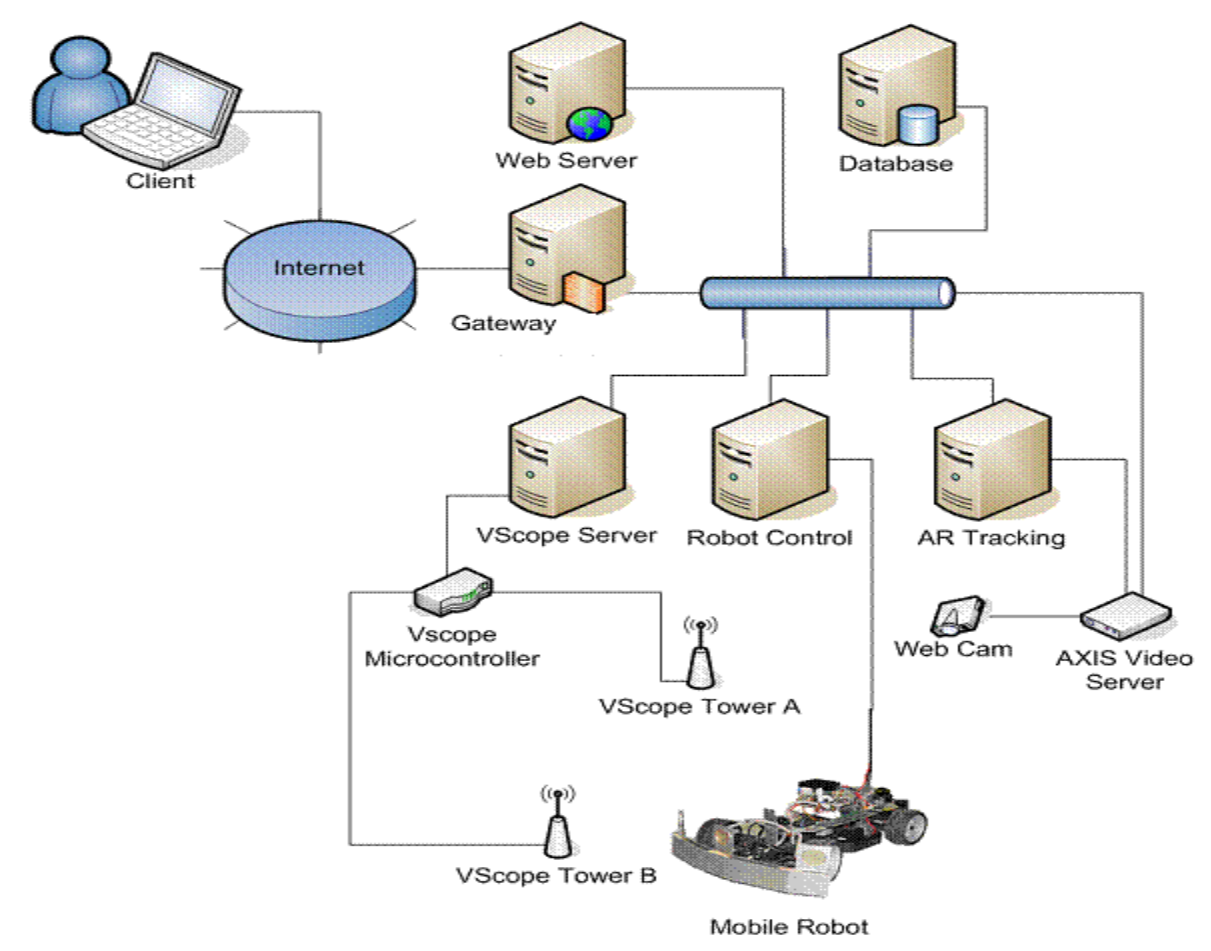


Diagram 1.1