

# EMO – Eco-friendly Driving

**E**MO enables efficient, sustainable mobility, data integration, transaction processing, and new commercial models. It helps to improve corporate social responsibility and customer loyalty. EMO helps your business move towards a greener future.

## THE CHALLENGE

Triggered by a shift in the consumer mindset to a more eco-friendly tomorrow, the car rental industry is facing a huge market change. The demand for green car rental services is on the rise, presenting new opportunities for car rental companies.

Customers today want the latest in terms of technology and eco-friendly solutions. They want to understand how they can reduce their personal carbon emissions and fuel costs, and they'd like to be rewarded for doing so.

Commercial leasing customers are also now looking to reduce their overall carbon footprint and operational costs. Many car rental companies rely on the average emissions declarations issued by car manufacturers to provide a theoretical carbon footprint. But there's a catch—the real emissions of the average car rental fleet depends on how each car is driven. This is why active monitoring of emissions is becoming more important, especially for carbon offset charging.

Car rental organizations, therefore, require a low cost solution to support their customers' desire to drive in a more eco-friendly way and to help them reduce fuel costs and improving carbon reporting. They also need to introduce new green products requiring more intelligent control of their fleets and decision support of their day-to-day operations.

## OUR ANSWER

CGI has developed an award-winning telematics solution called EMO. EMO is a secure, efficient, reliable and vendor neutral in-vehicle telematics system that captures vehicle usage parameters in real time.

EMO is designed as a two-way solution—it benefits both car rental companies and their customers. It helps customers by enabling them, as drivers, to be more eco-friendly and safe on the road.

At the same time, it enables car rental companies to offer a fleet solution to their commercial customers, motivating them to drive more efficiently.

EMO provides the following:



## FACT SHEET

### SOLUTIONS FOR THE CAR RENTAL INDUSTRY

We helped a large European postal company reduce overall carbon emissions by 8.35 percent in just three months. Projected fuel savings for this company when our solution is deployed across its entire 50,000 strong vehicle fleet is €9.5 million per year.

CGI EMO was used in Rallye Aïcha des Gazelles in 2010 and 2011. It helped save more than 2.5 tons of carbon emissions.

- New commercial models for varied car rentals
- Pricing options based on fuel efficient driving
- Improvement in the residual value of cars
- Charging point infrastructure navigation for electric vehicles
- Reduced fuel costs for customers
- Customer service and loyalty
- Interoperability with existing applications
- Transaction processing systems
- Social media applications.

EMO was built, not as a standalone technology, but as the front-end to an information brokerage service. This service manages everything from the collection of data to delivering the right information to the right people to enhance their knowledge about their customers and their business operations.

With EMO, our clients can achieve the following:

- Collect accurate and complete usage information about vehicle distance, speed, time, location and emissions
- Encrypt data during transfer and storage
- Identify driving patterns in real time
- Calculate reward points based on driving patterns
- Obtain and calculate insurance premiums, eco-friendly driving suggestions and safe driving suggestions in real time
- Send alerts and messages to mobile devices
- Avoid the use of manned stations by giving customers the ability to rent cars, plan journeys and provide payments via smart phones
- Provide information about customer vehicle preferences
- Identify and predict engine failure and usage trends over time
- Use the central emissions database for various estimations such as car rental companies, vehicle manufacturers, insurance companies, fuel suppliers and regulatory bodies

## WHY CGI?

CGI has decades of experience supporting the automotive industry and brings first-hand knowledge of vital systems to vehicle rental and leasing companies. We are the IT services partner in the E-Laad Foundation alongside the Renault-Nissan Alliance, SmartGrid energy suppliers, charge point providers and the Dutch government.

We merge technology with new ideas to benefit businesses, people and economies. CGI EMO is one such solution that can bring about a change in the general attitude of people, governments and corporations towards being more environment-friendly, while at the same time providing economic benefits.

CGI is a market leader for sustainable technology services, according to independent analyst firm Verdantix in its "Green Quadrant® Sustainable Technology Services" report published in January 2011.

## ABOUT CGI

With 69,000 professionals operating in 400 offices in 40 countries, CGI fosters local accountability for client success while bringing global delivery capabilities to clients' front doors. Founded in 1976, CGI applies a disciplined delivery approach that has achieved an industry-leading track record of on-time, on-budget projects. Our high-quality business consulting, systems integration and outsourcing services help clients leverage current investments while adopting new technology and business strategies that achieve top and bottom line results. As a demonstration of our commitment, our average client satisfaction score for the past 10 years has measured consistently higher than 9 out of 10.

For more information about CGI, visit [www.cgi.com](http://www.cgi.com) or email us at [emo@cgi.com](mailto:emo@cgi.com).