



# COMPANY PROFILE

## 2025

RELIABILITY. EFFICIENCY. CUSTOMER CENTRICITY

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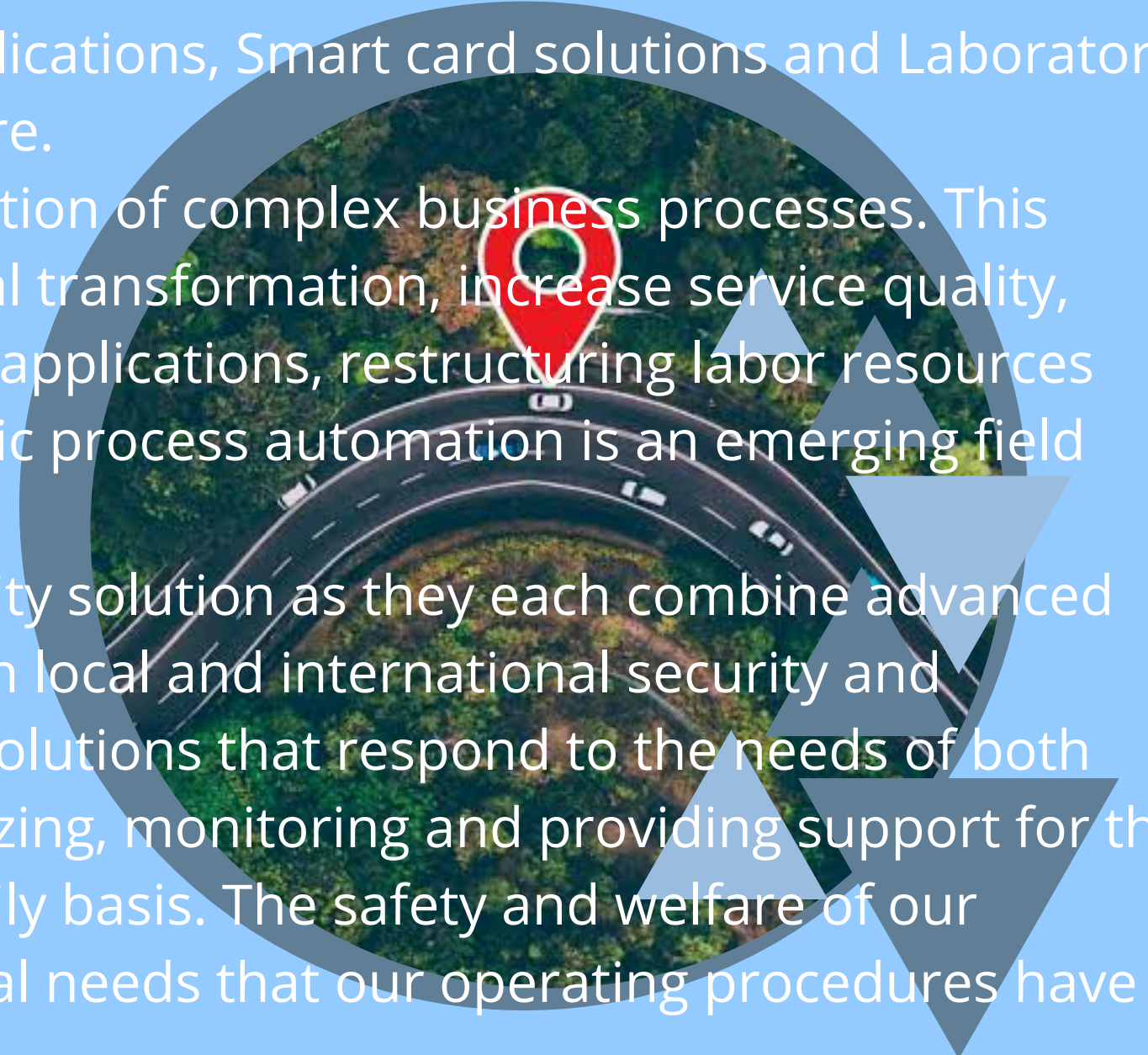
# WHO WE ARE

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Mastercom Limited is a fast growing affordable ICT solution provider business automation and management systems. Our range of ICT on Fleet Management, Vehicle tracking and mobile and immobile assets tracking; Solutions both hardware and software, Custom Applications, Smart card solutions and Laboratory Management Systems (Paperless Laboratory System) and many more.

The technological Solutions we offer are designed to enable automation of complex business processes. This enhances the streamlining of a business for simplicity, achieve digital transformation, increase service quality, improve service delivery and contain costs. It consists of integrating applications, restructuring labor resources and using software applications throughout the organization. Robotic process automation is an emerging field within BPA and uses artificial intelligence in select cases.

Our IT security systems also provide an integral and complete security solution as they each combine advanced technology, telecommunications and digital data. In partnership with local and international security and technology providers, Mastercom proposes a range of customized solutions that respond to the needs of both corporate and individual clients. Mastercom is committed to minimizing, monitoring and providing support for the various security risks faced by individuals and organizations on a daily basis. The safety and welfare of our customers are our primary concern and it is based on their individual needs that our operating procedures have been designed.





# VISION & MISSION

## Vision

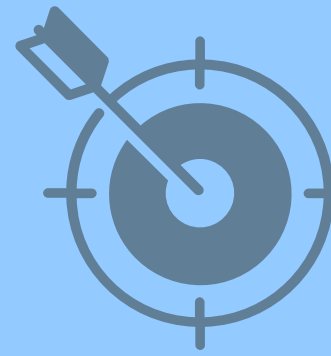
To be recognized as the leading service-oriented security solutions company and become the favored provider of customized personal and corporate asset tracking services.

## Mission

To continuously offer the most reliable, efficient and customer centric security solutions regarding personal and corporate assets and always provide nothing less than excellence in terms of customer support.

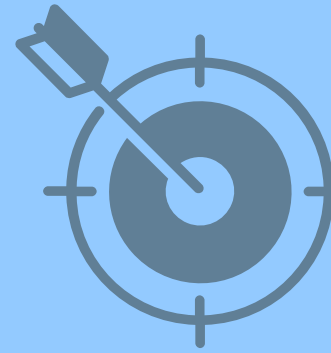


# OUR PRODUCTS AIM



## Customer Satisfaction

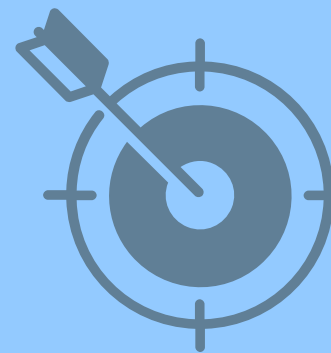
Our car tracking and fleet management solutions enable our clients to better serve their customers and increase their business productivity. With functionality such as real-time and historical tracking, efficient 'managed locations,' our customers are employing effective mobile resource management on a daily basis. Commercial fleets use Mastercom's Telematics products and services to successfully plan their driver and vehicle schedules, assigning the closest and most suitable vehicles to each particular job while guarantying the security of their assets, crew members as well as the services they offer.



## Risk Reduction & Driver Safety Improvement

Our solutions have proven highly effective in reducing business risk for commercial customers from varying industries such as the Matatu industry, Taxi & car hire services, Motorbikes, Bus & Coach as well as Transport & Logistics. We also offer services such as stolen vehicle tracking, Crash alert and Road-side assistance to consumers that help address personal risk. Hundreds of fleet operators around the country use Mastercom's Telematics solutions to reduce their business risk on a daily basis. This is through our superior fleet management system which equips fleet operators with what they need to improve the performance of their fleets, lower their accident rates and to better utilize their resources.

Mastercom's telematics solutions presenting opportunity for ongoing return on investment for our customers and includes best-of-breed reporting and analytics functionality. Mastercom's Telematics consumer solutions offer a variety of vehicle tracking solutions for individuals their families as well as their businesses. Solutions have been packaged to meet both basic and enhanced security and personal safety needs and include features such as stolen vehicle recovery, crash alert and road-side assistance. Mastercom's Telematics fleet customers are equipped with timely information and key reporting and analytics tools that reveal how each driver is performing. This enables them to implement highly effective, targeted driver training programs, which in turn result in efficient corrective action, improved driver behavior and reduced motor accidents. Fleet drivers, across numerous industries, develop safer driving habits and feel supported and more satisfied in their jobs. Many of our customers rely on Mastercom's Telematics technology offering real-time audio and visual alerts for drivers to notify them when they over-reverse, brake or accelerate too harshly, idle excessively or exceed the speed limit.



## Cost reduction

Mastercom Telematics' has fleet management solutions that improve our customers' overall productivity, operate more efficiently and bring about significant cost reductions through our on-board computers, our web-based services and our reporting and analytics tools. Features like real-time and historical tracking and in-cab driving alerts assist commercial fleets of all sizes to optimize the management of their vehicles and drivers. Key cost reductions reported by customers who implement Mastercom's Telematics fleet management system are those on fuel consumption and operational and maintenance costs.

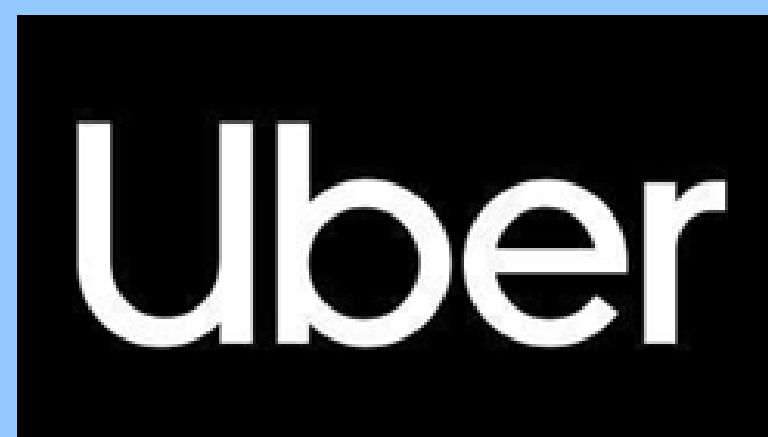
# OUR CLIENTS & PARTNERS

[www.mastercom.co.ke](http://www.mastercom.co.ke)



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# OUR BUSINESS REFERENCES

[www.mastercom.co.ke](http://www.mastercom.co.ke)

**Company Name: PREMIER BANK LIMITED**

Service Provided: PROVISION OF CAR TRACKING SERVICES

Duration of Service: 2024 - 2025

Contact Person: THUREYA JAFFER

Designation / Title: Head of Administration

Telephone No / Email address: [info@premierbank.co.ke](mailto:info@premierbank.co.ke)

**Company Name: NATION DT SACCO LIMITED**

Service Provided: Provision of Motor Vehicle Tracking Services

Duration of Service: 2019 - 2026

Contact Person: Abel Cheserek

Designation / Title: Credit Manager

Telephone No: +254 0719 038 571

Email address: [acheserek@nationsacco.com](mailto:acheserek@nationsacco.com)

**Company Name: BAT Regulated NWDT SACCO LIMITED**

Service Provided: Provision of Car Tracking Services

Duration of Service: 2023 - 2025

Contact Person: Alfred Wambua

Designation / Title: Chief Executive Officer

Telephone No: +254 740 200 705

Email address: [Alfred\\_Wambua@batsacco.co.ke](mailto:Alfred_Wambua@batsacco.co.ke)

**Company Name: PORTS DT SACCO LIMITED**

Service Provided: Installation of Motor Vehicle Tracking System

Duration of Service: 2022 - 2025

Contact Person: Paul Mwita

Designation / Title: Chief Operations Officer

Telephone No: +254 111 173 000

Email address: [paul.mwita@portsacco.co.ke](mailto:paul.mwita@portsacco.co.ke)

**Company Name: SBM BANK LIMITED**

Service Provided: SUPPLY, INSTALLATION AND MAINTENANCE OF MOTOR VEHICLE TRACKING GADGETS

Duration of Service: 2024 - 2025

Contact Person: James Njoroge

Designation / Title: Senior Credit Administration Manager

Telephone No: +254 0709 800 000 Extn: 8815

Email address: [James.njoroge@sbmbank.co.ke](mailto:James.njoroge@sbmbank.co.ke)

**Company Name: RAFIKI MICROFINANCE BANK LIMITED**

Service Provided: PROVISION OF CAR TRACKING SERVICES

Duration of Service: 2023 - 2024

Contact Person: John Muthoni

Designation / Title: Credit Administration Manager

Telephone No: +254 0711 073 000 Ext: 1147

Email address: [jmuthoni@rafiki.co.ke](mailto:jmuthoni@rafiki.co.ke)

**Company Name: I&M BANK (K) LIMITED**

Service Provided: PROVISION OF MOTOR VEHICLE ASSET TRACKING SERVICES

Duration of Service: 2024 - 2025

Contact Person: AMIT BHOGAYTA

Designation / Title: Head of Procurement

Telephone No: +254 719 088 001

Email address: [customercare@imbank.co.ke](mailto:customercare@imbank.co.ke)

# OUR PRODUCTS

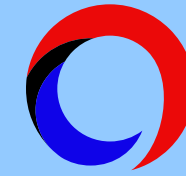


## GPS-GSM-GPRS VEHICLE TRACKING

This is an affordable track and trace GPS system for all types of vehicles with an easy protocol for GPS tracking and user friendly software. We have a state of the art monitoring center that enables quick and easy tracing of all assets installed with our GPS tracking devices. The installation of the Master V Track unit provides additional security for drivers and passengers and thus grants peace of mind. The GSM/GPS/GPRS tracking system provides 24-hour real-time tracing allowing users to track, monitor and locate vehicle's exact position round the clock from the comfort of their home or office. Information regarding the vehicles whereabouts can be accessed from any laptop, desktop and internet enabled mobile phone. The Master V Track unit is ideal for individuals interested in tracking solutions to monitor the movements of private, commercial and all types of cars. This system is an easy, user friendly and convenient system which increases journey security, allows constant contact with the vehicle and thus gives users control over every possible situation. The system can also be tailored to respond to specific needs. Use our Customized Fleet Management/ Car Monitoring solution to ensure the Borrower is working consistently with his /her stated profile. In Case of Loan Default use our in-built mechanisms to stop Vehicle from working via the immobilizer/gradual stop function.

This package offers the following features:

- Ability to track your vehicle from your Mobile, Tablet and Laptop/PC in real-time.
- Route replay per time and date selection.
- Real time vehicle Location Tracking with precise Address.
- External Low Battery/Power Disconnection alert.
- Geo-fencing & operational zone monitoring.
- Ignition/Detection and Motion Sensor alerts
- Speeding alert
- Free access to the user friendly web based interface
- Free access to the mobile phone application
- 24-hour Control & Support Centre
- Work hours and vehicle history reports with time and date.
- System, on APP , SMS and email alerts
- Remote immobilization
- Various user access rights
- Among others



## FLEET & FUEL MANAGEMENT

Mastercom Limited offers truck, Matatus, Buses and Taxi Fleet Tracking that is highly scalable. Users can easily locate their vehicle information via any web browser and any internet enabled phone or tablet.

The Fleet Management unit acts as a security application that allows for effective fleet management and control. The services offered alongside the unit are ideal for individuals looking for an advanced tracking system and organizations seeking to better manage their fleet (vehicles and motorbikes), improve efficiency and reduce costs while mitigating risk. The Fleet Management package provides multiple benefits and is tailored to individual needs. The Helios system enables users to determine what events they wish to receive and by what mode of communication the alerts will be transmitted. All information regarding the vehicle(s) is provided in real-time and can be accessed via any laptop, desktop and internet accessible mobile phone. In addition, there is a mobile application for android users. The features specific are:

- Real-time tracking
- Access to the user friendly web based application
- Access to the mobile phone application
- 24-hour Control Centre support
- Work hours and vehicle history reports
- Customized reports including excessive idling, speeding, ignition switch(on/off), harsh braking, SMS and email alerts
- Mileage calculation
- Geo fencing which allows users to set up virtual barriers in order to stop vehicle entering or leaving (un)designated areas
- Remote immobilization
- SOS/Panic/emergency button

The unit offers a wide range of benefits regarding the individual safety of drivers and passengers but also in terms of productivity, planning and cost reduction. These benefits are discussed below:-

- Better control over vehicle use and total working hours
- Better control over the fleet's running costs
- Reduced fuel costs
- Lower accident rate
- Increased knowledge and control of driving behavior
- Reduced vehicle wear and tear costs
- Better planning of routes based on past data
- On-time delivery
- Better management of employee wages vis a vis productivity levels.

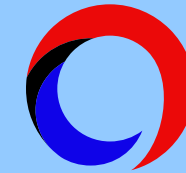
# OUR PRODUCTS



## MOTORCYCLE, TUK TUK & THREE WHEELER GPS, GSM, GPRS TRACKING

This is a GPS tracking device tailor made for Motorcycles, three wheelers and Tuk-tuks. This is suitable for individuals and corporates who have Motorbikes since it can also be used to manage a fleet of any corporates motorbikes. It offers the following features.

- Ability to track from your Mobile, Tablet and Laptop/PC in Real-time.
- Waterproof
- Remote immobilization.
- GPS location reports with time and date.
- Internal backup battery
- Geo-fencing.
- SMS tracking.
- Ignition, motion, speed detection
- SOS alarm.



## Impact/crash Sensors

When combined with a Fleet Management Communicator on-board computer or a basic tracking device, the Impact/crash Sensor detects severity of any impact to the vehicle or equipment. This is recorded and logged as an event, which can also be sent to the vehicle fleet manager or tracker software, informing him /her of the incident.

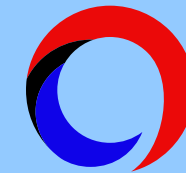
### Key features

- The date and time of the impact
- Vehicle/machine on which the impact occurred
- The driver of the vehicle
- The G-force value of the impact
- The direction of the impact (e.g. front, right, left-rear)

### Benefits

The benefits of combining an Impact/crash Sensor with an FM Communicator on-board computer or a basic tracker are that operators will know:

- When it occurred and severity of incidents
- Who the operator/driver was at the time

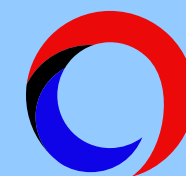


## Driver code and identity plug

### Features

- Driver Identification

Using the driver code-plug it is possible to know which drivers committed driving violations such as speeding, over- revving, excessive idling, etc. as every trip or part there-of will have a driver associated with it. This information can be used to perform tailored driver training programs to improve driver and passenger safety.



## Access Controls & CCTV Cameras

# OUR PRODUCTS



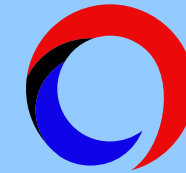
**FUEL MANAGEMENT SYSTEMS**

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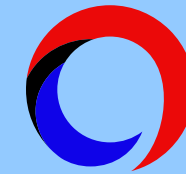
**CARGO & CONTAINER TRACKING**

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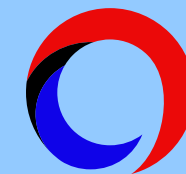
**4G GPS CAR DVR DUAL CAM  
TRACKING**

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**CAR ALARMS AND CUT OUTS**

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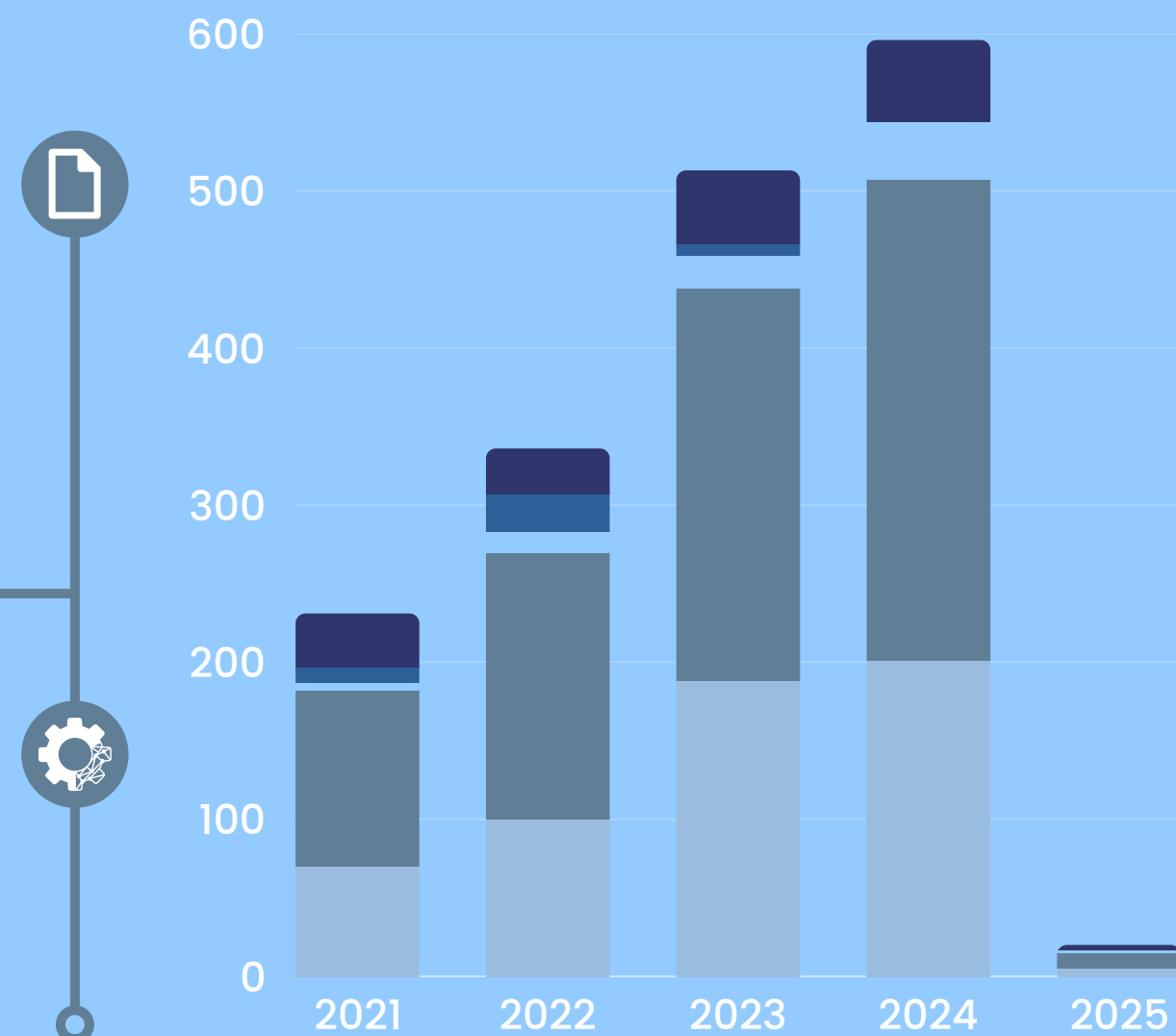


**GEAR LOCKS & ANTHI THEFT  
SYSTEMS**

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# COMPANY OVERVIEW

## PERFORMANCE OVERVIEW





# MEET OUR TEAM

We are professionals providing modern Telematics solutions services.



**MD & CEO**



**Head of Finance & Planning**



**Head of Operations & Strategy**



**Business Growth & Development  
Manager**



# MEET OUR TEAM

We are professionals providing modern Telematics solutions services.



**Head of Technical & Product  
Innovation**



**Head of Branch Business Nairobi**



**Head of Branch Business Eldoret**



**Customer Service Manager  
/ Corporate Client Liaison**

# MEET OUR TEAM

We are professionals providing modern Telematics solutions services.



Head of Branch Business  
Kisumu



Head of Branch Business Mombasa



Technicians  
Sales Executives



Interns



# OUR INNOVATION JOURNEY



New product development



Applications Mockups



Marketing business plan for a new product(s)







# OUR BRANCH NETWORK



**NAIROBI**  
**MOMBASA**  
**NAKURU**  
**KISUMU**  
**ELDORET**  
**MERU**



# THANK YOU

We look forward to working with you

## Contact Us



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