

TOP 3 COMPETITOR COMPARISON

Feature / Advantage	OnStar Vehicle Insights	Geotab	Verizon Connect	Samsara
OEM-Embedded Data Access	✔ Native GM vehicle data – no hardware needed	✗ Requires external hardware	✗ Requires external hardware	✗ Requires external hardware
Real-Time Vehicle Health Monitoring	✔ Deep diagnostic integration (GM only)	⚠ Limited via OBD II	⚠ Limited via OBD II	⚠ Limited via OBD II
Plug-and-Play Setup	✔ No installation for GM vehicles	✗ Requires device install	✗ Requires device install	✗ Requires device install
Data Accuracy & Reliability	✔ Direct from OEM systems	⚠ Varies by hardware	⚠ Varies by hardware	⚠ Varies by hardware
Driver Behavior Tracking	✔ Standard with platform	✔ Advanced analytics	✔ Advanced analytics	✔ Advanced analytics
Fleet Management Dashboard	✔ Simple, user-friendly interface	✔ Feature-rich, steeper learning curve	✔ Comprehensive but complex	✔ Highly customizable
Security & Privacy	✔ GM-backed cybersecurity standards	⚠ Varies by third-party device	⚠ Varies	⚠ Varies
Vehicle Maintenance Alerts	✔ OEM-based predictive alerts	⚠ Based on mileage/OBD-II only	⚠ Based on mileage/OBD-II only	⚠ Based on mileage/OBD-II only
EV Support (GM EVs)	✔ Native support (GM EV-specific data)	⚠ Limited, not brand-specific	⚠ Limited	⚠ Growing support, not OEM-specific
Scalability (Non-GM Vehicles)	⚠ Requires 3rd party OBD dongle	✔ Fully scalable with hardware	✔ Fully scalable	✔ Fully scalable