

PRIVATE EQUITY IN ACTION - CASE STUDY

Octo Telematics



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| Country | Italy |
| Region | Lazio |
| Investor | Montezemolo & Partners, Keensight Capital, Amadeus Capital |

Octo Telematics provides usage-based services, stolen vehicle recovery and crash management diagnostics to car insurance companies. It also offers road charging services and real-time traffic monitoring for fleet management and car rental companies as well as public bodies.

The support of Montezemolo & Partners, Keensight Capital and Amadeus Capital allowed Octo to become independent following its spin-off from the Italian Meta System Group. The investors helped with strategic hires necessary for Octo's development and to optimise its supply-chain: for example, the company diversified its supply sources for the manufacture of on-board box units. With a European market share of over 80% and an expanded service range, Octo was sold to Renova in April 2014.

27%

annual sales growth over 4 years

>3x

increase in employee numbers to 202

What did the business need?

- Diversification of clients, geographies and suppliers
- Supply-chain optimisation
- Improved sales and marketing

How did private equity backing create lasting value?

- Reorganised back office functions and IT systems to help Octo become an independent entity
- Accelerated international expansion across Italy, UK, Spain and the US
- Helped with enlarging product range through acquisition targets (one deal closed)
- Developed offering in fleet management services



The private equity support we received has been extremely useful: the extensive network and operational expertise of our investors have helped us create efficiencies. Working together on crucial

- Made strategic recruitments (e.g. new sales director)
- Improved supply-chain – through the diversification of supply sources for on-board box unit

What outcomes did private equity investment achieve?

- Expanded telematics fleet rapidly, with devices now installed in over 2.2 million vehicles worldwide
- Built best-in-class database in the global in-car telematics and infomobility markets
- Built a market leader in over 20 countries, with more than 80% market share in Europe alone
- Grew sales annually by 27% over four years to €125m in 2013
- Increased EBITDA by 235% over four years

More information

[Keensight Capital](#)

[Octo Telematics](#)

strategic ideas has helped us pursue our international expansion.

LUIGI SALA

Board Chairman
Octo Telematics

