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EROAD: Accelerating Market Entry Through Strategic Acquisition

How A.I. LAMB helped a dual-listed telematics leader transition from failed organic attempts to a top-tier position in the Australian market.

The Situation

EROAD, a publicly listed telematics provider (ASX/NZX), dominated the New Zealand market through its road-user charging technology. However, despite significant investment, establishing a foothold in Australia proved challenging. The market was already saturated with entrenched incumbents, each boasting tens of thousands of connected vehicles.

The Challenge

Organic growth was too slow and costly to achieve EROAD's ambition of becoming a top-five player. Following a dual listing, the company needed a high-velocity strategy to establish a credible platform for global growth across Australia and North America.

The A.I. LAMB Approach: Strategic Market Validation

A.I. LAMB delivered an "Insight & Ignite" engagement to de-risk the entry and identify a viable pathway to scale:



In-Market Vertical Research: Conducted deep-dive research across trucking, construction, waste, and civil infrastructure. We mapped buying behaviours and unmet needs in a market where New Zealand's specific regulatory charging models did not apply.



Competitive Mapping: Analyzed pricing models and feature sets of existing incumbents to identify gaps where EROAD could differentiate through broader asset intelligence.



Acquisition Due Diligence: We identified that organic entry was unlikely to succeed. We recommended and led the commercial due diligence on Coretex, assessing product fit, customer quality, and expansion potential.



Growth Roadmap & Positioning: Developed a 3–5 year roadmap focused on achieving ~50,000 connections and transitioning EROAD from a "regulatory tool" to a scalable asset intelligence platform.



The Result: Immediate Market Elevation

By pivoting from an organic strategy to an acquisition-led model, EROAD bypassed years of slow-growth hurdles and immediately secured a dominant market footprint.

The Scale of Success



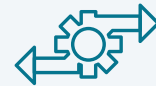
Top 5 Position: Achieved immediate elevation into the top tier of Australian telematics providers.



Tens of Thousands of vehicle connections secured through the acquisition of Coretex.



Dual-Continent Growth: Established a validated platform for expansion into North America.



Strategic Pivot: Successfully transitioned the brand from "Road User Charges" to "Asset Intelligence."

Key Results:

- **Capital-Efficient Entry:** Reduced time-to-market significantly, avoiding the high customer-acquisition costs required to displace entrenched competitors.
- **Successful Transaction:** EROAD completed the acquisition of Coretex in late 2021, supported by A.I. LAMB's market research and due diligence.
- **Clear Future Roadmap:** Provided a defined pathway to maintain strong Average Revenue Per User (ARPU) while expanding from vehicle telematics into broader asset tracking.

"The engagement shifted our perspective from costly organic growth to a high-impact acquisition strategy. A.I. LAMB provided the market intelligence required to secure a top-tier position in Australia and a clear roadmap for our North American expansion."

Executive Leadership, EROAD

Build. Launch. Scale.

We partner with established technology leaders and founders to navigate complex growth decisions and build standout businesses.

Let's define your next move.



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