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Intelematics: Navigating Global Expansion with Strategic Precision

How A.I. LAMB provided the evidence-based roadmap for an RACV-owned technology leader to explore Southeast Asian market entry.

The Situation

Intelematics, a subsidiary of the Royal Automobile Club of Victoria (RACV), is a leader in connected vehicle technology, delivering eCall, breakdown assistance, and stolen vehicle tracking for major global OEMs.

In late 2022, with Intelematics-enabled technology already entering Southeast Asian markets, the company faced a critical strategic question: Could they replicate their sophisticated Australian service model in Vietnam, Indonesia, and Malaysia without distracting from core domestic operations?

The Challenge

Each market presented a fragmented landscape of differing regulatory frameworks, emergency service integration, and varying levels of technological maturity. Intelematics required a high-fidelity, risk-managed assessment to determine if expansion was a viable "go" or a costly distraction.

The A.I. LAMB Approach: Building the Foundation

A.I. LAMB acted as a hands-on strategic partner, moving Intelematics through four distinct phases of market discovery:



Market Entry & Suitability Assessment: Conducted a deep-dive analysis across Vietnam, Indonesia, and Malaysia. This included mapping major OEM presence (Toyota, Mitsubishi, Nissan, Hyundai) and evaluating local regulatory environments.



OEM & Ecosystem Research: Engaged directly with distributors and local stakeholders to map the "last mile" of service delivery—identifying exactly how digital signals would translate into physical emergency responses.



Maturity & Disruption Analysis: Evaluated the readiness of each market for Mobility-as-a-Service (MaaS) and identified emerging local competitors and alternative operating models that could disrupt traditional telematics.



Strategic Reporting & Recommendations: Delivered a comprehensive "Entry vs. Deferment" roadmap, providing the executive team with the evidence needed to make capital-allocation decisions without diverting internal resources.



The Result: Clarity Over Guesswork

By partnering with A.I. LAMB, Intelematics moved from speculative interest to an informed, evidence-based strategic position, preserving both capital and focus.

The Scale of Success

3 Major Markets analysed for international suitability.

Zero Operational Disruption to core Australian OEM commitments.

12+ Months of ongoing advisory across EV and smart mobility.

Clear Go/No-Go Clarity delivered to executive stakeholders.

Key Results:

- **Capital Preservation:** Expansion decisions were made without the significant overhead of setting up local offices or diverting the internal product team prematurely.
- **Risk-Managed Strategy:** Gained a structured view of the Southeast Asian landscape, allowing the business to maintain focus on high-value domestic contracts.
- **Extended Partnership:** Following the initial engagement, A.I. LAMB continued to support strategic initiatives, including EV-related tenders and parking technology scans.

Many thanks to you and the team.

Your insights and recommendations will provide valuable input into our strategy. Look forward to working with you again in the future.

**Rob
Intelematics**

Build. Launch. Scale.

A.I. LAMB partners with founders to turn ambitious ideas into standout technology businesses.

Let's build yours



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