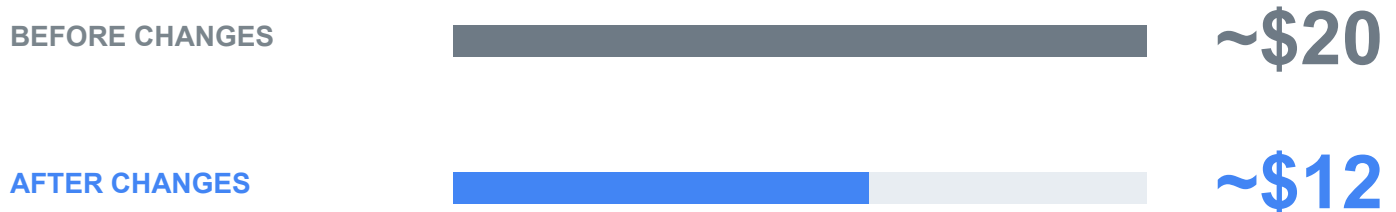


Reducing unit COGS ~40% by aligning data to product needs

TOTAL COGS PER MONITORED VEHICLE-MONTH



THREE COST LEVERS: storage → data collection → telematics plans

WHY NOW

During growth, unit COGS were manageable and the trade-off favored product and customer work over optimization. A revenue shortfall changed that priority.

DIAGNOSIS

Preteckt used telematics data, algorithms, and expert maintenance reviewers to produce Repair Plans. I broke down unit COGS and led a cross-functional review of what data the product actually needed.

CHANGES

Engineering moved older data to lower-cost storage when reviewers no longer needed quick access. It filtered unnecessary data before processing, then moved devices to the lowest suitable telematics tier and removed low-value add-ons.

PROTECTING PRODUCT VALUE

Expert reviewers assessed what the product needed before the changes; we continued measuring product results afterward.