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GROUPE CLS, an authentic
"SUCCESS STORY"



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CLS expands its activities in the tracking of industrial vehicles

In taking over the geo-positioning activity of GE Equipment Services Europe, CLS has confirmed its determination to make its subsidiary, Novacom Services, one of the best-known European operators in this field. Novacom Europe BV will be set up in Amsterdam as a joint venture between Novacom Services and GE's TIP Trailer Services. Between them, the two French and Dutch entities track close to 35,000 vehicles in real-time around the world for customers as varied as Sita Suez, Dentressangle, DHL, GEFECO and Schenker. Novacom Group processes 2 million messages a day, including not just positions but also supplementary information such as alarms, text messages or data from sensors. Despite a difficult economic context, CLS has again taken an important step towards external growth in line with its strategy while opening up the European transport market for Novacom Services.

CLS, a subsidiary of CNES and IFREMER, is a global provider of services in the fields of positioning and environmental data collection, as well as surveillance and observation of the oceans and is best known for its role as operator of the ARGOS system. With a workforce of 350 employees and 12 overseas offices and subsidiaries, the company operates in more than 100 countries and tracks 20,000 Argos beacons – determining ocean topography to within a few centimetres in 48 hours and processing 25,000 radar images per year. In 2009, CLS had a turnover of 54 million Euros, an increase of more than 10% compared to 2008 and an operating margin of more than 9%.

CLS set up Novacom Services in 2002 to specialise in the positioning and collection of data (CLS's core business) for industrial vehicles (goods transport, public works, services to local authorities, management of fleets, energy and waste, etc.). To help develop its new subsidiary, in 2008 CLS allowed the Italian company Télés spazio, a subsidiary of Finmeccanica and Thalès, to take a 40% share in the capital of Novacom Services. In 7 years, thanks to carefully-planned and controlled growth, Novacom Services has developed strongly. With its subsidiary Novacom Europe, it expects to achieve a turnover in excess of 10 million Euros in 2010, with a staff of 50 working in France, the Netherlands and also Poland, Sweden, the United Kingdom and soon Germany.

Which all makes for a success story despite a difficult business context marked by the global economic crisis and increasingly aggressive competition.

Among other tasks, Novacom Services:

- tracks close to 2000 waste disposal lorries, informing local authorities of the type of waste thrown out by each household, thus helping them optimise their rounds;
- tracks the fleet of *BatoBuses* on the Seine, keeping the citizens of Paris informed about the arrivals and departures of this new public transport system;
- tracks 330 jeeps in India for the World Health Organisation, thus contributing to the safety of its medical teams;
- permanently tracks the transportation of parts for the A380 with a view to optimising its assembly;
- tracks intervention vehicles for Gaz de France to reduce waiting times between interventions when incidents occur.

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