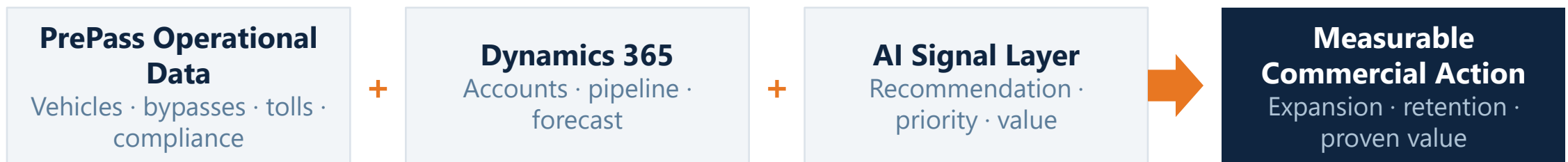


PrePass Doesn't Has a Customer Intelligence Opportunity.

Connecting PrePass customer intelligence, Dynamics 365 and AI could turn operational signals into measurable growth and retention actions.



Prompted by PrePass's open Dynamics 365 Sales Business Analyst role — context, not the thesis.

Jason Wickman · Founder, Agilidy · Prepared for Stephanie Wilkinson, Chief Customer Officer

PrePass Has Evolved From a Product Into a Platform.

As product breadth increases, the value of connecting customer intelligence increases with it.

100K+

fleet customers

800K+

commercial vehicles

1B+

safe bypasses since 1993

~\$9B

estimated customer savings

PrePass Bypass

Toll Management

INFORM Analytics

AI Toll Insights

FleetDrive 360



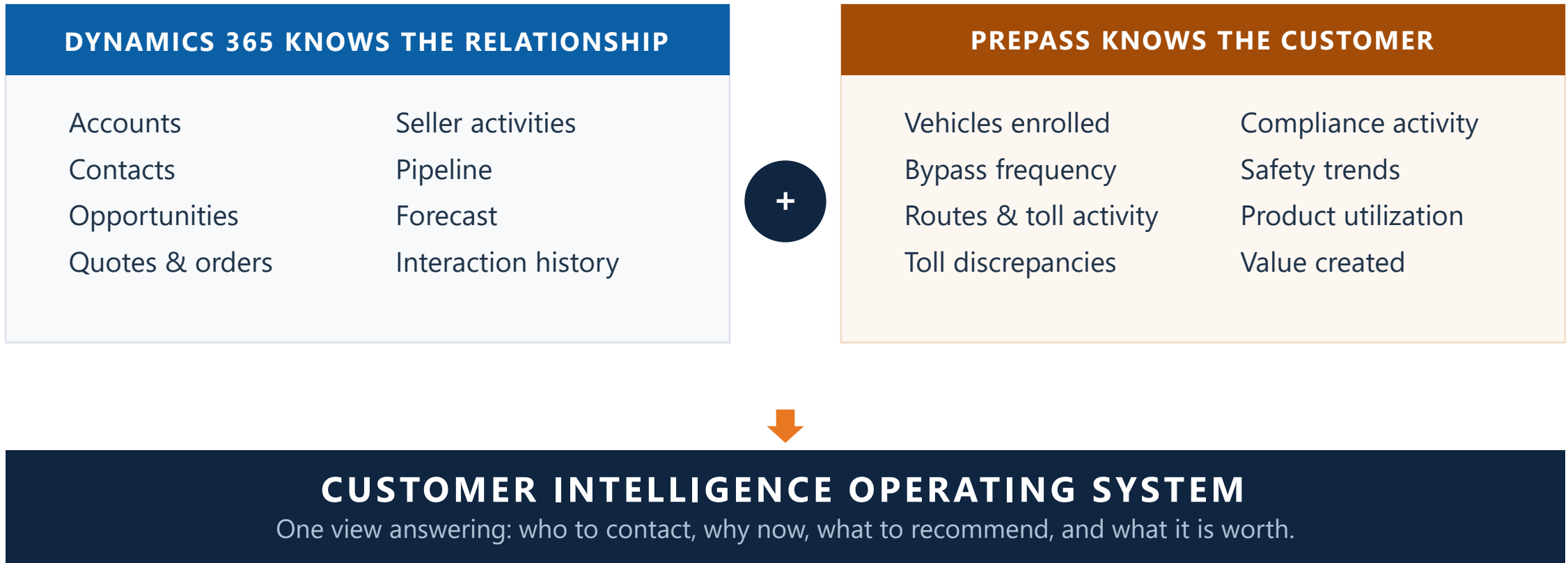
ONE INTEGRATED FLEET PLATFORM

Bypass · tolling · safety insight · compliance — inside one commercial relationship

Based on publicly available information, including the FleetDrive 360 acquisition announced December 2025.

Your Best Sales Signal May Not Be in CRM.

Our hypothesis: the strongest expansion and retention signals may already exist outside CRM.



Illustrative. The first 30 days would validate which of these signals exist today and are commercially usable.

100,000 Customers Create an Installed-Base Growth Engine.

At PrePass scale, small movements in product attachment become thousands of expansion conversations.

ILLUSTRATIVE ATTACH-RATE SCENARIO

+1% 1,000 fleet customers

+2% 2,000 fleet customers

+5% 5,000 fleet customers

+10% 10,000 fleet customers

Each point of product attachment represents roughly 1,000 additional fleet relationships — before any pricing assumption is applied.

THE REVENUE FORMULA

Additional attached customers × PrePass actual incremental ACV

The first 30 days would replace this variable with PrePass's actual economics.

POTENTIAL NEXT BEST PREPASS SOLUTION

Bypass only

Toll Management

Bypass + Toll

INFORM / Compliance

Compliance only

Bypass / Toll

Complex toll footprint

AI Toll Insights

The system answers: who to contact · why now · what to recommend · estimated value · next action

PrePass Can Tell Each Customer What Value It Already Created.

Most subscription companies estimate value delivered. PrePass publishes it.

~7 min

driver time saved per bypass

~0.5 gal

fuel saved per bypass

~\$10.65

operating-cost savings per bypass

18,442 bypasses

illustrative fleet, one year

× \$10.65 ≈ \$196,000

estimated operating savings created

× 7 min ≈ 2,151 hours

driver time returned

**PROVEN
VALUE**



RENEWAL



EXPANSION

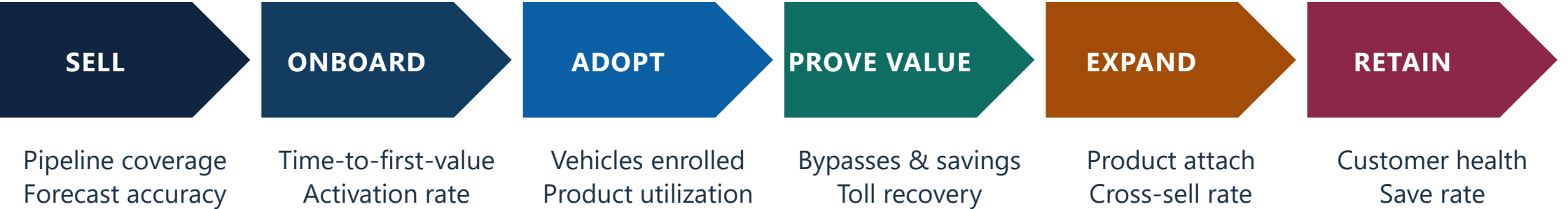
"You generated roughly \$196K of measurable operating value from PrePass this year. Based on your toll footprint, we believe there is another opportunity to reduce cost here."

Customer-value data should not live only in analytics.

Illustrative math using PrePass's published Mile Marker averages.

One Customer Lifecycle Should Connect Growth, Adoption and Retention.

A Chief Customer Officer mandate spans the entire lifecycle — so should the measurement system.



ONE OPERATING MODEL FOR THE COMPLETE CUSTOMER LIFECYCLE

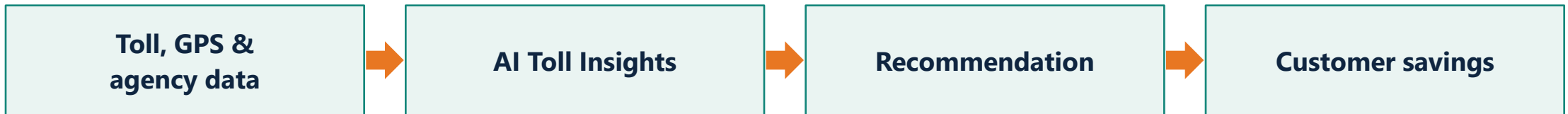
The goal is not another dashboard — it is one view connecting customer outcomes with commercial outcomes.

Illustrative metric set. We would align to the measures PrePass already trusts and can source today.

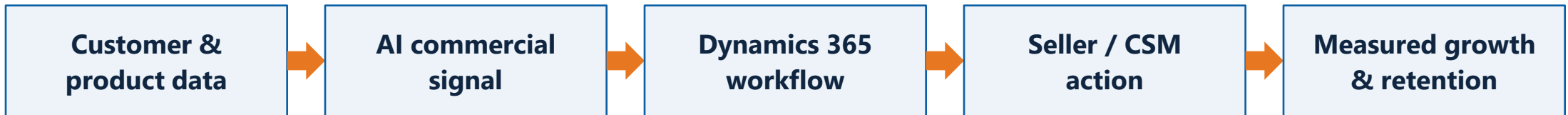
PrePass Already Uses AI to Turn Data Into Action. Apply the Same Idea to Growth.

The pattern already exists inside PrePass. It has not yet been pointed at growth and retention.

TODAY · CUSTOMER-FACING — AI TOLL INSIGHTS, LAUNCHED FEBRUARY 2026



NEXT · COMMERCIAL — THE SAME MODEL, APPLIED TO GROWTH AND RETENTION



POTENTIAL AI-GENERATED COMMERCIAL SIGNALS

"Fleet expanded 18%."

"Toll complexity increased."

"Product adoption declining."

"FleetDrive 360 candidate."

The advantage is not another dashboard. It is shortening the distance between signal and action.

The First Advantage Is Time.

Two structurally different models — and the difference shows up before any work begins.

TRADITIONAL ENGAGEMENT PATH



learning starts here

AGILIDY · JASON WICKMAN



learning starts here

One model optimizes the deployment of a consulting team. **The other begins with one accountable senior operator.**

Start learning from the business before committing to a large transformation.

90 Days Is Enough Time to Determine Whether This Is Worth Scaling.

PrePass Customer Intelligence Accelerator — 90 days to connect customer data, Dynamics 365 and commercial action.

DAYS 1–30 FIND THE GROWTH

- Map sales, RevOps, CS, support, D365
- Establish baseline economics
- Assess attach, cohorts, retention signals
- Size FleetDrive 360 overlap

Top 3 quantified commercial opportunities

DAYS 31–60 CONNECT THE SIGNALS

- Select the highest-value use cases
- Next Best PrePass Solution
- Customer health and retention risk
- Configure D365 / Power Platform

Working signal-to-action workflows

DAYS 61–90 PROVE THE OUTCOME

- Deploy 2–3 prioritized use cases
- Measure opportunities and attach
- Track retention actions and adoption
- Report results against baseline

Measured results, not a status update

DAY 90 DECISION:

SCALE

CHANGE

STOP

Keep Hiring. Start Producing Results Now.

The hiring plan continues uninterrupted. The commercial work starts in parallel.

PREPASS CONTINUES

- Hiring the permanent Dynamics 365 business analyst
- Building durable internal capability
- Executing the product and platform roadmap
- Owning the long-term operating model

JASON STARTS NOW

- Owns commercial outcomes and prioritization
- Connects customer and product signals to D365
- Orchestrates specialists only where required
- Deploys initial use cases and measures results
- Helps recruit the permanent internal resource

**3-month initial
engagement**

**Starting as low as
\$10K/month**

**One accountable senior
leader**

**Specialists only when
required**

30-MINUTE EXECUTIVE WORKING SESSION

"Is there enough potential value here to spend 30 minutes testing the hypothesis together?"
