آفاق الرصد
AFAQ AL RASD

COMPANY PROFILE 2026

Fleet intelligence, powered by Multi-AI

Tracking devices, the Rasd Fleet platform, AI assistants, communications and ERP integration, delivered and supported by one team.

Rasd Fleet | Multi-AI | Video Telematics | WASL | Odoo ERP | 3CX



Prepared for
ElSewedy Engineering

WHO WE ARE

One partner from the device to the decision

Afaq Alrasd Aldhki is a fleet and asset technology company. We do not sell a GPS box or a tracking login on its own: we study how each customer operates, choose the right devices and sensors, install and configure them, run the platform, and support the team that uses it every day.

Our own platform, Rasd Fleet, now adds a Multi-AI layer: assistants that answer in Arabic and English by text, WhatsApp and phone, and that analyse calls and events, so operations teams act faster with fewer people.

01
Devices & sensors
GPS trackers, fuel, temperature, door, load and CAN Bus readers for every vehicle and asset type.

02
Platforms
Rasd Fleet, our own platform hosted in Saudi Arabia, plus international platforms for global fleets.

03
Multi-AI
AI assistant, WhatsApp AI, AI voice agent, AI call analysis and AI dash cams (DMS/ADAS).

04
Video telematics
Multi-channel cameras linked to the vehicle's position, speed and events.

05
Communications
Cloud PBX, contact center, WhatsApp Business inbox and push-to-talk.

06
Odoo ERP
Optional link between fleet data and accounting, inventory, helpdesk and subscriptions.

Where we operate

Saudi Arabia
Afaq Alrasd Aldhki · Riyadh

Egypt
Afaq Alrasd Aldhki · Giza

United States
GEOTRACK LLC · Wyoming

United Kingdom
TELTONIKA TRACK LTD · London



OUR APPROACH

The right solution, not the biggest invoice

Vision

To be the technology partner companies rely on to turn vehicle and asset data into decisions that cut cost and waste, raise safety and use every asset better.

Mission

Flexible, scalable solutions that start from the customer's real need. Start simple, then add sensors, cameras, vehicle data, AI or ERP as the operation grows.

Four levels, one platform

BASIC

See your fleet

GPS + Rasd Fleet
Live location, trips, alerts and reports.

ADVANCED

Know the vehicle

+ Fuel sensor + CAN Bus
Fuel, engine hours, mileage, fault codes.

INTEGRATED

Watch and protect

+ AI cameras + sensors
Video evidence, driver behaviour, temperature, doors.

ENTERPRISE

Run the operation

+ Multi-AI + ERP + PBX
Assistants, dispatch, maintenance, costs, contact center.

How we deliver

1

Study

Site visit, vehicle list, goals and reports you need.

2

Design & install

Device and sensor selection, certified installation, calibration.

3

Run & support

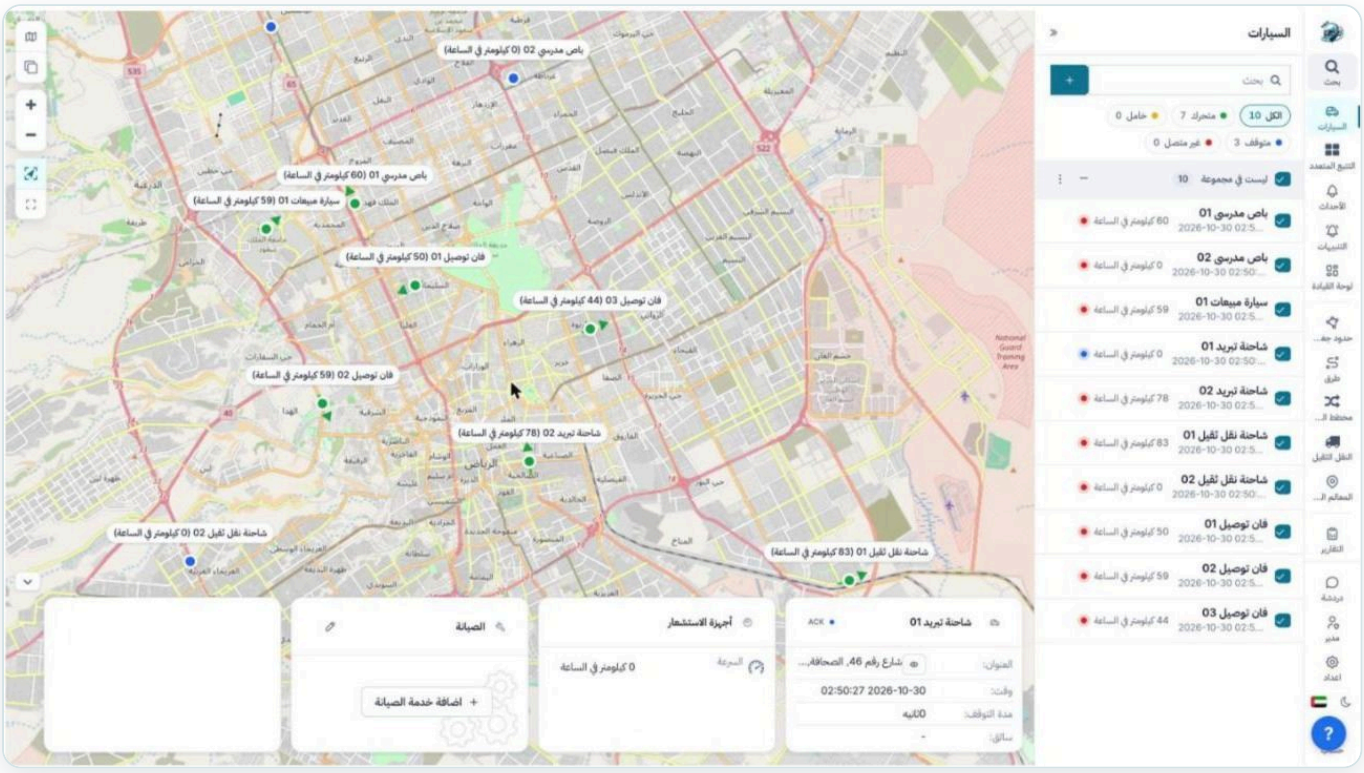
Platform setup, user training, helpdesk with response targets.



OUR PLATFORM

Rasd Fleet: one platform for the whole operation

Rasd Fleet is developed and operated by Afaq. It goes far beyond a map: live tracking, dispatch, route optimization, heavy transport, maintenance, costs, video, communications and AI, switched on module by module per customer.



Live tracking of a demo fleet in Riyadh.

38
modules, enabled per customer

KSA
hosted in Oracle Cloud Riyadh

365
days of data retention

AR · EN
interface, reports and AI

Web, Android & iOS

Managers on the web, drivers and supervisors on mobile apps.

Secure by design

Two-factor login, per-user permissions, rate limiting, HTTPS everywhere.

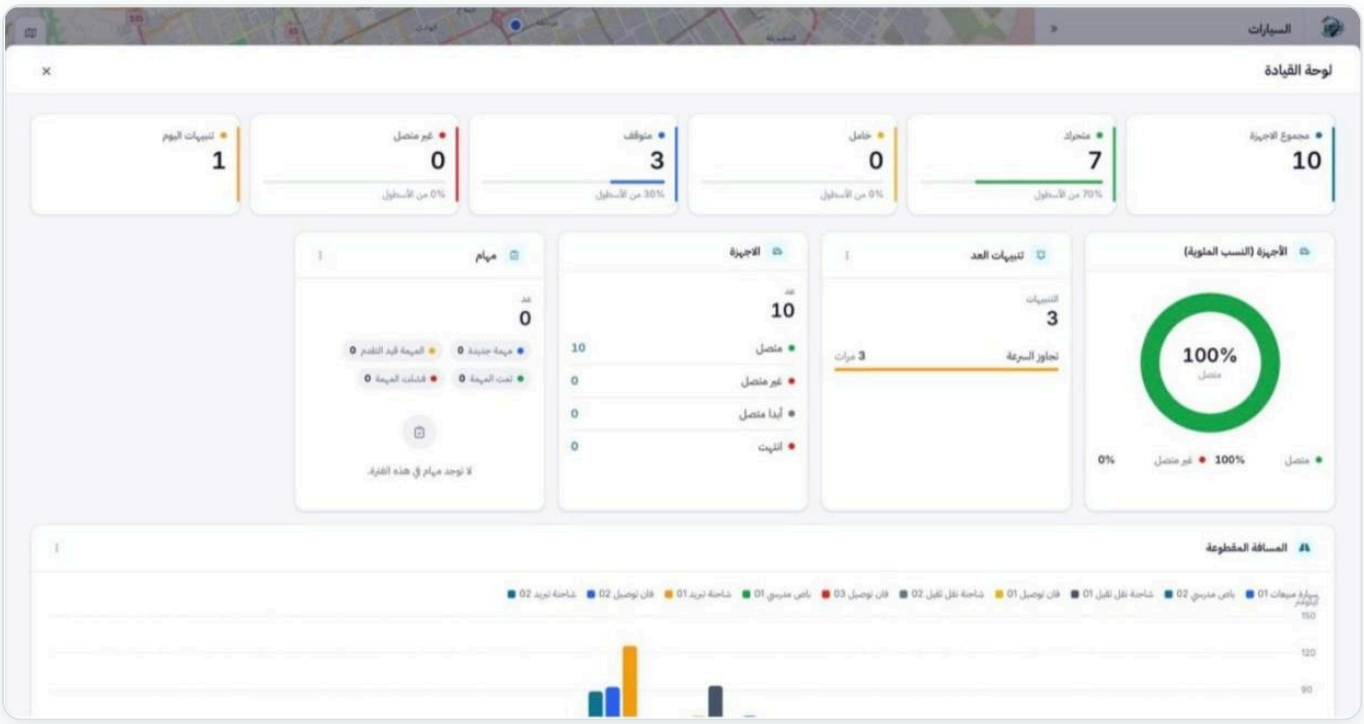
Open by design

Documented REST API and WASL integration with the Transport General Authority.

REAL-TIME OPERATIONS

From event to action in seconds

A fleet dashboard shows what matters now. When something happens, Rasd Fleet does not wait for someone to look at the screen: it alerts the right person on the right channel.



1

Event on the map

Overspeed, geofence, power cut, tamper, SOS, temperature or fuel drop.

2

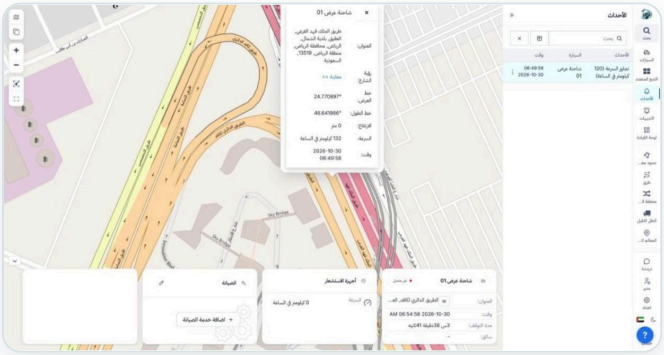
WhatsApp message

The supervisor receives the vehicle, speed, time and a map link.

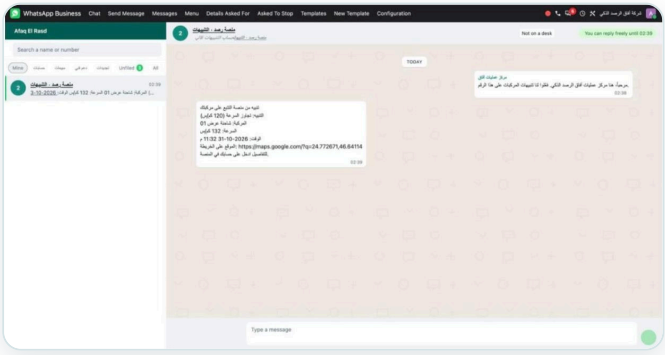
3

Automated voice call

Critical alerts also ring the supervisor's phone and read the alert aloud.



Overspeed event: 132 km/h on King Fahd Road.



The same alert delivered on WhatsApp Business.

NEW · MULTI-AI

Six AI engines working for your fleet

Rasd Fleet combines several specialised AI models instead of one chatbot. Each does one job well, on the channel your people already use: the platform, WhatsApp, the phone and the camera.

AI 01

RASD AI assistant

Ask in plain Arabic or English: where is truck 12, which vehicles sped today, prepare last week's stop report. It reads live data and can prepare commands that run only after the user confirms.

AI 02

WhatsApp AI

Customers and drivers message your WhatsApp number and get instant answers about their own vehicles. Anything else is handed to a person in the shared inbox.

AI 03

AI voice agent

Answers phone calls in Egyptian Arabic, Gulf Arabic and English with natural neural voices, 24/7, and transfers to an agent when asked or unsure.

AI 04

AI call analysis

After each call, AI records what it was about, the team, priority and a summary, and can open a ticket on the right vehicle.

AI 05

AI dash cams

On-device AI detects fatigue, distraction, phone use, seatbelt and forward-collision or lane-departure risks, with video evidence.

AI 06

How-to assistant

Explains every screen of the platform step by step, so new staff learn in days, not weeks.

Built on leading AI models

Language understanding by Anthropic Claude, speech recognition and neural voices by Microsoft Azure AI Speech, and natural Arabic voices by ElevenLabs, with automatic fallback between voice providers.

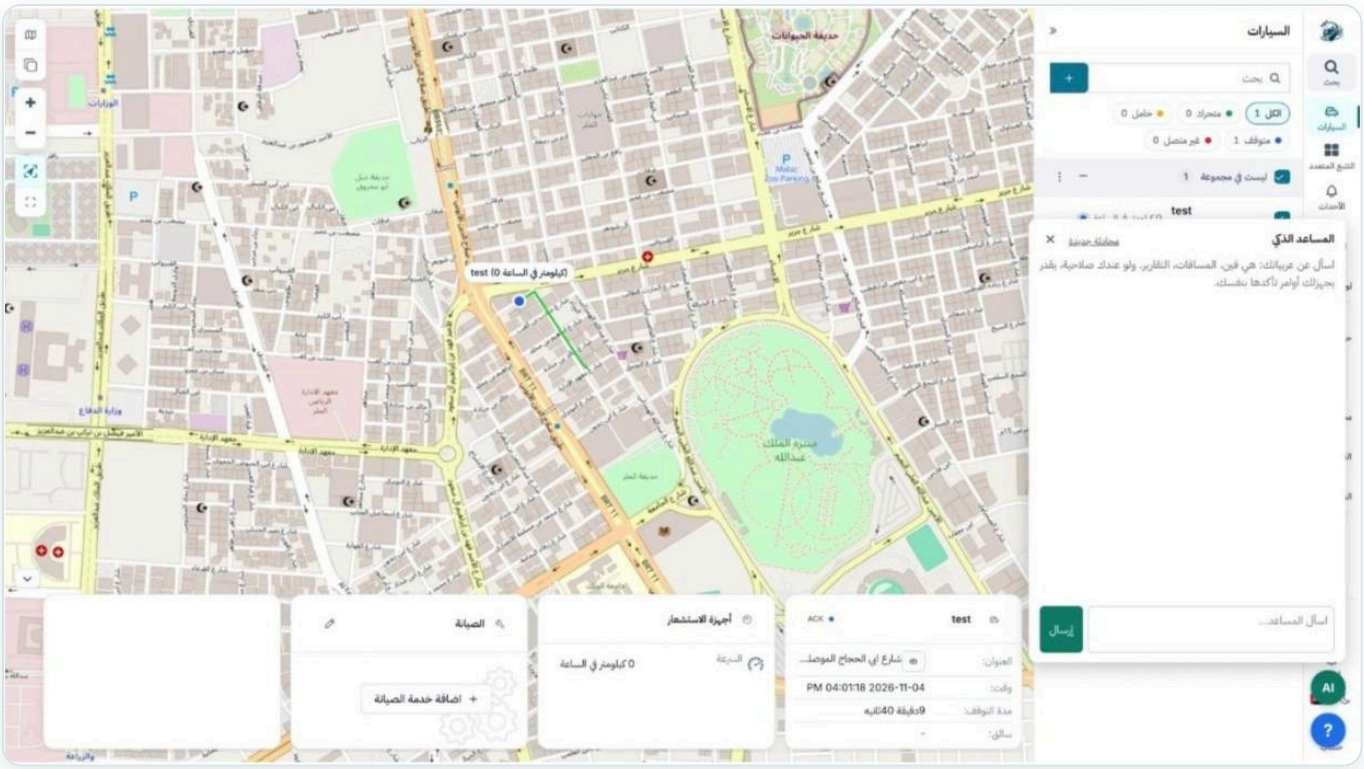
Your data only
Each user and caller sees only the vehicles their account may see.

Human in control
Commands that change data run only after confirmation; hand-off to a person anytime.

Full audit
Every AI answer and call transcript is kept in the customer's history.

MULTI-AI IN ACTION

Ask by text, WhatsApp or phone



The AI assistant opens next to the live map, inside Rasd Fleet.



"Where is demo truck 01 now, and did it speed today?" answered from live data.



Transcript of a real phone call with the AI voice agent, in Saudi Arabic.

MODULES

Pay for what you use, add the rest later

Every capability in Rasd Fleet is a module. Each customer account gets only the modules it subscribes to, and usage-based services such as AI answers and WhatsApp messages are billed from a prepaid wallet.

Tracking

- Live & multi-vehicle tracking
- Trip history & playback
- Geofences & points of interest
- Alerts & events
- Reports & analytics

Operations

- Route optimization
- Dispatch & delivery tasks
- Heavy transport planner
- School transport
- Driver app & proof of delivery

Fleet management

- Vehicles & drivers
- Maintenance programs
- Work orders & inspections
- Tires, parts & warranties
- Documents & compliance

Costs & data

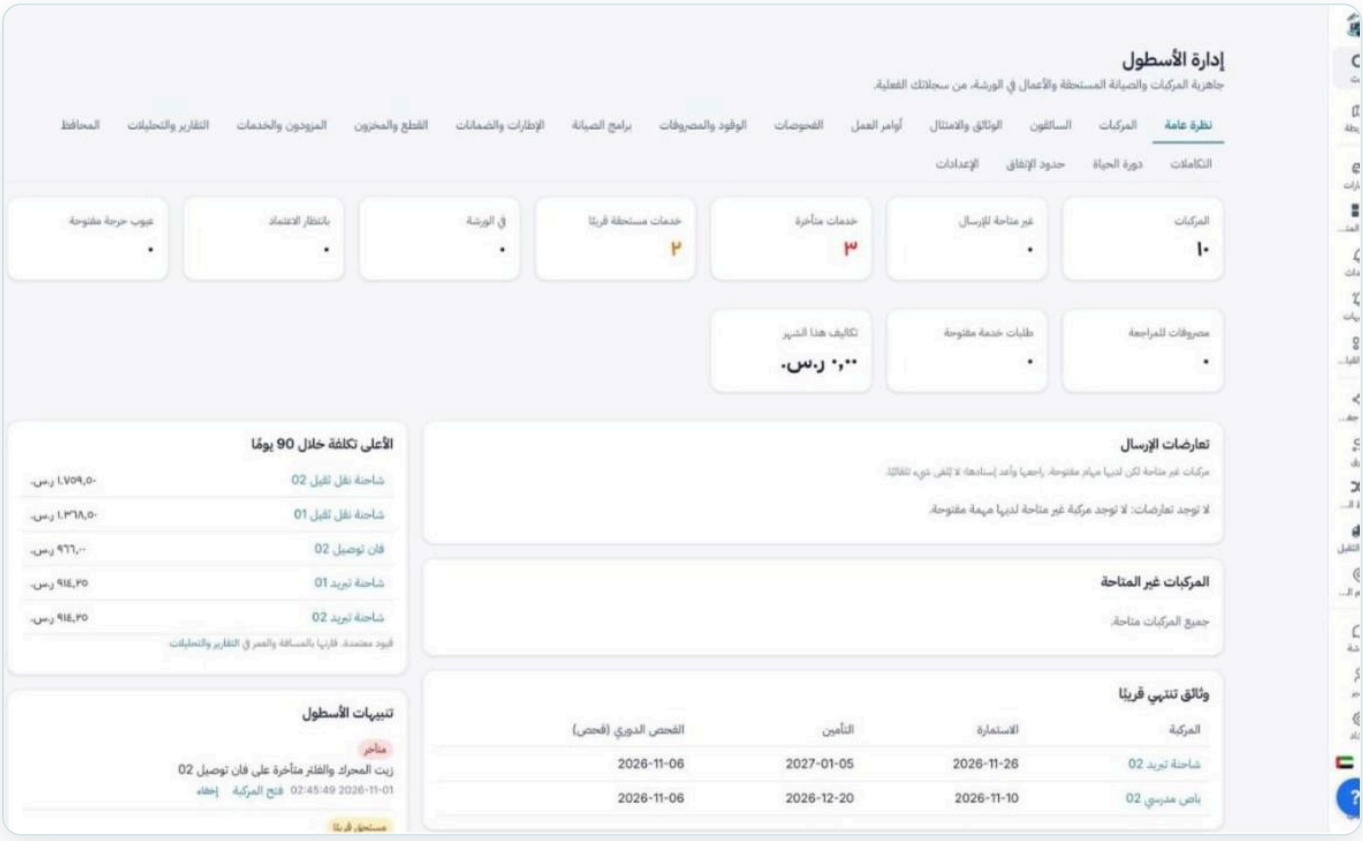
- Fuel management
- Expenses, limits & wallets
- Cost per vehicle reports
- CAN Bus diagnostics
- Video telematics

Communications

- WhatsApp notifications
- WhatsApp team inbox
- Cloud PBX & contact center
- Push-to-talk
- Helpdesk tickets

AI & integration

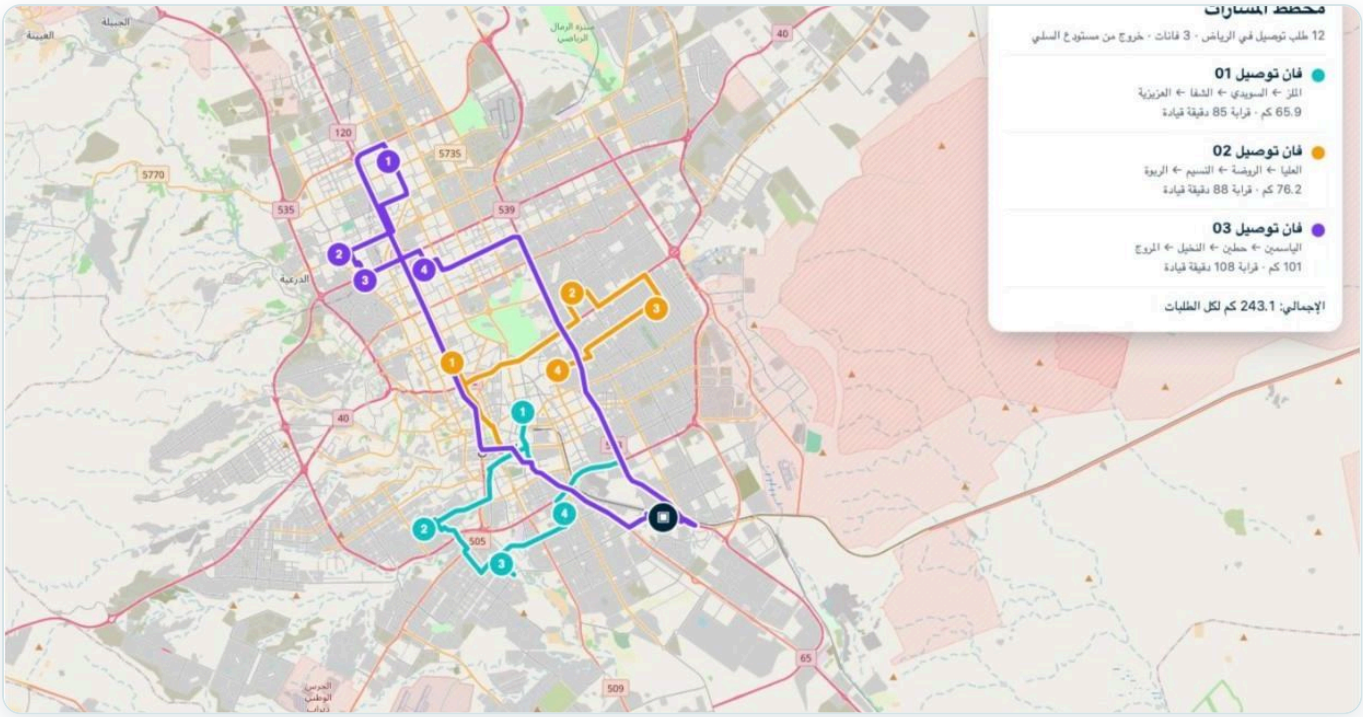
- RASD AI assistant
- AI voice agent
- How-to assistant
- REST API & integrations
- WASL (TGA) integration



Fleet management overview: services due, workshop, open faults, documents expiring and top-cost vehicles.

PLANNING

Smarter routes, right truck for every load



Example: 12 deliveries in Riyadh optimised across 3 vans, 243 km in total.

Route optimization

- Assigns stops to vehicles and orders them automatically
- Time windows, capacities and working hours
- Truck-safe routing for heavy vehicles
- Live-traffic ETAs (Google or Mapbox)
- Publish to drivers, then compare plan vs actual

Heavy transport

- Loads with weight, dimensions and pickup/delivery windows
- Matches each load to trucks and trailers that can legally carry it
- Multi-load planning and equipment register
- Explains why a vehicle cannot take a load

Ideal for transformer, cable drum, generator and heavy-equipment moves.

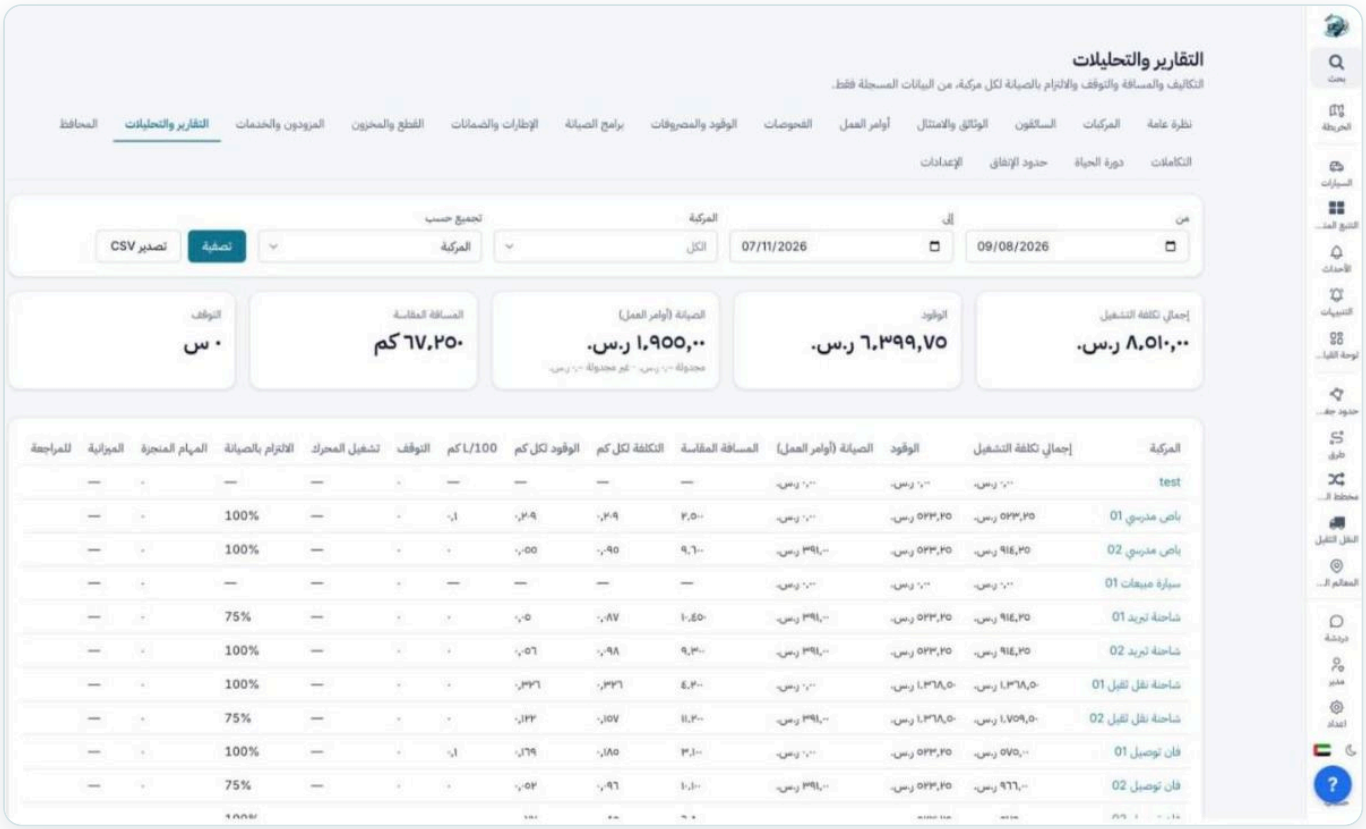


Load check: a 500 kVA generator matched against available trucks and trailers.

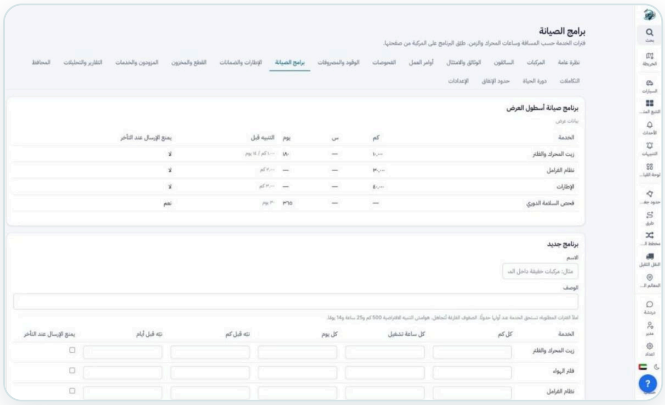
FLEET MANAGEMENT

Maintenance and cost, under control

Plan servicing by kilometres, engine hours or days, turn faults into work orders, track parts and tyres, and see the real operating cost of every vehicle.



Cost per vehicle: fuel, maintenance, distance and cost per km, exportable to CSV.



Maintenance programs with reminders before the due date.

What the team gets

- Preventive maintenance and inspections
- Work orders and service providers
- Parts inventory, tyres and warranties
- Expenses with VAT, limits and wallets
- Document expiry alerts (Hijri and Gregorian)

Numbers management can act on

Cost per km
per vehicle and group

Fuel per 100 km
against expected use

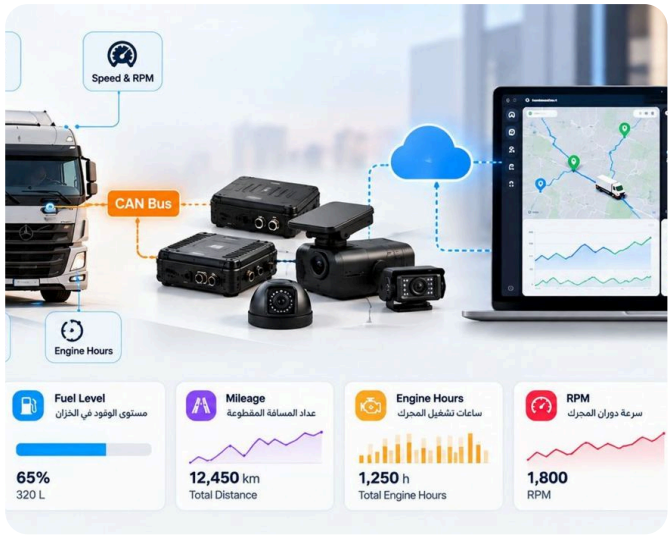
Maintenance compliance
services done on time

Downtime
days in the workshop

VIDEO & VEHICLE DATA

See the road, read the engine





Video telematics & AI cameras

- Multi-channel: road, cabin, sides and cargo
- DMS: fatigue, distraction, phone, seatbelt
- ADAS: forward collision, lane departure
- Event clips linked to position and speed
- Two-way audio and SOS button

CAN Bus, fuel & sensors

- Fuel level, consumption, refuel and theft detection
- Engine hours, RPM, temperature, fault codes
- Temperature and door sensors for cold chain
- Load/weight, tyre pressure, driver ID (RFID)
- Battery and power monitoring for assets



COMMUNICATIONS

Every call and message, linked to the customer

Afaq delivers business communications that plug straight into the fleet: a cloud PBX and contact center, a shared WhatsApp Business inbox, push-to-talk for field teams and the AI voice agent on the same number.

Cloud PBX

3CX extensions, IVR, queues, recording and mobile apps.

Contact center

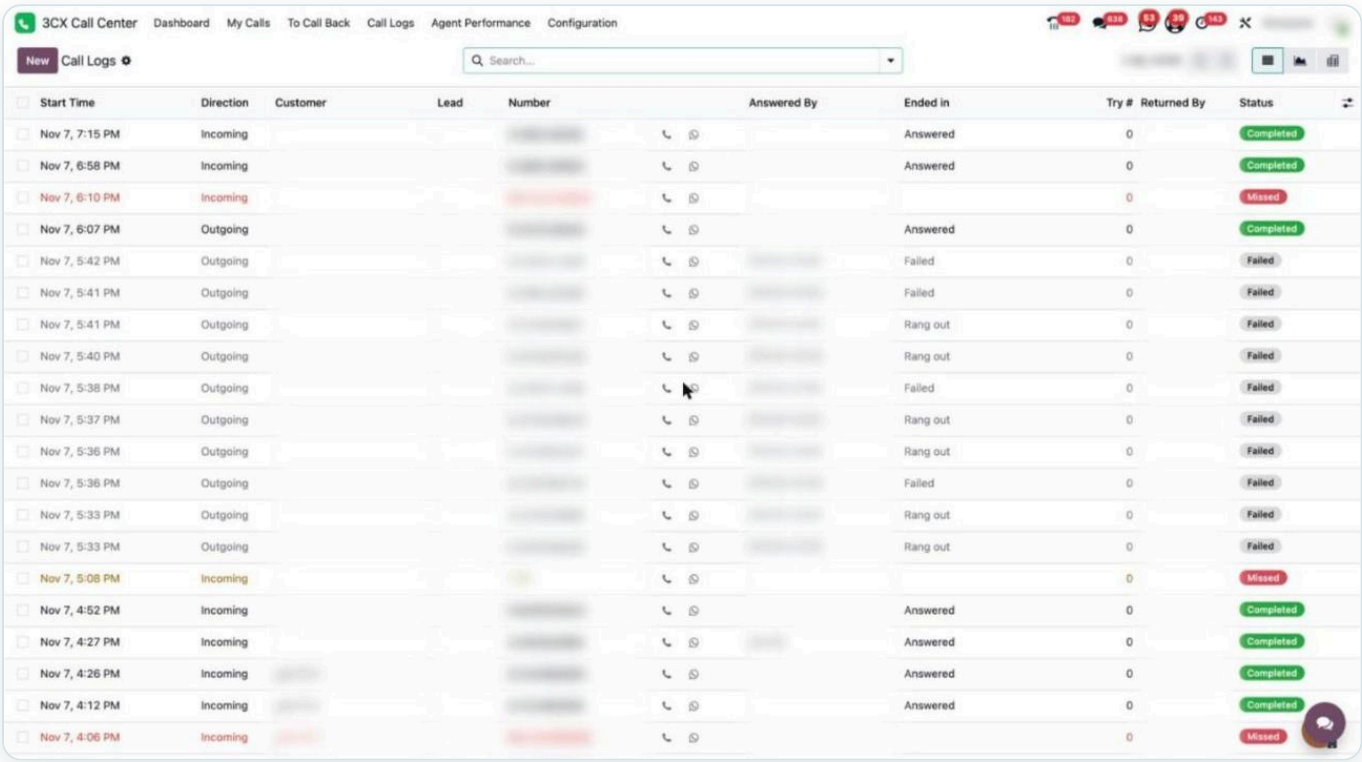
Queues, agent performance and missed-call callbacks.

WhatsApp inbox

One number, many agents, with AI first answers.

Push-to-Talk

Walkie-talkie groups over 4G for drivers and sites.



3CX call log inside Odoo: direction, result and status on the customer record.

Voice alert API

Any system can place an automated voice call through our secure IVR gateway at https://ivr.afaqelrasd.sa, documented in Chapter 7 of the API reference.

AI on the first line

The AI voice agent answers routine questions on your support number around the clock and passes the rest to your agents, with the transcript attached.

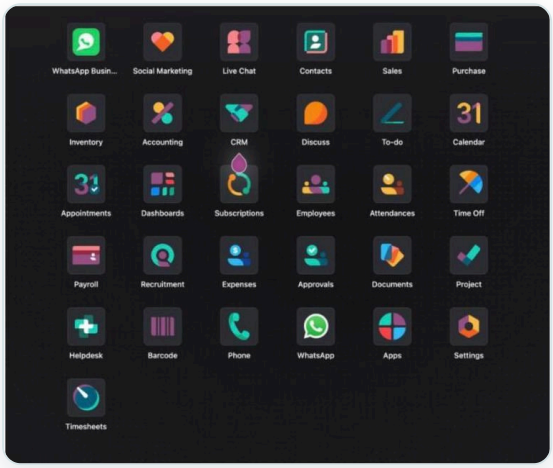
No missed customer

Missed calls become a callback list; every call, chat and ticket appears on the same customer record.

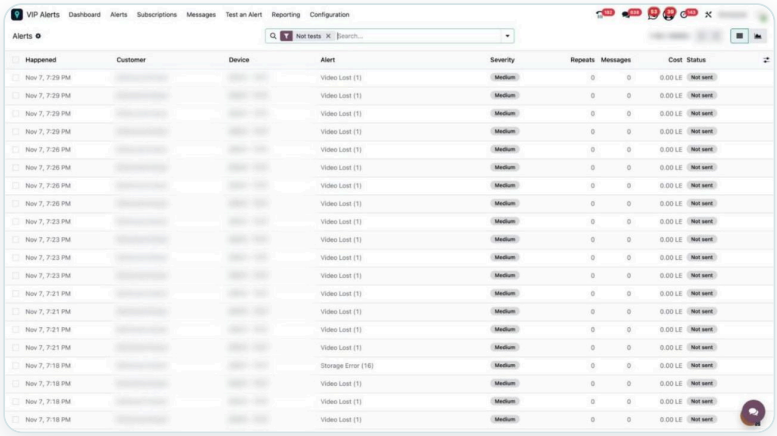
ODOO ERP

Fleet data that reaches finance

Afaq connects tracking, alerts, WhatsApp and the contact center to Odoo, so customers, devices, subscriptions, work orders and invoices live in one system, with no manual copying.



Odoo 20 apps used by Afaq: sales, accounting, inventory, HR, helpdesk, phone and WhatsApp.



VIP Alerts: device alerts by customer, severity and delivery status, inside Odoo.

- Device index across all tracking platforms
- Installation and maintenance work orders
- Subscriptions and automatic renewals
- Helpdesk tickets with response targets

INTEGRATION & COMPLIANCE

Open APIs, Saudi-ready compliance

Rasd Fleet API reference (attached)

A 140-page reference documenting every endpoint, with parameters and responses:

- Authentication, devices, sensors, drivers
- History, events, alerts, geofences, reports, commands
- Dispatch, route planning, driver and mobile apps
- Fleet management and heavy transport
- Voice call alerts API (IVR gateway)

WASL integration

Built-in connection to the Transport General Authority's WASL platform: company and vehicle registration and live location reporting.

Hosted in the Kingdom

Rasd Fleet runs on Oracle Cloud, Riyadh region, with 365-day data retention.

Security

HTTPS only, two-factor login, role permissions, rate limits and hashed API keys.



Supported hardware brands include Teltonika, Ruptela, Jimi IoT, Concox, Queclink, Meitrack, Howen and Streamax.

INDUSTRIES

Built for the way your sector works

The same platform adapts to very different operations. A few of the sectors we serve:



Construction & heavy equipment

Equipment hours, site geofences, theft alerts, operator ID.



Energy, utilities & generators

Generator run hours and fuel, field crews, cable-drum and transformer moves.



Cold chain & pharma

Temperature and door logs with alerts and audit-ready reports.



Logistics & distribution

Dispatch, route optimization, proof of delivery and customer ETAs.



Security & anti-theft

Immobiliser, tamper and towing alerts, hidden asset trackers.

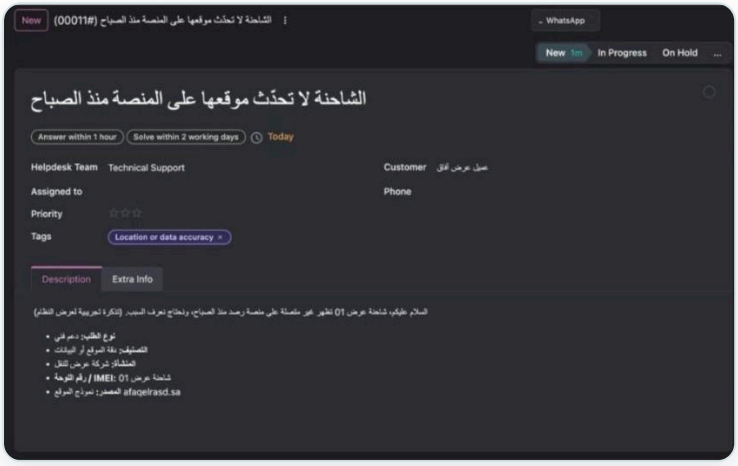


Assets & trailers

Battery trackers for trailers, containers, tools and indoor assets.

SUPPORT

Support you can measure



A ticket opened from the website reaches the helpdesk instantly, with response and resolution targets.

- Tickets from the website, WhatsApp, phone and e-mail
- Answer within 1 hour, solve within 2 working days
- On-site installation and maintenance teams
- User training and monthly follow-up

Let's talk about your fleet

We would be glad to arrange a live demo of Rasd Fleet and the Multi-AI suite for the ElSewedy Engineering team, and to propose a pilot on a selected group of vehicles or equipment.

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