

TELETRAC NAVMAN



2016 Buyer's Guide:

# GPS Tracking Software

Choosing the right fleet management solution for your business





## Welcome to Teletrac Navman's 2016 Buyer's Guide

This guide is meant to help you navigate the world of fleet management technology. There are many options out there for fleets of all shapes and sizes. We want to give you the information you need to make the best choice for you and your business.



Sid Nair  
Senior Director,  
Transport & Compliance

As a Director of Product for the Teletrac Navman team, I have seen incredible growth in the impact of fleet technologies. The demand for data solutions in our space has increased exponentially.

At Teletrac Navman, we've met that need through the research and development of efficient solutions that provide value to our customers.

We have introduced our DIRECTOR platform to address cross-market problems, such as the need for deeper and more accurate data and increased mobility based on growing demand.

The return on investment in fleet tracking technology has become so intuitive that the industry conversation has shifted from fleet companies asking, "How does the technology work?" to the question, "Which partner should I choose?"

*"Advanced fleet technology has connected companies to data in ways that bring true insight into behaviors and trends. Businesses can now rely on driver and vehicle data to make decisions that impact the pulse of their company."*

Market penetration for fleet technology continues at a high rate; enterprise fleet adoption has influenced smaller fleets to increase their technology use to stay competitive.

Similar to other industries, the fleet space is rapidly evolving—with market pressure to make data increasingly accessible, portable and connected to deeper intelligent outputs for business decision-making.

Advanced fleet technology has connected companies to data in ways that bring true insight into behaviors and trends. Businesses can now rely on driver and vehicle data to make decisions that impact the pulse of their company.

We see our company as a data platform for all vehicles and fleets; further, we understand our role in helping companies automate their decisions to leverage their data at the speed of business.

Two factors drive our company: aggregating industry data into actionable outcomes and helping customers who have trusted us with their business to win in a competitive marketplace.

There are a number of GPS and fleet tracking providers on the market that seem to have similar selling points: a return on investment for your business. Yet, as you investigate these companies, the landscape is condensing to fewer integrated solutions that offer comprehensive fleet management technologies.

Managers often wonder how to decide if a particular solution is the best fit for their business. I understand the difficulty in defining best-fit technology partners and the benefit that takes place when the right choice is made. I hope this guide provides genuine assistance in your decision-making process.



## Why GPS Tracking?

Knowledge is power. And nothing provides as much value to managers than real-time visibility of their fleet, in addition to saving time and money with the right GPS tracking provider. There are software companies in the space that will offer you basic vehicle tracking and limited fleet reports. But only a few can grow with your business and offer added value. Whether your company faces time management issues, problems saving fuel, or constant safety violations, the provider you choose should address these areas of concern. Selecting a provider whose features are customizable to your business needs can increase your fleet's productivity and completely renovate the structure and day-to-day operations of your company.

## What can GPS Tracking do for your company?

### Improve Productivity

GPS tracking solutions substantially increase company productivity. Businesses have incredible capabilities to optimize driver output while virtually eliminating idle time through a variety of actionable data. In addition, the ability to streamline driver and dispatch interaction improves communication for any business. In turn, this useful tool helps decrease the time employees spend between jobs, maximizing their work day and increasing bottom lines.

### Mobile Management

Advancements in fleet tracking technology has provided companies the ability to be virtually anywhere and manage their business. GPS fleet tracking software empowers fleets to stay competitive and make faster and smarter business decisions.

### Gain Insight into Vehicle and Driver Behavior

Business models that rely on time-saving operational and maintenance costs save money, period. But often companies find themselves ignoring actionable vehicle data that can lead to better visibility and control of their fleets. But how to collect and manage that information?

GPS tracking solutions integrate GPS data and vehicle diagnostics, providing an in-depth look into fleet performance via an easy-to-use software platform. This vantage point leads to decisions that can reduce fuel consumption, enhance customer satisfaction, improve safety and stretch company dollars.

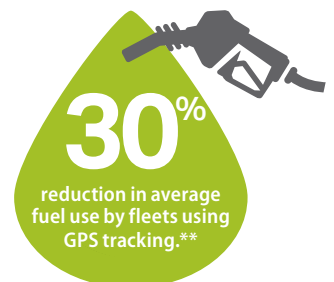
### Increase Safety and Compliance

Fleet managers have the ability to examine their fleet's safety behavior (such as harsh braking and speeding) through userfriendly and data-rich dashboards. Managers can easily pinpoint problem

areas and take corrective actions to minimize safety risks and vehicle depreciation. With instant safety event replay features, managers can reduce unsafe driving patterns through driver coaching. Other useful benefits to consider include federally-compliant applications and driver features that comply with the Department of Transportation and Federal Motor Carrier Safety Information to help your fleet stay up-to-date and minimize risk.

### Increase Your Bottom Line

GPS tracking solutions are proven to dramatically decrease operational and maintenance costs. Insight into vehicle visibility, 24/7, decreased fuel waste, improved safety, round-the-clock compliance, filtered key data, increased security, save on maintenance, on-point job management, anytime mobile alerts, reduced liability, less driver turnover, on-time service, every time your fleet's analytics leads to a variety of productivity incentives, such as lower fleet emissions, decreased fuel consumption and vehicle use and improved driver/technician response times. Smart fleet management depends on customized data. This optimized information feeds smarter decision making, better management and increased fleet efficiency.



\*SOURCE: 2013-14 Edition, Driscoll Report. \*\*2013 Teletrac Customer Survey.



## Turning GPS Data into Profitable Information

GPS tracking companies may provide a good amount of data to their customers, but only the right provider helps filter the information you need most. And in order for location information to transform into valuable data for your fleet, it undergoes a streamlined process:



### Data Collection

Locational data is tracked in three primary ways: global positioning systems (GPS), vehicle diagnostic plug-ins and driver input data. For GPS data, information is bounced between satellites, computers and receivers that determine latitude and longitude locations on earth, which is why partnering with a provider who offers the latest in GPS technology is integral. GPS inputs enable transmitters to collect data points from this technology, including engine time and geo-fencing status. Vehicle diagnostic information, such as engine and idle time, serves as an in-cab virtual mechanic, providing insight into the vehicle. Driver information, such as hours of service and electronic logbook information, is updated directly from the in-cab.



### Data Transfer

GPS fleet tracking providers transmit locational data either over a cellular data network, wireless Internet connection or a direct satellite up-link. Only a few providers, for example, can transfer data through the Iridium® satellite network, as well as a cellular network.



### Data Optimization

Geographical coordinates are instantly converted into usable and accessible location data, such as familiar street names and intersections, by the software provider. Once data is collected, it can be matched to fleet subsets, such as individual drivers and customized sub-fleet groups. This helps fleet managers quickly locate their vehicles in real-time, anytime.



### Profitable Information for your Business

Optimized data is presented through the usability, user-friendliness and intuition of its software. With identical-looking software and products on the market, deciding on a provider that offers the most data in the most serviceable product is key. Finding the software provider that translates raw data into the most relevant, profitable and rewarding information for your company makes all the difference.



## Core Features

When deciding on a GPS tracking solution for your company, understanding the needs of your fleet is crucial—whether it's for a handful of vehicles or an arsenal of heavy-duty trucks. Professional businesses, much like yours, can benefit from a versatile platform that offers round-the-clock, real-time vehicle visibility, but what about features such as driver safety analytics, custom fleet reporting and odometer readings, in addition to world-class customer support for your team? That's important, too. Here are the main considerations to keep in mind when deciding on the best solution for your fleet:

### A Customizable GPS Tracking Solution

GPS is integral to know where your vehicles are—and where they need to be—at any given time. GPS software platforms should offer your business a highly customizable tracking system that empowers fleet managers to zoom in and out of fleet locations on demand, while simultaneously using various map views and data segmentations to stay connected, 24/7—all on an easy-to-use and powerful interface.

### Accurate Vehicle And Driver Behavior

Actionable data, commonly referred to as drill-down analytics, gives users a magnified look into fleet activity by allowing them to select time frames and metrics to generate custom vehicle statistics about their fleet's activity. With vehicle analytics data, users can see both GPS and key performance data together for a time stamp of when, where and which inefficiencies occur within a fleet. This type of deep data offers more than just typical GPS track and trace technology and can help steer focus towards the most crucial items.

### Anywhere, Anytime Mobile Access

Mobility benefits have created a new consumer who expects faster and more accurate service—turning the mobile culture trend into an important yardstick for businesses in all industries.

To embrace the evolving state of fleet management, investing in a web-based GPS tracking platform is wise. These systems allow for quicker response times and the ability to tap into current vehicle and driver data.

### Advanced Exception and Geofence Alerts

Managers can't be everywhere their fleet is, but what if they could receive custom alerts based on specific vehicle activity? With an advanced GPS software solution, managers can know when their fleet is traveling after-hours or in unauthorized zones, violating boundaries or needs assistance. Alert messages are sent directly to a manager's email or mobile device, enabling them to stay in touch with their vehicles every mile of the way.

### Custom Geofences

With geofences—whether regular or polygon-based—dispatchers and drivers stay oriented by using personal points of reference to facilitate business demands. GPS tracking solutions should empower managers to create custom polygon geo-fences anywhere on the map for targeted vehicle visibility, 24 hours a day.

### Interactive Vehicle Displays

Advanced GPS software platforms should be equipped with the latest technology and devices. Some GPS providers will offer in-vehicle devices for your drivers. But only a few provide intuitive tablets with crystal clear graphics for easier visibility, turn-by-turn navigation and safety capabilities. These portable options let drivers and dispatch stay connected and can support additional applications, including compliance solutions such as electronic logbooks for Hours-of-Service and driver vehicle inspection reports.



## **Actionable On-Demand and Automated Reports**

The ability to choose from a wide range of report options and schedule them for email delivery is a key asset. The most advanced GPS fleet tracking providers should offer a business intelligence platform with highly functional, customizable report options specific to the recipient of each report. Managers should be able to generate a variety of multiple-purpose reports on demand or automate them on a daily, weekly or monthly basis.

## **Customizable Reporting Capabilities**

Advanced GPS tracking solutions should provide report options that can be chosen from a variety of vehicle and safety metrics. Fully-customizable reports are user-defined and quickly built by using easy drag-and-drop functionality. These metrics may include fleet idle time, fuel consumption, travel distance, routing detail and service mileage, among others. Fleet managers should be able to easily view these useful reports on color-coded dashboards and add additional filters with visual formatting.

## **Dedicated Customer Service**

Without dependable support, businesses suffer. An excellent customer service team makes a difference. The GPS tracking solution you choose should provide superior customer service through unlimited support in product training, stolen vehicle retrieval help, software updates and more. Managers' frustrations and concerns should be resolved in a timely and efficient manner, allowing fleets to stay updated and in peak performance year-round.



## How to Explain GPS Tracking to Your Company

We hear it all the time in the GPS tracking industry: Big Brother, micromanagement, increased supervision, unnecessary oversight. Presenting a GPS solution to your company can become an interesting sell due to these concerns. Helping your company understand and implement fleet tracking will exponentially increase productivity and growth. Cutting fuel costs and unauthorized vehicle use while increasing fuel economy and safety compliance is a win-win fleet management solution.

### Survey Says...

In a 2013-14 C.J. Driscoll & Associates survey, new data showed an increase in cost-savings benefits which include reduced fuel consumption and idle time, savings on maintenance and repairs for the vehicles, and route optimization for companies that had used a GPS tracking system. In addition, the survey said that more than one-third (37%) of the participants surveyed cited monitoring driver performance and safety as a top benefit. One participant claimed that they "cut fleet size by 26%, saving \$3 million a year." Those numbers are impressive. Similar surveys by Teletrac Navman show major dollars that could be saved in the correct selection and implementation of tracking solutions. These solutions have the ability to save fleet owners time and money while increasing productivity, output, safety and compliance.

### Calculate Your Return on Investment (ROI)

Discovering how your company can surpass competitive benchmarks is important to a growing business. Foreseeing how a fleet management solution can amplify your company's productivity will aid the decision-making process: Use an ROI calculator to find how GPS tracking solutions can improve your bottom line. Most importantly, the metrics that the fleet management solution can address should help propel your company's corporate objectives.

### Anticipate Questions

Whether or not you're the decision-maker, everyone loves a confident sell. Make sure to thoroughly research fleet tracking solutions before you present the top picks to your team. Some topics to address can include:

- What is the solution's return on investment (ROI)?
- Will additional personnel or resources be needed to implement the system?
- What resources will be required of management?
- What are the solution's contractual terms?
- What is the solution's implementation timeline?
- Does the solution integrate with current systems and multiple types of hardware?

The most reputable GPS tracking providers can provide specific information to help answer these questions.

### Take the Solution for a Spin

Piloting a GPS tracking solution may not offer the same excitement as test driving the latest sports car, but it should. A sample test run via a great demo provides similar benefits: access to multi-purpose features and tools designed for optimal fleet performance. It can address concerns that you or your company may have about the solution, as well as showcase how the product can best cater to your needs.

For larger organizations, you can implement the system on a few vehicles for a few months to discover its many advantages and how it can help your workforce in the long term. Slowly familiarizing your team with a fleet management platform adds confidence when deciding on its usefulness. This way, it's easy to measure the results without fully investing in the platform until you're ready.

### Bottom Line

All in all, you may want to note that a solution is as good as the problem it's attempting to fix. It's important to find a GPS tracking platform that speaks to your company's needs. For example, if your company is vulnerable to communication issues, make sure the solution that interests you has a user-friendly driver-dispatch messaging tool. Ultimately, knowing your company's weaknesses—as well as its strong suits—can help you select the best product and provider out there.

***"With GPS tracking, we cut fleet size 26%, saving \$3 million a year"***

Management & Budget Office, City of Dover, DE  
2013-14 C.J. Driscoll & Associates Survey





## How to Choose the Right Solution for Your Company

### Customer

#### Does the company have the following?

- ☐ At least seven years of experience in the field.
- ☐ No less than 50,000 tracking units currently in use.
- ☐ A SaaS pricing model.

### Technology

#### Is the system capable of the following?

- ☐ Can never be turned off, preventing tampering and signal issues.
- ☐ Monitors idling time, saving companies money on fuel costs.
- ☐ Provides stolen vehicle tracking and real-time safety data.
- ☐ Sends alerts and customized reports directly to fleet managers.

### Features

#### Anytime, anywhere mobile access?

- ☐ Real-time event-based GPS vehicle tracking and monitoring.
- ☐ GPS location and event data transmitted immediately upon generation.
- ☐ A device that finds the nearest vehicle to a landmark, address, or vehicle.
- ☐ The ability to show the history and location information for any fleet vehicle during a 24-hour playback.
- ☐ Geo-fence capabilities which allow for the delineation of a virtual boundary around a geographic area.
- ☐ GPS location and event data that is updated every ten minutes.
- ☐ Automated e-mail alerts for unauthorized vehicle use, speeding and excess idling.
- ☐ User-specific feature security.

### Mapping

#### Does the device have these abilities?

- ☐ The ability to view the current location of all vehicles on a map-like display.
- ☐ The ability to view maps in several formats, including 2D, 3D and satellite imagery.
- ☐ The ability to view multiple maps at one time using tiled windows. Tiling provides the ability to view subfleets in different geographical areas simultaneously, which increases overall efficiency.

### Reporting

#### Can the device produce the following reports?

- ☐ A driver safety event report for incidents such as harsh stopping or hard braking.
- ☐ A performance report that provides information used to evaluate driving trends and problems areas and statistics on actual engine run time, distance traveled, gas usage and odometer readings.
- ☐ A report that lists all exception condition violations by fleet, subgroup or individual vehicle.
- ☐ A report that lists all landmarks that have been available in the system.
- ☐ A report that compiles information about deliveries or job information to locations for a specified time period and includes scheduled and unscheduled stops.
- ☐ A report listing all violations of established exception condition parameters, including vehicle name, exception condition name, time and location.
- ☐ Self-service custom reports.





## *How to Choose the Right Solution for Your Company cont'd*

### **Fleet & Safety Analytics**

#### **Does the device have these abilities?**

- ☐ The ability to calculate the vehicles with the lowest MPG fuel efficiency within a 24-hour period.
- ☐ The ability to calculate average engine time (the total engine "on" time for all vehicles in the fleet divided by the number of vehicles in the fleet).
- ☐ The ability to calculate idle time, average travel time, average miles driven and usage for all fleet vehicles.
- ☐ The ability to record and replay dangerous driving events, such as speeding, harsh braking, fast cornering and running stop signs.
- ☐ The technology to rank the safest drivers in a fleet, from highest to lowest.

### **Support**

#### **Does the company provide the following?**

- ☐ A dedicated support representative with a direct-access phone number.
- ☐ Unlimited telephone and web-based customer support.
- ☐ The system and all associated equipment is warranted by the bidder and manufacturer to be free of defects in equipment, software and workmanship for the contract period.

### **Compliance**

#### **Does the company provide the following?**

- ☐ The ability to meet Hours of Service regulations through electronic logbooks (E-logs).
- ☐ A solution to electronically file Driver Vehicle Inspection Reports.



**A.N. Webber**

Editors note: Teletrac Inc. and Navman Wireless are now merged as a global telematics powerhouse. This content was created prior to the unification of both brands.

## Case Study: how a business relies on GPS beyond track and trace

The following customer case study shows how Illinois-based A.N. Webber, a transportation, logistics and warehousing company uses GPS tracking software for more than location tracking to optimize their workforce. This study provides insight into the best solution platform and how that system was customized to fit everyday business demands:

For Illinois-based A.N. Webber, a transportation, logistics and warehousing firm, the decision to invest in a GPS tracking solution was intuitive.

The company was an early adopter of GPS fleet tracking for over a decade when the technology's sole purpose was vehicle tracking. In order to keep a competitive edge in the logistics and transportation industry, A.N. Webber looked to move beyond location tracking to a system with more advanced operational data such as fuel costs and idle time

The company's original satellite solution wasn't doing the job. Rob Koch, Vice President of Operations, A.N. Webber, said he searched for a GPS fleet tracking provider that was sophisticated enough to scale to the needs of his industry. "[Our company] wanted more operational data, which meant a product that could tie in to the tractor's electronic control module (ECM)," Koch said. "When fuel

costs started spiking, it was very important for us to be able to track idle time and miles per gallon, but the company we were with just wasn't growing and developing the technology to provide that tracking."

As fuel costs rose and the Federal Motor Carrier Safety Administration revised HOS regulations, the company looked to a provider that could change with the climate of the industry.

"Teletrac...gave us everything we were looking for, along with more features we have since grown into," Koch says. "We wanted to start simple, to just locate drivers and track performance of the equipment. Since then we've built on those basic features and developed into electronic logging, on-board communication, and other functions," he said.

Since implementing the Teletrac Fleet Director platform, there has been "better communication" within the fleet and "better tracking and planning by knowing driver location and available hours," said Rob Koch, VP of Operations at A.N. Webber.

"We use messaging for all driver communication, such as load information, directions and next load dispatch," Koch said. A.N. Webber's drivers use the helpful feature to update their load status and communicate all questions or issues, such as weather, road conditions and company memos to dispatch.

Through using Teletrac, the combination of company equipment—including dry vans, drop frame vans, containers, flatbeds, and tankers—and the services of warehousing and brokerage, A.N. Webber has the capability to provide total logistics services to its vast customer base.

By using Teletrac GPS tracking software, A.N. Webber's fleet managers now have the ability to see the last location of any vehicle, available hours as well as find its current location.

***"We can give customers better tracking information and updated load information instantly"***

**-Rob Koch**  
Vice President, Operations, A.N. Webber

"We can give customers better tracking information and updated load information instantly," Koch said. "A lot of our customers also require regular hourly updates, so we can provide that information much more easily...because the system is Web-based."

Dispatchers also are able to locate the vehicle closest to a specific location and display the route history of a single truck or the entire fleet. Teletrac even provides automated alerts which are sent any time a vehicle enters or exits a terminal area to further keep fleet managers informed.

Teletrac's HOS system helps A.N. Webber monitor compliance data and keeps the company's logs error-free. Koch noted, "We had issues with the paper logs, and 90 percent of our violations were because the logbooks were not current. The solution has eliminated all of our violations because the HOS logs are instantly and automatically updated."

Most significantly, the company recently implemented a driver incentive program that has improved their fuel economy by eliminating idle time by 15-20%. Teletrac tracks the total fuel use and idle time of each company vehicle and uses the data to reward drivers on meeting the company's green goals.

This range of actionable data has moved the company beyond location tracking to an advanced operation that reaps immediate business benefits.

TELETRAC NAVMAN



*To learn more, call 1.800.835.3872 or visit [teletracnavman.com](http://teletracnavman.com)*

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