



# The 2015 Must-Know GPS Tracking Guide



Find Out How GPS Software Can Make Your Fleet More Competitive.

# Contents

Why GPS Tracking?.....	3
What Can GPS Tracking Do for Your Company?.....	3
Turning GPS Data into Profitable Information .....	4
Core Features .....	5-6
30 Benefits of Using a GPS Tracking Solution .....	7
How to Choose the Right Solution for Your Company.....	8
Customer Spotlight: How Town & Country Sanitation Reduces Money On Overtime .....	9

# 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.

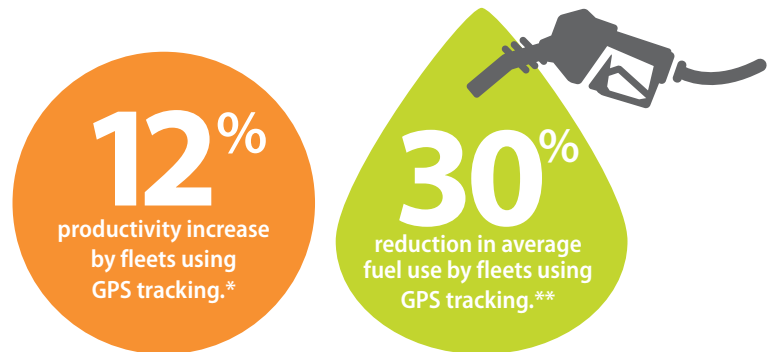
### Increase Safety and Compliance

Fleet managers have the ability to examine their fleet's safety behavior (such as harsh braking and speeding) through

user-friendly 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 you 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. 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 Safety Data

Actionable data, commonly referred to as drill-down analytics, gives you a magnified look into fleet activity. With vehicle analytics data, 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

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 Geo-Fence 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 Landmarks and Geo-Fencing

With Landmarks 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 and landmarks 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 Android™-based tablets with crystal clear graphics for easier visibility, turn-by-turn voice-guided 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

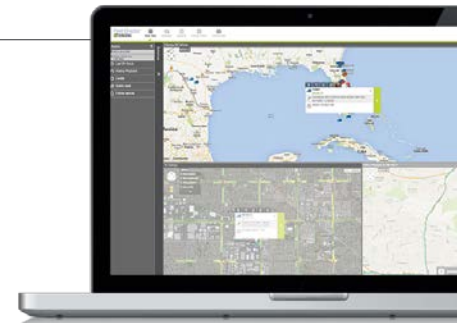
The ability to choose from a wide range of report options and schedule them for email delivery is a key asset. The most advanced GPS fleet tracking providers should offer a business intelligence platform with highly functional, customizable report options specific to the recipient of each report. Managers 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.



## Additional Features



### **Comprehensive Compliance Solutions**

Electronic Driver Logs (E-Logs) for Hours-of-Service (HOS) reporting and Driver Vehicle Inspection Reports (DVIR) are mandated by the Department of Transportation and Federal Motor Carrier Safety Administration. Using a GPS software platform that offers compliance solutions are essential for managers of enterprise-level fleets. Fleet managers can stay compliant and improve safety by investing in a fleet management solution that provides fast, electronic ways to meet these mandates.



### **Vehicle Systems Data and Diagnostics**

Deep integration into a vehicle's original equipment manufacturer system should provide extensive fleet statistics and fault codes. J-Bus connectivity in conjunction with an advanced GPS tracking system should help managers easily measure engine performance and fuel consumption, in addition to monitoring catastrophic events.



### **Safety Analytics**

Safety software monitors unsafe driver behavior, such as harsh braking, stop sign violations and speeding. A safety score is assigned by ranking the best and worst safety performances in the fleet. The score helps managers gauge how drivers are performing at all times.

# 30 Benefits of Using a GPS Tracking Solution

Create your own checklist by finding all that apply. At any point, schedule a demo of GPS tracking software to see how it can help fill in your list—this activity can help automate valuable tasks for your business.

- |   |   |
|---|---|
| <input type="checkbox"/> Measure and slash idle time.   | <input type="checkbox"/> Send routes to drivers directly.   |
| <input type="checkbox"/> Manage expectations for time spent at customer sites.                          | <input type="checkbox"/> Increase productivity by assigning job site information to closest vehicles. |
| <input type="checkbox"/> Track off-hour vehicle behavior.   | <input type="checkbox"/> Implement geo-fence parameters.  |
| <input type="checkbox"/> Measure and eliminate overtime.  | <input type="checkbox"/> Increase safety through analytics software.                                  |
| <input type="checkbox"/> Reduce speeding.   | <input type="checkbox"/> Use landmarks to keep fleets oriented.                                       |
| <input type="checkbox"/> Implement a fast response plan for stolen vehicles.                            | <input type="checkbox"/> Organize drivers through watchlists.   |
| <input type="checkbox"/> Implement a safety training program.   | <input type="checkbox"/> Track trailers and other mobile assets.                                      |
| <input type="checkbox"/> Implement a driver bonus program.  | <input type="checkbox"/> Monitor fleet data with customized reports.                                  |
| <input type="checkbox"/> Promote a green fleet.   | <input type="checkbox"/> Reduce fuel consumption.   |
| <input type="checkbox"/> Compare actual timecards with GPS timecards or eliminate timecards altogether. | <input type="checkbox"/> Protect businesses from theft and fraud.                                     |
| <input type="checkbox"/> Track lunches and breaks.  | <input type="checkbox"/> Measure vehicle efficiency with MPG calculations.                            |
| <input type="checkbox"/> Schedule and track service mileage.  | <input type="checkbox"/> Eliminate out-of-route mileage.  |
| <input type="checkbox"/> Implement planned vs. actual scheduling.                                       | <input type="checkbox"/> Increase location response time.   |
| <input type="checkbox"/> Use positive reinforcement to motivate drivers.                                | <input type="checkbox"/> Manage and track all completed and outstanding jobs.                         |
| <input type="checkbox"/> Implement real-time vehicle routing.   | <input type="checkbox"/> Improve customer delivery time.  |

## GPS TRACKING STATS

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



# How to Choose the Right Solution for Your Company

CUSTOMER
<b>Does the company have the following?</b>
<input type="checkbox"/> At least seven years of experience in the field.
<input type="checkbox"/> No less than 50,000 tracking units currently in use.
<input type="checkbox"/> A SaaS pricing model.

TECHNOLOGY
<b>Is the system capable of the following?</b>
<input type="checkbox"/> Can never be turned off, preventing tampering and signal issues.
<input type="checkbox"/> Monitors idling time, saving companies money on fuel costs.
<input type="checkbox"/> Provides stolen vehicle tracking and real-time safety data.
<input type="checkbox"/> Sends alerts and customized reports directly to fleet managers.

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

MAPPING
<b>Does the device have these abilities?</b>
<input type="checkbox"/> The ability to view the current location of all vehicles on a map-like display.
<input type="checkbox"/> The ability to view maps in several formats, including 2D, 3D and satellite imagery.
<input type="checkbox"/> 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.

COMPLIANCE
<b>Does the company provide the following?</b>
<input type="checkbox"/> The ability to meet Hours of Service regulations through electronic logbooks (E-logs).
<input type="checkbox"/> A solution to electronically file Driver Vehicle Inspection Reports.

REPORTING
<b>Can the device produce the following reports?</b>
<input type="checkbox"/> A driver safety event report for incidents such as harsh stopping or hard braking.
<input type="checkbox"/> 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.
<input type="checkbox"/> A report that lists all exception condition violations by fleet, subgroup or individual vehicle.
<input type="checkbox"/> A report that lists all landmarks that have been available in the system.
<input type="checkbox"/> A report that compiles information about deliveries or job information to locations for a specified time period and includes scheduled and unscheduled stops.
<input type="checkbox"/> A report listing all violations of established exception condition parameters, including vehicle name, exception condition name, time and location.
<input type="checkbox"/> Self-service custom reports.

FLEET & SAFETY ANALYTICS
<b>Does the device have these abilities?</b>
<input type="checkbox"/> The ability to calculate the vehicles with the lowest MPG fuel efficiency within a 24-hour period.
<input type="checkbox"/> 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).
<input type="checkbox"/> The ability to calculate idle time, average travel time, average miles driven and usage for all fleet vehicles.
<input type="checkbox"/> The ability to record and replay dangerous driving events, such as speeding, harsh braking, fast cornering and running stop signs.
<input type="checkbox"/> The technology to rank the safest drivers in a fleet, from highest to lowest.

SUPPORT
<b>Does the company provide the following?</b>
<input type="checkbox"/> A dedicated support representative with a direct-access phone number.
<input type="checkbox"/> Unlimited telephone and web-based customer support.
<input type="checkbox"/> 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.



# Customer Spotlight

The following is a case study detailing the results of a company that utilizes a GPS tracking solution to improve their business needs. This study will provide insight into the right solution platform and how to customize that system to your company's needs.

## How Town & Country Sanitation Reduces Money On Overtime



Even the most veteran of fleet managers may not realize how much fuel their vehicles waste by simply idling.

Since 1991, Town & Country Sanitation Inc. has been serving parts of Wisconsin and has gained a reputation as one of the fastest growing and most environmentally protective waste management and recycling companies in the region.

In an effort to further that standing, Town & Country partnered with Teletrac to identify ways to better manage their trucks.

To start out, Town & Country had Teletrac install their Fleet Director platform on 30 of the company's 70 trucks.

"The day after the installs were finished, we looked at Teletrac's reporting feature and found our trucks had 129 hours of idling," said Dustin Enke, co-owner of Town & Country.

Idling engines can cause a huge headache for fleet companies. In fact, an idling vehicle can consume one to 1.5 gallons of fuel per hour. And according to the American Trucking Association, one hour of idling per day over the course of a year will result in the equivalent of 64,000 miles in engine wear when adding up all the contributing factors.

Enke didn't want to waste another moment or drop of fuel with such an easily correctable issue.

"We called an all-company meeting the next day and showed everyone what we were doing and what was going to happen if they didn't get on board," Enke said.

With the assistance of the Teletrac software, Enke said Town & Country Sanitation was able to quickly reduce engine idling among their drivers.

"Within two days of that meeting, idling has been slashed," Enke said. "And our drivers that were out on their runs until 4:30, 5:00-5:30 every day have been getting back at 3:00, 3:30."

The decreased fuel costs and drive time have resulted in a reduction of overtime and dramatically slashed idle time, making the entire operation at Town & Country Sanitation a much more profitable one.

*"The day after the installs were finished, we looked at Teletrac's reporting feature and found our trucks had 129 hours of idling."*

—Dustin Enke, Co-Owner, Town & Country Sanitation Inc.

 For more information, visit [www.teletrac.com](http://www.teletrac.com) or call 1.800.TELETRAC.