Teletrac
Navman

Mobilizing the Future of Fleets

2025 Equipment Management Edition

Equipment Management: Challenges, Priorities and the Role of Technology

Effective equipment management is crucial to operational success, yet operators continue to face significant obstacles across maintenance, utilization and cost control.

Our latest survey reveals widespread concern over operational efficiency, with most respondents identifying maintenance complexity, rising costs and asset visibility as ongoing challenges. In response to these pressures, many operators are actively prioritizing improvements, with technology investments designed to drive operational performance and reduce total cost of ownership.

Report Contents

Foreword

In today's complex operating environment, managing equipment efficiently is more than a day-to-day task, but a strategic priority. To better understand the current state of equipment management and the challenges facing operators, we conducted a survey of industry professionals with direct operational experience of managing equipment and assets.

The insights gathered shed light on the pressures businesses face in balancing maintenance, cost control, utilization and technology integration, with an overwhelming 93% of respondents citing challenges linked to operational efficiency, and maintenance management emerging as the most pressing concern.

Whether it's the high cost of repairs, difficulties in maintaining regular service schedules, or simply the challenge of locating equipment on-site, the impact on total cost of ownership is clear, so much so that almost all respondents indicate that these issues are directly affecting their ability to control costs.

Yet despite these pressures, the outlook is one of action, with 86% of operators actively prioritizing improvements in maintenance, utilization and expense control, and the majority already embracing technology to support these goals.

This report brings together the key trends, challenges and opportunities shaping equipment management today, with findings reflective of an industry which is focused on efficiency, guided by data and committed to evolving in response to operational demands.

I hope these findings provide valuable context for your own strategies and planning as the sector continues to move forward and embraces a more connected and data-driven approach to equipment management.

Alain Samaha

Alain Samaha

Chief Executive Officer
Teletrac Navman

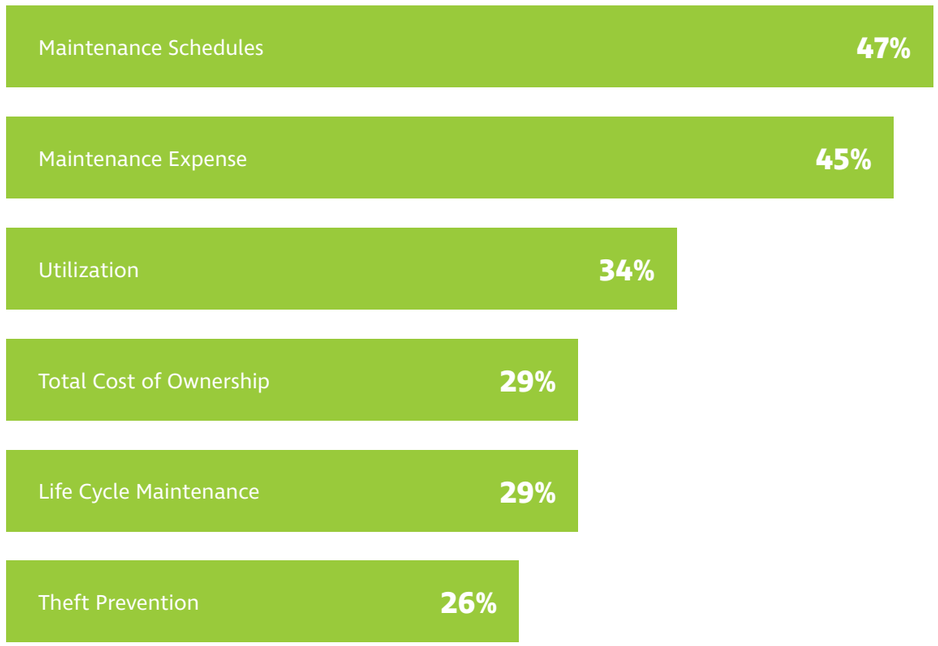
Maintenance Challenges and Rising Costs

For many equipment operators, maintenance is one of the most significant operational challenges, with maintenance scheduling at 47% and cost management at 45% topping the list. Driven by the high costs of maintaining heavy equipment and site accessibility issues, maintenance efficiency remains a key area of focus that operators are planning to invest in over the next 12 months.

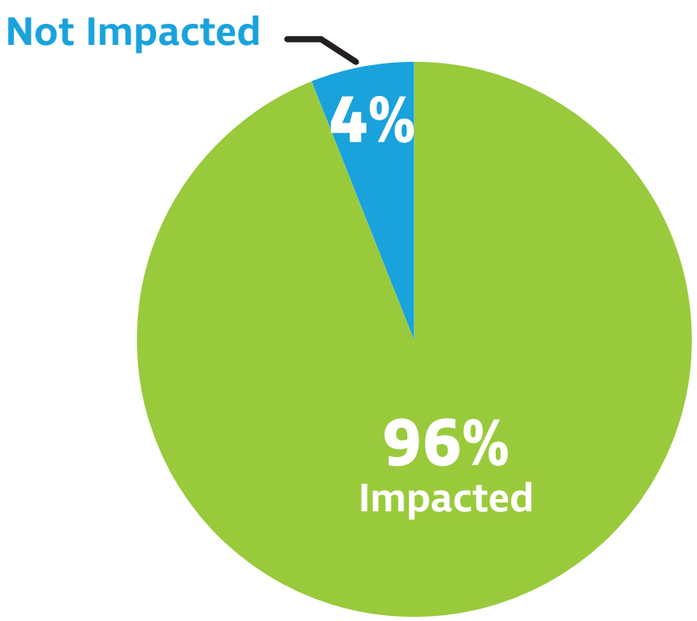
As the total cost of ownership (TCO) of equipment is a key metric for operators looking to optimize return on investment, these inefficiencies have a direct effect on financial performance. What's more, these cost pressures are heightened by practical difficulties in keeping up with routine servicing, as nearly half of all respondents reported struggling to adhere to scheduled maintenance programs.

This suggests that many operators are still working reactively rather than proactively, and in an industry where unplanned downtime can be both disruptive and expensive, any delay in maintenance increases the risk of breakdowns, lost productivity and further cost escalation.

The top challenges operators face in managing equipment and assets



The % of operators facing challenges that impact total cost of ownership



Locating assets is an operational challenge for 75% of respondents

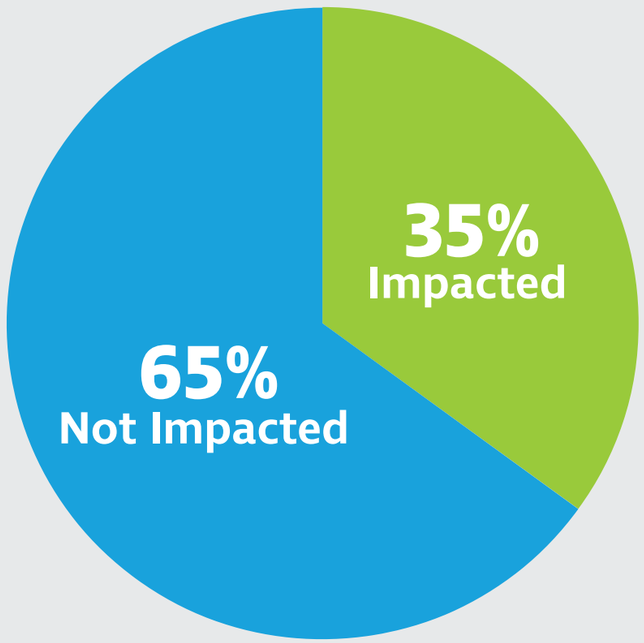
Asset Visibility and Operational Efficiency

35% of operators reported that, at any one time, more than 25% of their on-road assets are unavailable due to their location being unknown. One of the significant factors contributing to this is the ongoing difficulty in locating equipment quickly and accurately, a frustration which can only slow down projects and also interfere with maintenance scheduling.

While maintenance is often an urgent task, broader operational inefficiencies are creating systemic strain across the sector as 93% of equipment operators report challenges that directly relate to operational efficiency.

How the top challenges are impacting organizations

% of operators impacted* by unknown on-road asset locations



*impacted defined as >25% assets location unknown

71% of operators
use three or more technologies
to manage equipment today

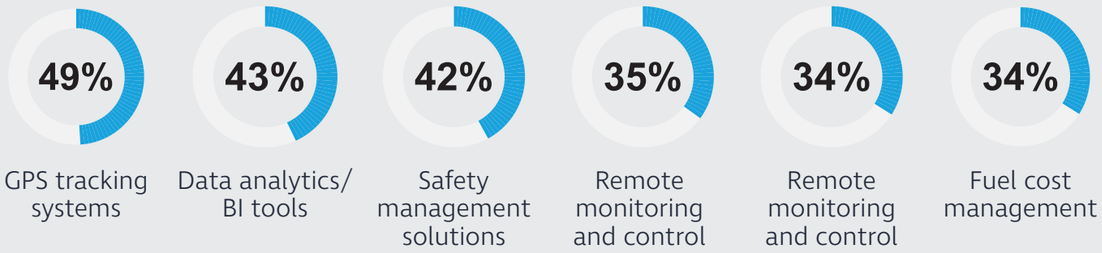
Investment in Technology and Tools

In response to these operational challenges, many equipment operators are turning to technology as a key enabler of improvement, and 99% of respondents have already deployed at least one technology to support their equipment management, with a substantial 71% investing in three or more.

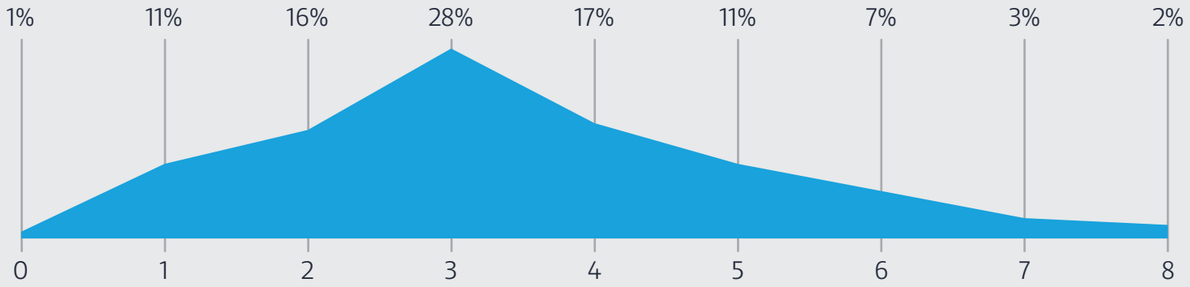
The findings also highlight that respondents are committed to continuing to improve operational efficiencies, with 88% investing in this over the next 12 months across key areas such as maintenance expenses (45%), scheduling (44%) and utilization (43%), which all lead to potential profitability gains.

Drilling down into the most widespread technologies used, GPS asset tracking comes out on top as being used by 49% of respondents, followed by data analytics platforms at 43% and safety management systems at 42% - each designed to help operators gain better control over equipment deployment, monitor usage patterns and ensure compliance with maintenance schedules.

The top technologies equipment operators have already deployed



The number of technologies being used to manage equipment



42% plan to invest in data analytics

and BI tools over the next five years

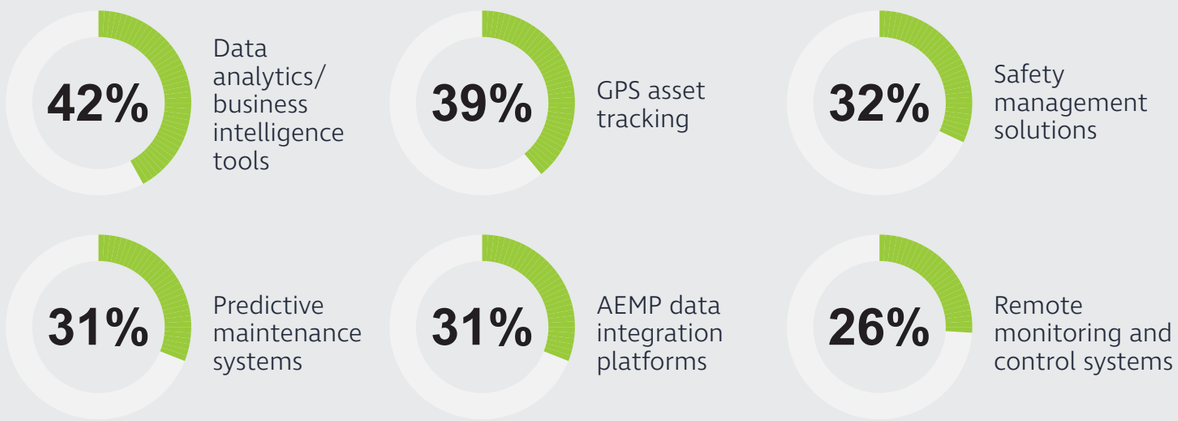
Future Priorities and Technology

Looking ahead, operators are clearly focused on technology-led improvements that promise long-term efficiency gains. In fact, over the next five years, data analytics and business intelligence tools are seen as a key investment area, with 42% of respondents planning to expand their capabilities in this space, shortly followed by GPS tracking at 39% as devices are essential to capturing critical data.

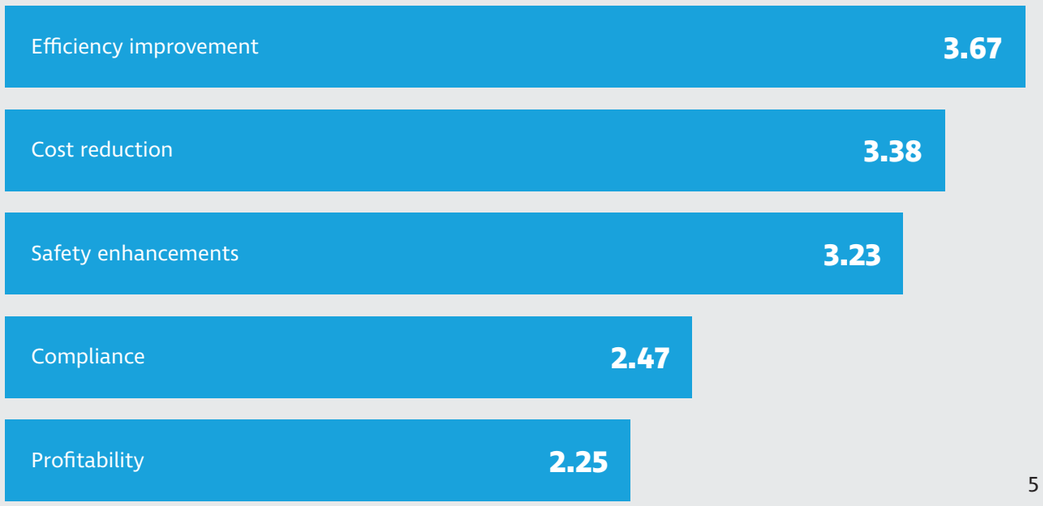
This is because while many businesses are collecting more equipment data than ever before, turning that information into actionable insight is still a major challenge, as respondents comment that current tools are overly complex, difficult to implement, or do not integrate effectively cross-functionally with maintenance, utilization and fuel tracking.

However, despite 80% of respondents rating their current equipment utilization as good or excellent, it remains a high-priority area for improvement, with 34% of respondents recognizing it as being critical to profitability and seeing efficiency as a focus for many seeking to lower operational costs per unit of output.

The technology investments operators are planning over the next 5 years



The top operational improvements influencing technology investments



Respondent Sentiment Analysis

The sentiment around equipment management reveals a sector facing practical, day-to-day pressures around cost, maintenance and asset visibility, but also one showing clear intent to improve through strategic investment and technology.

As part of our Mobilizing the Future of Fleets Survey: 2025 Equipment Management Edition, we invited respondents to provide open-ended comments to support the quantitative results. The analysis below summarizes key themes and perspectives emerging from that feedback:

1. Strong concern around cost and maintenance burden

- There is widespread concern around the rising costs of maintaining heavy equipment, particularly when servicing must take place on-site or in difficult-to-access areas.
- Many respondents highlighted the increasing complexity and expense of routine maintenance, driven by parts shortages, limited labor availability and time constraints.
- Poor planning visibility, caused by constantly moving assets, was also seen as a factor contributing to missed or delayed servicing.

2. Frustration with asset visibility and operational delays

- A recurring theme was the difficulty in quickly locating equipment across job sites, which operators say slows down maintenance, project planning and asset utilization.
- Operators acknowledged that this challenge makes it harder to adhere to maintenance plans and adds to overall operational disruption.

3. Optimism toward technology and desire for integration

- Most respondents recognized the value of technology in solving operational inefficiencies, but many highlighted a lack of cohesion between systems.
- Systems such as GPS, telematics and safety platforms are often not integrated, resulting in siloed data and limited actionable insight.
- While enthusiasm for digital tools was high, several noted a learning curve and change management issues when introducing new systems.

4. Tension between short and long term priorities

- Respondents noted a clear desire to improve operational efficiency, particularly in areas such as utilization and proactive maintenance, but acknowledged that short-term cost pressures often limit their ability to invest strategically.
- While many understand the long-term value of such technologies, immediate return on investment remains difficult to demonstrate, creating hesitation around spend and implementation.

Building Resilience Through Smarter Management

As operational pressures grow, equipment operators are shifting from reactive maintenance to long-term, strategic asset management, and while challenges such as technician shortages and rising parts costs persist, businesses are increasingly investing in preventative maintenance and data-led strategies to boost resilience and performance.

Preventative planning is a significant help, as it reduces unplanned downtime, extends equipment lifespan and lowers capital expenditure by addressing issues before they escalate. Plus, digital tools such as diagnostics, maintenance scheduling and real-time monitoring allow operators to track engine hours, usage and performance trends, which improves decision-making and keeps equipment running efficiently, even in hard-to-reach locations.

By integrating these tools into daily operations, operators are seeing measurable gains. For example, proactive maintenance contributes to ROI by lowering repair costs and minimizing the need for premature replacements, and GPS tracking enhances sustainability by monitoring fuel use, emissions and idle time - supporting both compliance and reduced environmental impact.

Overall, those who invest in upskilling teams and aligning maintenance with business goals are seeing long-term benefits, and Teletrac Navman are supporting this shift by delivering insights that help businesses move from reactive servicing to smarter, data-driven equipment management.

To explore this deeper, and to learn how operators can be better positioned to manage cost, efficiency and maintenance in one integrated approach, browse our resource library below.

How Effective Equipment Maintenance Planning Extends Lifecycles

How Preventative Equipment Maintenance Software Can Increase Equipment ROI

How Telematics Supports Sustainability of Construction Equipment

Hunter Garris

Hunter Garris
Director – Solutions Engineering
Teletrac Navman

Mobilizing
THE FUTURE OF FLEETS

Methodology

This industry report is based on a quantitative survey conducted among 736 equipment operator companies across the United States, United Kingdom, Australia and New Zealand.

The survey was managed and executed by Arlington Research, a specialist market research agency, with responses gathered via an online form between 16th – 22nd June 2025.

The questionnaire was designed to capture key insights into fleet management practices, technology adoption, operational challenges, and market trends.