2014 Buyer’s Guide: GPS Tracking Software
Choosing the Right Fleet Management Solution for Your Business

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Being a part of the Teletrac team for over 11 years, I have seen incredible growth in the impact of fleet technologies. The demand for data solutions in our space has increased exponentially.

At Teletrac, we’ve met that need through the research and development of efficient solutions that provide value to our customers. We have introduced our Fleet Director® platform to address cross-market problems based on the growing demand for integrated fleet data.

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?”

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.

We see our company as a data platform for all vehicles and fleets; further, we understand our role in helping managers 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 to stay ahead of the curve.

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

Tony Eales CEO, Teletrac®, Inc.
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?

**Increase Productivity**
GPS tracking solutions substantially increase company productivity. Businesses now 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.

**Increase Efficiency**
Business models that rely on time-saving operational and maintenance costs save money, period. But often companies find themselves ignoring daily 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 useful, user-friendly data-rich dashboards. Managers can easily pinpoint problem areas and take corrective actions to minimize safety risks, excess fuel waste and vehicle depreciation. With instant safety event replay features, managers can help reduce unsafe driving patterns and improve driver coaching. Other useful benefits to consider include federally-compliant applications and driver features 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. Personalized knowledge about 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. The latest in fleet technologies provide reporting based on targeted real-time data aggregated from multiple sources within a vehicle. This optimized information feeds smarter decision making, better management and increased fleet efficiency.
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 safety analytics, custom 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.

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—whether radial 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 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.

An Advanced Mobile Application for User Mobility
Managing vehicles when away from the office is tricky. GPS providers should offer easy-to-install applications that help managers stay connected while out at a customer site or in the field. All it takes is a simple download from a mobile device to have full-access to real-time vehicle locations, landmarks, data and more.

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.

Android™ is a trademark of Google Inc.
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 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 [by] 26%, saving $3 million a year.”

- Management & Budget Office, City of Dover, DE
2013-14 C.J. Driscoll & Associates Survey
Case Study: A Story About How A Business Uses GPS Tracking to Improve Their Fleet Management

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

Installing a comprehensive GPS system has essentially become a requirement to ensure a fleet is able to fire on all cylinders.

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

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.

The partnership began three years ago, and since then, Koch has found the service provided by Teletrac to go above and beyond what the company was accustomed to with a GPS tracking service. Two-Way Messaging has been a particularly useful tool for the company.

“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.

“Teletrac has improved communications within the company significantly. [The service is] convenient, useful and fast,” Koch said.

Beyond its home base in Illinois, A.N. Webber has offices in Tennessee, Texas, and South Carolina. All together, the company offers its services in 48 states along with Canada and Mexico.

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.

“We track our loads quite a bit. We even have several customers that require us to track our vehicles every two hours and provide them with updates,” Koch said. “Teletrac makes sure that these ‘hot and sensitive’ deliveries are on route and on time.”

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. 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.
# How to Choose the Right Solution for Your Company

## COMPANY

### Does the company have:
- At least 10 years of experience in the industry?
- No less than 50,000 tracking units currently in use?
- An award-winning, SaaS pricing model?
- An all-star customer service team, including individual support with a direct-access phone number?
- Unlimited telephone and web-based customer support, including premier service?
- Stolen vehicle retrieval help and a dedicated line available 24/7/365?

## FEATURES

### Does the solution offer:
- A comprehensive, easy-to-use user interface?
- Real-time, event-based GPS vehicle tracking and monitoring?
- GPS location and event data transmitted immediately upon generation?
- A multi-purpose, Android-based driver tablet?
- Clear turn-by-turn, voice-guided navigation?
- Historical report data available for at least three years?
- A system that finds the nearest vehicle to a landmark, address, or another vehicle?
- Insight into history and location information for any vehicle during a 24-hour playback?
- Geo-fence capabilities that allow a delineation of a virtual boundary around a geographic area?
- Automated email alerts for unauthorized vehicle use, speeding and excess idling?
- Hours-of-Service configuration with electronic driver logs?
- Vehicle maintenance schedule management?

## MAPPING

### Does the solution provide:
- Multi-mapping views and on-demand zoom-in capabilities for instant vehicle locates?
- Live traffic updates and road, highway visibility for improved routing?
- A variety of map views, such as bird’s-eye or panoramic for an optimal look into job sites and locations?
- Quick-access to the nearest vehicles to a targeted location, last 24-hour event playback and instant messaging?

## MESSAGING

### Does the solution:
- Offer a variety of inbound/outbound messaging options, such as canned, form-fill and free-text?
- Send at least ten two-way, pre-programmed messages to individual vehicles, sub-fleets or an entire fleet?
- Send two-way, free-text messages to individual vehicles, sub-fleets or an entire fleet?
- Send route updates, additional job information and other detailed information directly to a driver’s tablet?

## REPORTING

### Can the device produce:
- A safety event report for specific driving incidents, such as harsh braking or speeding?
- A performance report that includes information used to review driving trends and problems areas, as well as statistics on actual engine run time, distance traveled, gas usage and odometer readings?
- A vehicle diagnostic report that chronologically lists each item that fails?
- A report that lists all exception condition violations by fleet, sub-group 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?

## ANALYTICS

### Does the solution provide:
- Fleet safety reporting through individual unsafe driving events based on safety metrics?
- Instant safety event replay based on individual driver incidents, such as hard braking and stop sign violations?
- Data-rich dashboards showcasing fleet and individual vehicle performance?
- The ability to calculate average total engine idle time, including PTO?
- The ability to calculate idle time, average travel time, average miles driven and usage for all vehicles within a fleet?

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See exactly how a GPS solution can improve your business…

Get a free live demo of the industry’s leading fleet management tool, Fleet Director® Software!

Go to [www.teletrac.com/demo](http://www.teletrac.com/demo) or Call 1-800-TELETRAC.