

motive



Top 10 Things to Look For in a GPS Fleet Management Platform

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Introduction

GPS fleet management platforms are as numerous as the trucks in your fleet and not all are created equal. Here are 10 fundamental considerations for selecting a GPS platform that will help you decrease accidents and increase revenue through 2022 and beyond.

GPS platforms can lead your fleet to smarter route planning, streamlined operations, enhanced productivity, reduced fuel use and elevated safety. But the wrong platform can cause your fleet to veer off track. Your fleet demands an advanced and effective platform that features smart technology, superior functionality and strong support. But with options as endless as the roads traveled, identifying the best platform for your fleet can be a challenge. Here are 10 things to look for that will drive a decrease in accidents, raise productivity and push greater revenue.

01

Capabilities

The capabilities of GPS fleet management platforms range from must-haves to nice-to-haves to features with little benefit at all. The optimal way to determine whether available features make sense is to ask the following questions:

- ***Can it monitor your entire fleet?*** A system that tracks part of your fleet or loses connectivity as vehicles move down the road offers limited decision-making benefits. You require a robust fleet monitoring system that delivers insight into every driver, vehicle, and mile traveled.
- ***Is the information actionable?*** IT technicians define actionable information as useful data that drives decision making or solves a problem. Consider the data a GPS platform gathers and how you will use it. Most systems collect data on driver behavior, vehicle operation and location, route performance, fuel use, idle time and fleet safety. Make sure the platform you choose gathers data in real time to receive actionable intelligence for proactive decision making.
- ***Does it integrate with telematics systems?*** Gain maximum results by choosing a platform that integrates with all equipment manufacturers and third-party telematics platforms. A GPS system that integrates with telematics systems enhances the real-time connection between you and your vehicles and puts all data into an accessible, searchable database.

02 Compatibility with your business

Seek a GPS fleet management system that automates functions and gathers information in real time, houses data in a central location and organizes it in an easy-to-search platform. Reflect on how you will use the platform to arrive at a system that compliments your business.

Questions to ask when selecting a GPS system for your business

- What features will you use daily?
- What benefits do you seek from a GPS fleet management tool?
- How many users will use the platform?
- Do you require a mobile app?
- Do you desire SMS alerts?
- What reporting functions will you need?

03 Easy start-up

Assimilating modern technology into a fleet is no small feat. Complex installations and complicated software navigations create obstacles that block adoption. Select a platform that jumpstarts a move to fleet monitoring by asking:

- **Is the system easy to install?** Systems can be hard-wired, plug and play or portable. Each comes with its own benefits and installation challenges. Adopt an intuitive GPS platform that installs easily. Fleets with exceptionally complex data requirements may require a hard-wired system. If you must hard-wire the system, ask if anyone with basic wiring knowledge can install it. A system needing an auto electrician for installation takes assets out of use for hours or even days.
- **Is the system easy to pick up?** Select a platform with a clean, easy interface offering smooth navigation and customizable dashboards. Partner with a provider that delivers training to all end users.

04 Hardware considerations

GPS fleet management platforms must withstand shocks, high and low temperatures, be water-and wind-resistant, and offer mounting flexibility. Anything less and they will not work as intended.

Find the right hardware for you by asking the following questions:

- **Is this system durable?** Look for a weatherproof, shock-resistant ruggedized system that will hold up to the rigors of the road.
- **What does the warranty look like?** Seek a lifetime warranty that extends fast service when a device fails unexpectedly.
- **Does it provide mounting flexibility?** Make sure you can mount it multiple locations in tight cab quarters.

05 Centralized data

Integrating GPS fleet management systems with telematics devices, fuel cards and maintenance shops drives maximum value from your investment. To ensure you get a platform that centralizes data access, ask:

- **Can you access collected data from anywhere?** A platform that lets you collaborate from desk-based and mobile software apps keeps you connected to drivers, maintenance operations and assets in real time.
- **Does the system allow you to set permissions?** Control who accesses what data by setting permissions in the platform. This safeguards proprietary information and ensures only authorized users access the system to retrieve the data they need.
- **Is data easy to find?** Choose a GPS fleet management platform that's intuitive and offers features you can configure to your fleet. A clean, easy-to-use interface with smooth navigation and customizable dashboards is the best choice.
- **Is it easy to export data?** Platforms with configurable dashboards put critical metrics at your fingertips for download and review. Look for platforms with robust reporting capabilities and customizable reports.

06 Reliability and data accuracy

An integrated GPS fleet management platform lets you track and monitor vehicles in real time. Ask the following questions and look for features that deliver up-to-date information.

- **Does the system present instant location data?** A GPS fleet tracking device picks up a signal from at least four GPS satellites to pinpoint vehicle location. An enabled GPS device transmits data to a cloud server, or a web-based or mobile GPS dashboard for instant access.
- **What about battery life?** Consider how long batteries will last and how long it takes to recharge them. Batteries should last as long as your longest trip and recharge overnight.
- **What is the platform's refresh (ping) rate?** Consumer devices refresh every 10 seconds, but an industrial, best-in-class GPS platform should refresh in real time.
- **How accurate are the locations?** Seek a GPS solution that is accurate to at least six feet with a direct line of sight.
- **Is the data stored locally?** Data stored on a device is only accessible by plugging into the device, but data stored in the cloud is accessible by authorized users wherever they are.

07 Scalability

Whether you operate 10 or 10,000 mobile assets today, you need a solution that can grow with you and adapt to your specific needs.

Ask the right questions to ensure you invest in a scalable system.

- **Does the system offer automated workflows?** Defeat vehicle location guesswork, increase billing accuracy and enhance customer service with automated workflows. Some platforms let you establish geofences around routine delivery sites and receive automatic alerts when trucks arrive. With others you can set alerts that track fuel use, specific driving behaviors, service hours and engine diagnostics.
- **Does it slash time between insights and action?** Improve time management with automated tracking and monitoring. Act sooner and make smart decisions based on your data.
- **Does it reduce manual processes?** Look for systems that automate processes to cut out manual or rote tasks. Choosing a platform that tracks maintenance needs by asset – and automates maintenance work orders, driver payments and invoicing – will save time and money.

08 Analysis capabilities

With the right GPS platform, you can view real-time statistics and compare them to trends over time, set KPIs, and monitor your progress toward them. Ask the following questions about data analysis:

- **Does the system trace performance over time?** Reviewing historical performance will help you optimize fuel use, safety, routing, vehicle maintenance and more.
- **Can you perform a root cause analysis with the system?** A GPS system that collects data in real time lets you track the root causes of problems. Fleet monitoring can help you manage disputes or accidents involving employees by providing critical date, time and location data to prove or disprove a case. Or you can use it to monitor fuel use and driving behaviors to pinpoint habits that contribute to higher fuel use.
- **What reporting capabilities does the system have?** Know what you want to monitor, then verify the platform offers these reports. Maybe you want reports that show where a vehicle has been and for how long, as well as speed and distance traveled. Perhaps you need an idle time report that shows when a vehicle idled, for how long and where. Or maybe you want custom reports. Look for systems that offer canned and custom reporting options.

09 Strong ROI

While a GPS fleet management system costs money, in most cases your investment pays for itself quickly. Ask the following questions to determine ROI:

- **Does the investment help you bring in more business?** Great customer service helps a fleet grow. A tracking system that optimizes routes, reduces downtime, boosts safety and gives customers access to where loads are in real time will get noticed by customers and generate new business.
- **Will the system reduce costs?** Studies show that using a GPS fleet management system can **increase fuel economy up to 20%**. Tracking vehicle operation – such as vehicle diagnostics, fuel level indicators, engine temperatures and other data – reduces maintenance costs and downtime. Fleets can better plan preventative maintenance and bring in vehicles for service before issues lead to unplanned downtime. Monitoring unsafe driving behaviors can reduce accidents and litigation costs, while a safer driving record can lower insurance premiums by up to 30%. GPS platforms also deter theft. A new tractor-trailer runs **\$75,000 to \$180,000**; light-duty Class 2 and 3 trucks run **\$25,000 to \$45,000**; medium-duty Class 4 trucks run **\$35,000 to \$50,000**; and medium-duty Class 5 trucks run **\$45,000 to \$70,000**. Can your fleet afford this kind of loss in today's economy?

Deter Theft with GPS – Vehicle Replacement Costs

Class 2-3	Class 4	Class 5	Tractor-Trailer
\$25,000-\$45,000	\$35,000-\$50,000	\$45,000-\$70,000	\$75,000-\$180,000

- **Will it reduce the workload for your team?** A GPS fleet management system that automates processes and optimizes productivity will reduce workloads for everyone on your team.
- **Will it improve the customer experience?** A platform that alerts customers to the location of their loads in real time, delivers the closest truck to a service call, or has an impressive safety record will improve the customer experience.

10 Ability to evolve

Research how the fleet management platform you're considering evolves. Know how the GPS platform provider updates its system, how often updates occur, and how they ship new features to you by asking the following questions:

- Will the company provide new integrations?
- How will new features and updates be delivered?
- How does the company make sure its platform stays compliant with ever-changing regulations?
- How will the system move from 3G to 4G to 5G?

The answers to these questions will direct you to a GPS monitoring platform that grows with you and advances as technology evolves.

GPS fleet management systems can benefit your business – when you select the right platform for your fleet operations. Following this Top 10 guide will put you on a journey toward streamlined operations, better productivity and smarter decision making.

Unlock Potential



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About Motive

Motive builds technology to improve the safety, productivity, and profitability of businesses that power the physical economy. The Motive Automated Operations Platform combines IoT hardware with AI-powered applications to automate vehicle and equipment tracking, driver safety, compliance, maintenance, spend management, and more. Motive serves more than 120,000 businesses, across a wide range of industries including trucking and logistics, construction, oil and gas, food and beverages, field services, agriculture, passenger transit, and delivery. Visit gomotive.com to learn more.