2014 BUYER'S GUIDE

For GPS Vehicle Tracking Solutions

Fleetmatics

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WELCOME TO THE 2014 ANNUAL EDITION OF THE BUYER'S GUIDE FOR GPS VEHICLE TRACKING.

When we published our first edition of the Buyer's Guide at the beginning of 2007, we had no idea what a resounding success it would become. Seven years and thousands of readers later, we're still happy to deliver a guide that helps readers feel more comfortable making a purchasing decision.

As the demand for fleet tracking solutions grows, so has the complexity of choices. There are hundreds of regional providers. There are about 10 recognised leading players. There are firms who offer 'GPS capabilities' as an add-on to another software package instead of a core competency. Even mobile phone providers are offering GPS fleet tracking solutions.

And they make simliar promises and attempt to address the same pains - fuel costs, productivity, operating expenses, inflated payroll, tedious dispatching methods, safety, theft prevention, speeding, harsh driving, idling, and more. To make it tougher - many of the solutions appear to be very similar.

So how do you figure out if you're going to get your money's worth, and if you're making the right choice for your business? To help your decision, seek to understand how WELL these solutions actually deliver on solving your problems.

How easy is it to achieve these goals? How easily can you use the reports to identify excessive fuel purchases? How quickly can you find what you're looking for on the map? The true difference is no longer simply a list of features, rather it is how customer-focused a vendor is, how thoughtful they are in designing their product, and how much value they place on customer service.

When you choose a provider, you might have to live with your choice for a long time; after all, many vendors require term contracts. Even after that, the price of change is high—cancellation penalties, retraining your team, taking vehicles off the road again (just to name a few factors). Bottom line: spend the time and energy up front to make the right choice for the long term.

It's hard to ignore the economy or your business situation when making an investment like this. There are important questions to ask: Where else can you get the same or better return on your investment? How else will you create visibility and control over the metrics that drive your expenses and your productivity?

We hope this guide helps you with your search. Regardless of who you ultimately choose, we at Fleetmatics sincerely hope you find a solution and provider that fits your needs and drives the type of results we know are achievable.

Jonathan Durkee
VP of Product Management

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CAN I REALLY AFFORD THIS?

The good news is that if you can successfully navigate the maze of options, the rewards for your business are more than worth the time and investment.

If you aren't yet convinced, consider that study after study shows stunning timelines for achieving positive return on investment on GPS tracking and management solutions. In fact, the benefits afforded by visibility into mobile workforce activity are compelling even on their own.

A recent study done by Fleetmatics Group* analysed 5 years of telematics data tracking 20,000 commercial fleets and roughly 417,000 actively subscribed vehicles, to quantify what really happens to fleets who implement GPS tracking.

THIS STUDY SHOWED THAT, ON AVERAGE, OVER THE PERIOD OF TIME SINCE A FLEET INSTALLED TELEMATICS, IDLING MINUTES PER VEHICLE PER DAY WENT DOWN BY 12%. SO WHAT DOES THAT MEAN TO THE BOTTOM LINE?

- For every hour of idle time, the average vehicle burns 0.9 gallons of fuel (Source: Argone National Laboratory www. transportation.anl.gov/downloads/idling_worksheet.xls)

- On average, before installing the Fleetmatics solution, our customers find that they are seeing an average of 86 minutes of idling per day, per vehicle. That means more than a gallon of fuel is being burned per vehicle, per day.

- A gallon of gas may not sound like much, but when you multiply that by the number of vehicles in your fleet then add in the cost of vehicle depreciation, productivity, driver salary, insurance costs and wasted time spent idling, the cost to your business really starts adding up.

And you're still letting your team spend nearly an hour per day leaving their vehicles running!

IN THE FIRST 30 DAYS, WHERE ELSE SHOULD YOU LOOK FOR SAVINGS?

- **Increased productivity** - gaining an additional stop per vehicle, per day is not uncommon, according to the same Fleetmatics Group* study (cited above).

- **Reduced fuel bills** due to better visibility into fuel card use, improved routing, and decreased idling, speeding and aggressive driving.

- **Reduction** of off-hours vehicle use.

- **Increased payroll accuracy** by being able to see true start and end times for mobile workers who are in their vehicles.

"We can be in immediate contact with the Garmin feature. If we have to stop them mid-transit with any kind of product, we can. Being able to prevent drivers from making unnecessary trips saves us considerable mileage, gas, and time – and the faster we get them from one destination to next, the more time we have to focus on customer service."

Janet Paull
General Manager at Quality Truck Service

"I was surprised at how reasonable the Fleetmatics pricing was for all of the functionality and information the system provides. The Maintenance features help us keep track of the last time the truck was in the shop and why it was there. As a result, our DOT safety scores have gone up, the trucks are safer on the road and the life and productivity of the fleet has increased."

Ryan Carey
Operations Manager, J. Carey Logging

"Fleetmatics GPS Fleet Tracking has enabled us to bring in an additional $52,000 in revenue and save over $8,000 in fuel costs in our first year."

Fred Brown
Owner, Midway Industrial Equipment

What you'll find below is a basic overview of the technology behind the solutions and a breakdown of the different types of solutions. If you already have a good idea of what these products are and what specific category is most likely to meet the needs of your business, you might want to skim quickly or just skip ahead to the next section.

HOW IT WORKS

Virtually every solution in the market covers the following four capabilities, which are provided to the customer as two components—hardware and software.

Data Collection

Vehicle-tracking solutions are primarily based on location information, and all providers use the same technology for determining location: GPS. GPS (Global Positioning System), was developed by the United States Department of Defense and uses a series of earth orbiting satellites that enable GPS receivers to determine their latitude and longitude, speed and other data points such as engine status.

Note that mobile-phone based tracking, while it does collect location data, is not the equivalent of GPS based location data.

Data Transmission

Raw data must be transmitted to the solution provider's software for processing, and is done using one of two basic approaches. Many providers transmit the data over a cellular data network to produce a virtually real-time product. Others store the data on the device and transmit everything en masse through a wireless internet connection or removable disk when the vehicle arrives back at the lot.

Dozens, if not hundreds, of devices on the market today handle both Data Collection and Data Transmission, each of which is designed for a different scenario. These various hardware components create the separate categories of solutions— handheld, installed real time, and asset tracking.

Turning Data Into Information

As soon as the provider receives data from the vehicles, it processes that data and starts to assemble a usable picture of vehicle activity for the customer.

For example:
- Latitude and longitude are translated into readable addresses.
- Movement, speed and mileage are determined based on distances traveled.
- If a vehicle is stopped, the system must calculate how long it remains stopped at the location.

Customer Presentation

Lastly, and definitely most importantly, the provider delivers the information to the customer through a software program that includes capabilities such as mapping, reporting, alerts, and oftentimes much more.

While all vehicle tracking providers present information through software, not all software interfaces are equally intuitive. There are significant differences in how the data is presented - and those differences impact how useful that information is.

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THE TWO MAIN CATEGORIES OF TRACKING AND MANAGEMENT SOLUTIONS

While the market continues to expand rapidly, the two main categories of solutions remain the same. Below is a summary of each including their pros and cons.

HANDHELD SOLUTIONS

combine the functions of a mobile phone, PDA or handheld reporting device with a GPS location signal.

REAL-TIME VEHICLE-BASED SOLUTIONS

use a device hardwired under or into the dashboard of the vehicle. The device collects the GPS information then transmits the data frequently over a cellular data network.

	HANDHELD OR MOBILE-BASED SOLUTIONS	REAL-TIME VEHICLE-BASED SOLUTIONS
PROS	• Portable. • Can be added to existing phones or handheld devices. If new devices are required, they are relatively inexpensive. • Employees can use the device for calls, messaging or other applications.	• Provides the most accurate and timely data • Removes any chance for driver interference • Flexible enough to dispatch vehicles from home. • Provides the ability to locate a lost or stolen vehicle and its assets immediately. • Provides 24/7 access via smart phone as well as desktop.
CONS	• Controlled by the employee; can be left behind or turned off. • When the device is indoors, GPS signal is very weak. • May determine location through a combination of several cellular towers instead of GPS, giving you far less accurate data. • No alerts on vehicle activity like speeding, idling, mileage or simple travel & stops information. • Cannot protect against vehicle theft. • Batteries die frequently.	• Can be more costly than the handheld or phone-based solutions, as they require an installed device along with a monthly monitoring fee. • Requires some level of cellular data coverage in order` to work effectively. If coverage is lost, data can be stored on the device and relayed when coverage improves again. Be sure to check with the provider on coverage and "store and forward" capability.

BASIC POINTS TO KEEP IN MIND WHEN DETERMINING WHICH CATEGORY IS RIGHT FOR YOU

If something can go wrong, it will go wrong.

Handhelds are frequently lost, misplaced, and broken. In fact, employees will even leave their handhelds someplace to give the appearance that they're in a certain location. It makes little business sense to rely on handhelds to understand what's happening in the field when so much can go wrong with them.

When mobile phones lose signals, you lose information.

Every time one of the following happens, you lose critical information needed to accurately understand what's happening in the field:

- Device is indoors and the signal is poor
- Device runs out of battery
- Mobile phone coverage area is weak or non-existent

With accurate information about your vehicles, you can more effectively:

- Reduce speeding
- Measure and improve fuel efficiency
- Reduce aggressive driving behaviors, such as harsh braking, quick starts, and harsh cornering

If tracking is your priority, you probably should not purchase a handheld solution.

It may be less expensive, and the idea of killing two birds with one stone always sounds nice, but the quality of the information you get may be lower with a handheld solution.

Don't risk your entire return on investment to save a few dollars.

Most mobile phone GPS tracking solutions utilise cell towers to determine location. This means you know which mobile phone tower your employee is closest to, but your employee could actually be hundreds of feet or even miles away. A GPS Tracking System provides pinpoint location and time information.

THE DRAWBACK OF CELLULAR-ENHANCED GPS

Because handhelds can be carried on one's waist, on the seat, in a bag, or be cradle mounted, they do not always have line of sight with the sky needed to fix their positions. To overcome this, providers use "cellular-enhanced GPS," which is cell tower triangulation. By definition, triangulation requires three or more cell towers to accurately pinpoint location, but three or more towers may not always be available.

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HOW ARE COMPANIES USING THESE SYSTEMS TODAY?

You probably have some ideas for what role a vehicle-tracking solution might play in your business, but our research shows that few customers take full advantage of the capabilities across their business. Below are a few common examples of how customers are leveraging solutions in their business to drive value.

AUDITING TIMECARDS & BILLING

One of the most common ways that customers take advantage of vehicle activity reporting is in their payroll and billing processes. Typically an administrator will compare a paper timesheet submitted by the driver to a daily vehicle activity report to authenticate start and end times of the day, based on when the driver is in the vehicle.

REAL-TIME DISPATCH & SUPERVISION

For dispatchers, knowing the current location of technicians in the field can create tremendous value. They can find the nearest driver to an urgent job, or quickly understand if a driver is ahead or behind schedule for planning purposes. But the value of monitoring current location is not limited to dispatch. Supervisors and managers can also use the map to check on their team's progress throughout the day and stay assured that activity in the field is going according to plan.

ELIMINATING UNWANTED DRIVER BEHAVIOR

Using real-time email alerts and automated exception reports, owners and managers can identify unwanted driver behavior such as speeding, unauthorised use of vehicles, idling and more. Once a manager is aware of an incident, a conversation with the driver or technician to discuss the situation and reinforce policy is often all it takes to stop the behavior. Although these capabilities are pretty basic, eliminating liability can drive huge savings.

DRIVING IMPROVEMENTS IN EFFICIENCY AND PRODUCTIVITY

Within weeks of installing a vehicle-tracking solution, many customers realise a significant return on investment from low-hanging fruit in payroll and fuel savings. But once a solution has been in place for a few months, customers find themselves sitting on a wealth of valuable metrics – number of stops, drive time, idle time, on-site time, average start and end times and more. Often available through summary reports or dashboards, many customers use that data to drive continued improvements across their workforce in one or more of the following ways:
- Identifying best and worst performers through key metrics
- Establishing benchmarks and standards
- Creating and managing incentive programs on key metrics
- Improving accuracy in planning and budgeting

CHOOSING THE RIGHT SOLUTION

Narrowing the Field

In a market with so many options, some factors are simply more important than others. For each of those areas we've packaged up the need-to-know information and key questions for potential providers. We've boiled it down to questions you should ask about features – and questions you should ask about what working with your potential vendor will be like.

WHAT WILL THE VENDOR BE LIKE TO WORK WITH?

SOLUTIONS FOR LARGER BUSINESSES

One Size Does NOT Fit All

Oftentimes as companies evaluate providers they fall into a common trap: as they struggle to differentiate solutions, they gravitate toward the lowest price, which is often geared for the simplest feature set. Certain providers and solutions, however, are better equipped to meet the needs of larger businesses. If you have 50 vehicles or more, be sure to evaluate whether or not the provider is capable of delivering quality service to a business your size.

KEY QUESTIONS

- How many vehicles can the solution support?
- As my number of users grows, are there sufficient tools for administering access to different capabilities and segments of my fleet? Will I need to call the provider every time I want to make changes?
- Does the provider offer additional resources for handling implementation support, additional training and professional services necessary for getting up and running?
- Can I control how many vehicles are displayed?

COMPANY SIZE

Knowing which GPS vehicle-tracking provider to trust can be challenging. One tried-and-true method is to look at the size and longevity of the company. This partner will be intimately involved in your daily business functions—those critical to your success and bottom line—so you want unwavering confidence in the company's ability, health and longevity. The longer they've been in business, the larger the staff and customer base, the greater the likelihood they'll be around for the long haul.

KEY QUESTIONS

- How long has the company been in business?
- How many customers does the company serve?
- How many employees does the company have on staff?
- How can the company demonstrate financial stability?

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INSTALLATION

A smooth installation process is critical for ensuring your business quickly realises value from its investment. On the other hand, a bad installation process can lead to all sorts of issues: improperly installed units that don't function correctly, vehicles off the road too long, or a bad impression on your mobile workforce. Providers employ different approaches to installation. Make sure you are clear about a potential provider's approach. Confirm the costs of hardware and installation. For added confidence, look for a lifetime warranty to cover any issues that may arise in the future.

KEY QUESTIONS

- If using an installed device, who performs the installation? Does the provider expect you to coordinate with a third party?
- How does scheduling installation work? How long will my vehicles be off the road?
- Can installations be performed during off-hours to prevent down-time?
- Is hardware and installation included in the monthly fee?
- How is vehicle information entered/uploaded into the system?

TRAINING & SUPPORT

Training and support may seem incidental compared to the actual capabilities of the product, but once you have a solution in place, these factors play a major role in your day-to-day experience. Quality providers make dedicated support staff available at your convenience to handle any concerns that arise.

Evaluation Tip: Ask the provider if training is done live in interactive sessions, or if it is only recorded.

KEY QUESTIONS

- How in-depth is the training? How many sessions are provided? Is it live or through recorded tutorials?
- Is training conducted by professional trainers or salespeople?
- Do I pay additional costs for anything beyond initial training?
- What hours is support available? How quickly do support personnel respond?
- Does the provider outsource support or provide it directly? Where is the customer service department located? Are they in Australia?

NEED TO KNOW

Some providers represent their device as being so easy to install you can do it yourself. This can be inaccurate and can lead to real problems. If you have capable technicians on staff, with time and proper training it's possible they can handle installation. But how much will you really save?

Think about it this way: whether you pay the provider for installation or pay yourself, you're paying for it somewhere. You're probably better off ensuring it's done correctly.

DASHBOARD

You need to evaluate a Dashboard just as you would any other critical capability within the solution. Pay close attention to what's shown and the value it delivers. This is where you'll measure how well your team is performing on metrics like idling, speeding, harsh driving, miles driven, hours worked, and more. If it isn't easy to use and understand, it can make it difficult to get real results from the system.

Evaluation Tip: Get a screen shot of each of the different Dashboards for a side-by-side comparison.

KEY QUESTIONS

- How do you summarise activity of the entire fleet or a major group, not just one vehicle at a time?
- Is there flexibility to view data for time frames exceeding one day or one month at a time?
- Can I customise benchmarks for the metrics you are showing me? How?
- How do I drill into activity details relating to this metric?

ALERTS & REPORTS

There are a lot of ways to ask and answer the question 'how is my fleet performing' – and getting information that's easy to understand at the right time is critical. Watch for the configurability of alerts and reports so that performance information is easy to understand, instead of an avalanche of detail.

KEY QUESTIONS

- Can you configure the frequency of alerts? How are alerts triggered? How is that determined?
- What reports do you have for someone making long-term business decisions? What about for someone responsible for daily operations? How about vehicle maintenance?
- In order to use your reports to audit my fuel bill, do I have to compare two separate documents or can you integrate my fuel bill information?
- How do I use your solution to audit timecards with your reports?

ADMINISTRATION & SETUP

Getting new software up and running can be a big problem - but it shouldn't be. Make sure to ask your potential vendor to show you the details about how setting up your account works, as well as what settings there are that you can change.

KEY QUESTIONS

- Is it possible to control which users can access which features with permissions?
- Does this require help from IT to set up?
- How can I customise the system - and how difficult is it to do so?
- Are you able to schedule delivery of customised reports based on user profile?

MAP QUALITY & FUNCTIONALITY

For many customers and for large fleets in particular, the map will be one of the most frequently used capabilities within the solution. Because of how much time you will spend in this area of the solution, keep an eye out for how easy it is to navigate, how many clicks it takes to dig into detail, and how intuitively you can find what you're looking for.

KEY QUESTIONS

- Who is the mapping provider for the system? Does the mapping provider invest in innovation?
- How much control do I have over what I see on the map?
- How difficult is it to find the closest vehicle to a job site or other location?
- Can the balloons be customised? How do you customise them?
- Can I send jobs to Garmins?*

*Garmin units have to be purchased separately. Only drivers equipped with a Garmin unit and Fleetmatics REVEAL will have access to features mentioned.

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Add-on options have become available for vehicle-tracking solutions. They fit certain needs very well, but are they right for you? Here are some details and key questions to help you decide whether or not you need them:

IN-VEHICLE NAVIGATION & MESSAGING

In-vehicle navigation and messaging became a popular new feature for many providers around 2009 thanks to a ready-made integration platform developed by Garmin®*. In general, these tools create an interface with the driver, enabling you to deliver turn-by-turn directions or messages to a screen within the vehicle. Whether or not in-vehicle navigation is a good investment depends completely on the nature of your business. Answer these simple questions:

- On average, how many different locations does a driver visit each day?
- Are the locations different every day?
- Are new locations sent during the workday?
- Does your dispatcher disrupt drivers or technicians with calls or messages that could be delivered to a terminal in the vehicle?

If you're throwing your drivers more than one or two curveballs a day, you should give this option some thought. A navigation device is cheaper and faster than lots of phone calls and safer than printed directions. Plus, making the lives of drivers and dispatchers easier could go a long way towards diffusing a negative reaction to a new GPS tracking and management solution.

KEY CONSIDERATION

Some providers may have their own branded devices, but going with an independently branded device like Garmin* ensures that if you ever decide to change vehicle-tracking systems, you won't have to buy all new in-vehicle navigation devices.
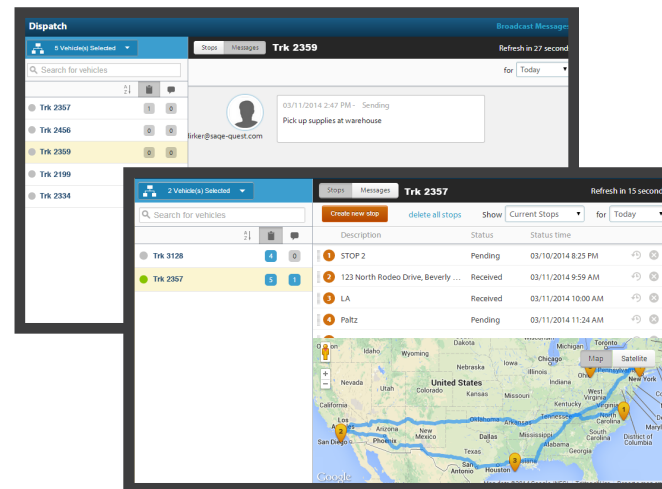
An in-vehicle navigation device can deliver turn-by-turn directions and messages to your drivers in the field with minimal cost and great value.

FUEL CARD

A fuel card can do more than help streamline your accounting and provide better insight into expenses. It can also help you gain complete visibility into vehicle activities that drive up fuel costs and eliminate unauthorized fuel-ups.

KEY QUESTIONS

- Does the provider charge you extra for a fuel card capability or is it free and part of the core solution?
- Does the card data integrate automatically or does it require manual work?

SMARTPHONE ACCESS

Mobile capabilities are now core functionality you should expect from providers. The key is to find out if the functionality is part of a native app, or if the provider merely enables you to "go mobile" by offering access via a mobile browser, a far cry from capabilities offered via a native app.

KEY QUESTIONS

- What can – and can't – I do with it?
- Do I have to access the solution from a browser on my mobile device, or is there an actual app?

DRIVING STYLE

It's one thing to know where your vehicles are and where they've been. With the advances in the technology powering today's vehicle-tracking systems—such as accelerometers that capture driving-style metrics—now you can know HOW your vehicles were driven. That means you can drive down the costs associated with fuel and maintenance while driving up safety and your reputation.

KEY QUESTIONS

- Do you support Driving Style?
- What aspects of harsh driving can it capture?
  - Harsh braking
  - Harsh cornering
  - Quick starts
- Can it help to create an overall safety score?

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A STEP-BY-STEP APPROACH TO SHOPPING

As with any technology purchase, the key is to stay focused on the problems you want to solve. Then, figure out who solves them well and how easy they make it to achieve your goals. The details matter - so make sure you stay focused.

Determine Your Goals

What do you think are your biggest opportunities for driving productivity and savings?

Set Benchmarks

Make sure you're able to measure the impact to your business by taking the time to measure performance before a solution is up and running. These should include factors such as monthly fuel bill, monthly payroll cost, number of jobs per day per driver, miles driven per month, monthly revenue, monthly volume, and customer satisfaction rate.

List Your Out-of-the-Box Needs

Identify which people on your team will need access to the solution in the first year and find out what they will need in order to accomplish your organisation's goals. For example, if it's a report, what information needs to be included? If at all possible, get key stakeholders involved and think through what features might be needed in years two, three and beyond. Involving key users helps boost adoption. And choosing a solution with room to grow can save you the price of change once your initial contract is up for renewal.

Understand Your Internal Decision-Making Process

Before you get too far, make sure you know how your company makes purchase decisions. Who do you need to have involved? When do you want something up and running?

RESEARCH AND IDENTIFY

Choose a Solution Category

Pick the category of solution that you think aligns best with your business and goals. If you can avoid evaluating providers from more than one category you will save yourself a lot of confusion. Don't let the difference in providers be the difference in categories.

Identify Potential Providers Within Your Category

There are many ways of finding providers within a category – search engines, referrals, etc. Be sure to inspect each provider's web site for your out-of-the-box needs and preferred service level before initiating contact. Try to keep the list of potential providers between three and five.

NARROW THE LIST AND CLOSE THE DEAL

Initiate Contact with Potential Providers

This step can be as short or as long as you want. Schedule the demo at a time that works for you.

Review the Solutions

Once you've created a list of potential solutions and you have identified the right internal people to help with the evaluation, you will need to spend an estimated 2 hours or more with each provider. This step is easily the most important. You will see a product demonstration as well as do Q & A with the provider and their approach to service. Take your time during the product demonstration and ask for another demonstration if you feel it would help you finalise the choice. This review is where the important details of the solution come out.

Negotiate Price

Do your best to know which vendor you're going with before negotiating price. The temptation to go with a lower cost solution will be strong, but you could be risking the best results for a few dollars. You will absolutely get what you pay for. And if the provider offers all-in pricing to lease hardware, ask what the price includes and if the provider is offering this directly or via a third-party leasing company. Do you really want to deal with yet another party? Notice that the best decisions follow a healthy amount of up-front thinking and research.

DON'T BE SHORTSIGHTED

Short contract lengths or contracts with no penalty for early termination need not be the tiebreaker between two vendors. By the time you get a solution implemented—including pulling vehicles from the road for installation, training personnel, analysing data, and implementing new policies—migration isn't just a matter of pulling the plug. Best to look to your business segment or category service leader for answers when struggling to choose.

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As you finalise your decision and start the purchasing process, you should start preparing for roll out across your team. Below is a brief look at what happens after submitting your order with a provider.

AFTER SENDING IN THE AGREEMENT

Once you sign on the dotted line, the ball will end up back in your court very quickly.

Almost immediately, you should receive a document to complete about the vehicles on which you are installing the device. This includes make/model and VIN information along with current mileage and other details that allow for account setup.

Once you send back that document, you should be contacted about installation scheduling. If the provider coordinates installation, it will ask for convenient dates and times to complete the work. If it's up to you to coordinate the installation, the provider should at least supply you a list of local installers to contact.

As installation is finalised, you should be contacted again to set up a training session. For the fastest learning curve, make sure that all potential users can make the session, and that you prepare some questions ahead of time so everyone leaves the session ready to log in and go to work.

Ideally, you should be assigned a dedicated contact to work with through the initial setup.

INTRODUCING THE SOLUTION TO YOUR TEAM

Once you've finalised the order, you need to start thinking through a communication plan to introduce the solution to both your users in the office and the drivers in the field. Here are two options to consider:

Include internal users and drivers in the field as part of the team that decides upon a final solution—they can become champions for the solution inside their teams.

Hold a brief meeting with the drivers to outline your main goals for the solution and your expectations for them.

HINT

The key to introducing GPS to your staff is to be open, honest, and positive. This is your moment to dispel fears about "Big Brother" by presenting the solution as a way to streamline dispatching, increase productivity and minimise distractions to your team in the field. The fact is, you're not tracking THEM, you're tracking company property. Consider positioning the system as a way to influence good habits as much as to dissuade bad habits. You can easily create incentives for the driver with the least amount of speeding incidents or idle time.

WHAT TO EXPECT AFTER THE PURCHASE (CONTINUED)

THE INITIAL SAVINGS AND BEYOND...

When considering the ROI of a vehicle-tracking solution, many companies are overly focused on the initial cost reductions from decreased fuel costs and payroll. While initial behavior-based savings can be substantial, the key to obtaining lasting value is building goals for your workforce and creating policies and incentive programs that drive productivity and efficiency over time.

The first 90 days with the solution in place will give you a feel for where your drivers stand in terms of key metrics like idle time, travel versus hours on site time, miles driven and speeding incidents.

After you turn the system on and run it for a month, compare the numbers. Do the same thing at months 3, 6, and 12 to see the changes in your business.

Once you have a feel for these metrics, set reasonable benchmarks and create policies that you can report progress towards using the solution.

Past the initial stage, you should also start using the information for better strategic planning:
- Are you spending the right amount of time with key customers?
- Are drivers being dispatched efficiently, or are miles not very well distributed?
- Could you expand your operations to new geographies or types of work—based on the productivity increases you are realising by using the solution?

A good solution can become a wealth of knowledge about how your business operates. To maximise value, consider this knowledge whenever making major decisions about your mobile workforce.

QUESTIONS TO ASK	VENDOR 1	VENDOR 2	VENDOR 3
# of years in business			
Subscription cost			
Training costs			
Warranty on hardware			
Support costs			
Implementation process			
Free upgrades & feature improvements			
Contract length			
Is this the direct provider or a reseller?			
System uptime			
Is customer service outsourced or in-house?			
What is the vendor's customer renewal rate?			
What is the average time it takes for phone calls to be picked up in customer service?			
Can the system be configured to mirror how my fleet works?			
Configurable thresholds and frequency for reports, alerts?			
Can I configure user roles to control who can access what information?			
How many vehicles are possible to manage in 1 account?			
Customisable timecard reports?			
Aggressive driving management tools?			
Posted speed limits?			
Average road-speed limits?			
Integrated fuel card?			

This is a red flag. If a vendor tells you that you can cancel easily, it may not be as easy as you think. High cost of change!

Consider the risk of dealing with resellers. They may only handle the transaction, leaving you on your own to implement.

Ask if they offer a truly integrated fuel card that directly feeds into the reporting. Or do you have to manually compare your GPS tracking reports with your fuel bill?

ABOUT FLEETMATICS GROUP

Fleetmatics Group PLC is a leading global provider of fleet management solutions for small and mid-sized businesses delivered as software-as-a-service (SaaS). Our solutions enable businesses to meet the challenges associated with managing local fleets, and improve the productivity of their mobile workforces, by extracting actionable business intelligence from real-time and historical vehicle and driver behavioral data.

Fleetmatics Group's intuitive, cost-effective web-based solutions provide fleet operators with visibility into vehicle location, fuel usage, speed and mileage, and other insights into their mobile workforce, enabling them to reduce operating and capital costs, as well as increase revenue. Fleetmatics serves approximately 22,000 customers, with over 445,000 subscribed vehicles worldwide.

AUSTRALIA

Fleetmatics

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