TECHNOLOGY

Ford Launches Two Data Products Connecting Fleet Vehicles

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Using Data Services, fleets can gain access to Ford vehicle information such as GPS location, mileage, fuel use data, vehicle health alerts, driver behavior, and more. (photos: Ford)

DEARBORN, Mich. –- Ford Commercial Solutions introduced two products June 7 designed to help commercial and government fleet operations easily access useful data about their vehicles and make the most of increased automotive connectivity.

Ford, which as built America's best-selling line of commercial vehicles for 33 straight years, has created Ford Commercial Solutions to help fleets improve overall performance by offering OEM-grade data verified by Ford engineers, such as fuel use and vehicle health alerts.

The Transportation Mobility Cloud (TMC), an open platform that securely manages information flow to and from Ford vehicles' embedded modems, facilitates both new products.

"Business owners and operators want to serve their customers, not spend excessive time managing their fleets," said Lee Jelenic, CEO, Ford Commercial Solution, in a press release. "Our goal is to unlock the data from their vehicles to provide them with more effective ways to manage their fleets and improve operations.

"Our new products are tailored to serve fleets of all types, whether they're run by law enforcement, composed predominantly of Ford vehicles, or are large multi-make fleets that want more insight from their Ford vehicles," he added.

A seamless way to get better data

The service takes advantage of Ford vehicles' built-in modem to transfer vehicle data directly from the vehicle to the cloud, without the need for additional third-party hardware, management or installation downtime, as is required for a thirdparty plug-in device.

The Data Services product focuses primarily on serving large company fleets, telematics service providers, and fleet management companies. The service takes advantage of Ford vehicles' built-in modem to transfer vehicle data directly from the vehicle to the cloud, without the need for additional third-party hardware, management or installation downtime, as is required for a thirdparty plug-in device. The vehicle data is relayed to a fleet's internal IT system or telematics service provider through an application program interface.

Using Data Services, fleets can gain access to Ford vehicle information such as GPS location, mileage, fuel use data, vehicle health alerts, driver behavior, and more. Because Ford designed the vehicle – including its electrical architecture, data systems and vehicle technology – the company is able to provide the newest updates and vehicle signals as soon as they become

available, and deliver insights as quickly as businesses need them.

Additionally, Ford Commercial Solutions is committed to ensuring fleets have the power to choose which telematics service provider or fleet management company is the best fit for their business. While continuing its relationship with Verizon Connect, Ford Commercial Solutions has secured new service agreements with Geotab and Spireon to ensure fleet operators have choice in telematics service providers.

"Fleets told us they want to be able to choose how to best manage their fleets," Jelenic said. "Our agreements with different service providers, coupled with the new products we are introducing, allow us to offer this.

Giving law enforcement better tools to serve

Ford Commercial Solutions' second product is a new fleet information tool designed to support law enforcement fleets. The tool uses information collected through the Data Services product and distills it to provide police fleets with insights that can help improve fleet efficiency and driver safety. The application translates information flowing from their Ford vehicles into insights on fuel usage, carbon dioxide emissions, vehicle health and driver seatbelt usage.

That data is shared through an intuitive website that provides law enforcement operators with an easy way to check how their fleet, or a particular vehicle, is operating.

Fleets with Ford vehicles that are not equipped with modems will be able to take advantage of both Ford Commercial Solutions products later this year, when a Ford-engineered plug-in device will enable fleets to connect Ford vehicles dating back to the 2012 model year.

https://www.lctmag.com/news/730056/ford-launches-two-data-products-connecting-fleet-vehicles