

WHITE PAPER: SPIREON FLEET & ASSET INTELLIGENCE

The Importance of Integration: Is Your TrailerTracking Solution Integration- Ready? It Should Be.

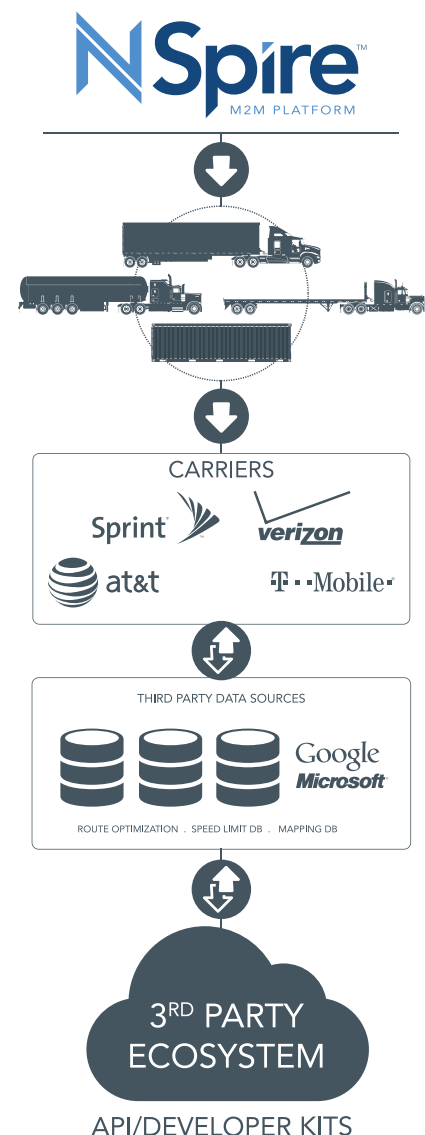
White Paper presented by Spireon

Chances are you've already made a significant investment in acquiring and implementing transportation management software to help you manage various aspects of your business. These might include dispatch operations and software to help you with your maintenance systems that help you stay on top of your fleet's preventative maintenance. When it comes time to add a trailer tracking solution to your arsenal of tools, make sure you choose one that protects the investments you've already made in the software you're currently using. The best way to do this is by selecting a solution that offers simple, cost-effective, rapid integration.

Maximizing Your Current Investments

So why it is important to make sure your trailer management platform is integration-ready? A system that integrates easily with other third-party software systems will:

- Protect the investments you've made in your current systems such as maintenance systems, dispatch operator tools.
- Provide future-proofing by being able to integrate with other systems you may acquire down the road.
- Increase your efficiencies and visibility by integrating all the data captured by all your systems in one centralized location, reducing the number of keystrokes it takes to get to the information you need.



What Integration Delivers

Integration is critical to the success of your tracking system. A trailer management system allows you to get more from your TMS. It makes it more actionable because it feeds in the real-time trailer location and status plus with the cargo or door sensor, you know the load status and a higher level of security. Let's take a closer look at the bottom-line benefits of integration.

Improved Trailer Utilization and Reduced Inactivity

Trailer management systems that integrate with third-party dispatch and logistics systems provide expanded visibility to your yards and into your trailer pools. You'll be able to see which trailers are at which location, whether those trailers are loaded or empty, and if they were emptied on time. You can also see when a trailer has been sitting at a customer's location for an extended period of time, an indication that it might be used as a storage facility.

The benefit of this increased visibility is improved trailer utilization. With the ability to see which trailers are sitting unused in a yard, you can redirect those trailers to other customer locations with greater demand and revenue potential. This visibility also comes in handy when renegotiating contracts. Say your contract with a customer stipulates that you have five trailers at their location at all times. Your data, however, shows that two of those trailers haven't been reloaded in a while. You can now share this information with your customers to negotiate a better deal, allowing you to free up these trailers and put them to better use.

Along with more negotiating power come better detention management. If your customer knows you're tracking your idle time at their location, they'll be more likely to unload your trailers before your competitors' to avoid being charged trailer detention fees. Which also means your drivers can retrieve the next load all the faster, increasing your turns and your revenue.



Spireon's FleetLocate Trailer Tracking Solution essentially offers a failure rate of less than 1%. In other words, our devices don't fail.



Spireon's FleetLocate Trailer Tracking Solution essentially offers a failure rate of less than 1%. In other words, our devices don't fail.



Even better is an integrated system, like the FleetLocate Asset & Trailer Intelligence Solution, that allows you to right-size your trailer inventory at each location. FleetLocate's PAR Reporting Tool captures and delivers trending information that reveals how many trailers you have at each customer location, as well as how many of them have been sitting idle or unloaded and for how long. This information tells you when you have too few or too many trailers at a location — your over/under par. Armed with this information, you'll see how many trailers you actually need at each customer site and balance your inventory accordingly.

Automated Efficiencies

Any fleet manager will tell you: manual yard checks are a massive waste of time and resources. Performing a manual check requires having an employee stationed at the yard writing down every trailer there. Meanwhile, drivers are coming in and out, taking and dropping trailers, rendering the manual count outdated before it's even done. Even worse than having to do a manual check, is having to call the customer and ask them to count to trailers for you plus tell you whether they're loaded or empty. Not exactly the best use of their time.

An integrated system enables you to automate the time-consuming, inaccurate manual yard check. You'll know exactly which trailer is at which yard, and whether that trailer is loaded or empty, simply by looking at a web-based dashboard, interface or report. The most effective integrated solutions will also send you automatic alerts the moment a trailer enters or leaves a yard, so you're keep in the loop at all times. No more paying a guy to count the trailers manually. No more calling the customer to do the check. And no more inaccurate or outdated checks.



An integrated system enables you to automate the time-consuming, inaccurate manual yard check. You'll know exactly which trailer is at which yard, and whether that trailer is loaded or empty, simply by looking at a web-based dashboard, interface or report.

Enhanced Customer Service

We've talked about how an integrated solution can help you better negotiate customer contracts and manage detention, encouraging them to unload your trailers first so that you can get them on the road again faster. But your integrated solution also offers advantages for your customers as well.

With a more balanced distribution of your trailer inventory at customer sites, you'll be able to make sure you have the right trailers at the right location at the right time. Which means your customers won't be left with a warehouse full of product to load, and no trailer to load it onto. You can also use your integrated solution to share information with your customers, keeping them in the loop. You'll be able to tell them when a deliver will arrive and unload the trailer so they can be ready for it. If there is an unforeseen delay, you can let your customer know the cause and how long the delay should last.

Your integrated solution can also play a role in reinforcing your level of service. The best solutions will let you generate reports that show how often your trailers arrived at a customer's location on time, and how quickly the trailer was unloaded. So your customer can see that you are indeed meeting — and even exceeding — service level agreements.

Higher Driver Satisfaction

When a driver's not moving, he's not making money. Which is why nothing frustrates a driver more than being told to go to a customer's location to pick up an empty trailer, only to discover that either the trailer's no longer there or it hasn't been unloaded yet and won't be for hours. With the average age of drivers now closing in on 50 years, getting in and out of trucks in freezing cold or blistering heat to maneuver trailers around takes a physical toll. Or what about asking a driver to waste his valuable time doing a yard check, not necessary any longer with an integrated solution.



With visibility into which trailers are loaded, which are empty, and which are actually in the yard, dispatch can send drivers out to pick up a trailer knowing that it will be there and ready.

With a more balanced distribution of your trailer inventory at customer sites, you'll be able to make sure you have the right trailers at the right location at the right time. Which means your customers won't be left with a warehouse full of product to load, and no trailer to load it onto.



An integrated solution can help make the most of your drivers' time while minimizing the physical strain of the job. With visibility into which trailers are loaded, which are empty, and which are actually in the yard, dispatch can send drivers out to pick up a trailer knowing that it will be there and ready. The driver can quickly get the trailer and get back on the road to make money. He knows you're not sending him on a wild goose chase, and he knows he won't have to scour the whole yard searching for an empty trailer. Increased driver satisfaction makes for more productive drivers who complete more turns for you.

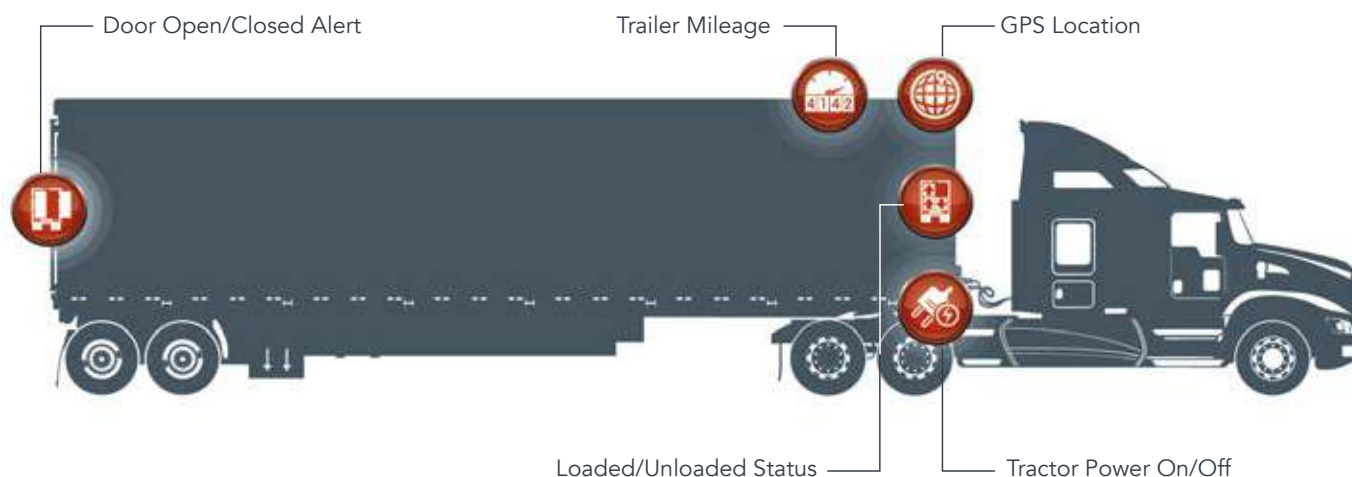


A trailer management solution that's integrated with maintenance software can help you dramatically improve the efficiency and effectiveness of your preventative maintenance, which also allows you to maintain good CSA scores.

More Effective Maintenance

Transportation companies now have to comply with CSA scores and bad scores can be very costly. So keeping up with the proper maintenance is vital to your business.

Many of the safety issues that plague trailer and result in bad scores are related to preventative maintenance. Tires wear out, brakes become faulty, and ABS pins go dead. With increasing pressure to maintain a higher score than your competitors, maintaining your equipment properly is more important than ever. A trailer tracking solution that's integrated with maintenance software can help you dramatically improve the efficiency and effectiveness of your preventative maintenance, which also allows you to maintain a good score.



Rich Data

A truly integrated trailer management system will connect you to an unprecedented wealth of rich data you can leverage to make more profitable decisions. Fully integrated with most TMS systems, the FleetLocate Asset & Trailer Intelligence gives you visibility of a wide range of events — not just the trailer's location. With FleetLocate, you'll be able to see which trailers are in motion, which are stopped, when a trailer is loaded or empty, when the trailer door has been opened and closed (the instant it happens), when a trailer goes to sleep, and more — all stamped with a date and time. Armed with this high level of trailer visibility, you'll have the intelligence you need to maximize the performance and profitability of your trailer fleet.

Historical Views

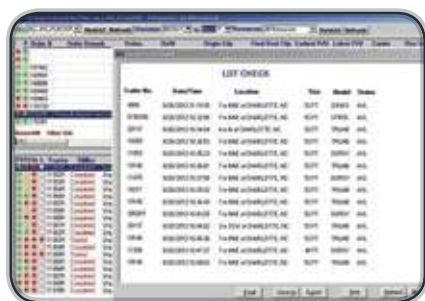
An integrated fleet tracking solution should be able to show you a complete history of each trailer in your fleet. The most effective integrated solutions will allow you to generate reports and access views that reveal the exact number of actual miles each trailer has driven as well as the exact routes they've taken — last week, last month, or last year. The FleetLocate Asset & Trailer Intelligence Solution even provides a breadcrumb trail that enables you to recreate the route of the trailer if you need it.

Historical views are also useful for trucking companies who transport goods across the border to Mexico. With an integrated solution, you'll be able to continue monitoring and tracking the trailer even after it's been handed over to another carrier licensed to haul in Mexico.



The most effective integrated solutions will allow you to generate reports and access views that reveal the exact number of actual miles each trailer has driven as well as the exact routes they've taken — last week, last month, or last year.

The FleetLocate Asset & Trailer Intelligence Solution is engineered using supremely flexible and open APIs that allows for fast and easy integrate with third-party systems, so that you can combine and maximize the features and functionality of all the software systems you've invested in.



We've fostered strong partnerships with the leading trucking software vendors to bring our customers fully integrated, comprehensive trailer management solutions that provided unprecedented, unified visibility into their fleet.

Choosing the Right Integration-Ready Solution

So now we've established the importance of choosing a fleet tracking system that allows for easy integration with your other systems. Now comes the task of finding the right integration-ready solution and solution provider. To help you evaluate the integration-readiness of your system and solution provider, look for these three primary competencies: 1.) In-house integration experience; 2.) Pre- and post-integration support; and 3.) Openness of the system's architecture.

1. Inquire about Integration Expertise

The first question you should be asking your solutions provider is: Do you have in-house integration expertise? Your provider should have an integration expert on staff who can manage your integration projects from start to finish. Additionally, your provider should have built strong relationship with leading trucking software vendors that support ease-of-integration between their systems and yours.

FleetLocate's Response: Integration Experts at the Ready

The FleetLocate Asset & Trailer Intelligence Solution guided by Spireon® comes with deep in-house integration expertise. Part of your dedicated FleetLocate account team, our on-staff integration experts are intimately familiar with the trucking, transportation and logistics industry and all the key players in it. We've fostered strong partnerships with the leading trucking software vendors, including McLeod and TMW Systems, Inc., to bring our customers fully integrated, comprehensive fleet management solutions that provided unprecedented, unified visibility into their fleet.

Our integration experts take the time to assess what kinds of current systems you're using and plan to use in the future, then customize an integrated solution that combines their features, functionality and benefit into a comprehensive, unified system that goes above and beyond the typical fleet tracker to deliver exceptional visibility and actionable business intelligence.

2. From Raw Data to Business Intelligence

Once the integration is complete, ideally you should end up with a unified solution that captures an unprecedented level of rich data from all your systems — preventative maintenance, dispatch, logistics, fleet tracking and more. But beyond assisting the with integration process, your solutions provider should also help you make sense of your raw data. Be wary of the solutions provider who abandons you once the integration is over, leaving you to wade through a sea of unintelligible information.



FleetLocate's Response: Your Data Decoders

Your FleetLocate team is here to support the success of your integration project from launch to completion and well beyond. This includes helping you understand your raw data and translate it into actionable business intelligence that's easy to read. We'll also train your people on how to use the integration systems to connect with information that powers smarter, faster, more profitable decisions.





3. Open Architecture for Optimal Flexibility

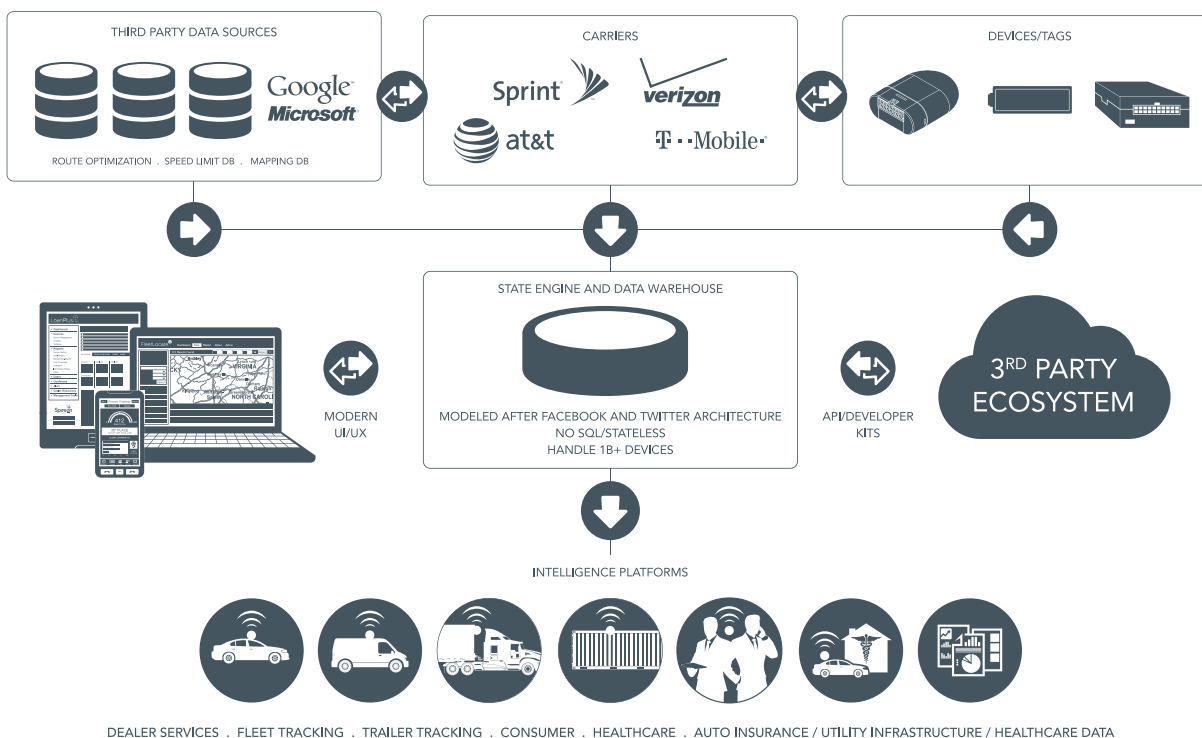
Most trailer tracking systems are built on proprietary platforms with closed code, making it difficult, cumbersome and costly to integrate with other third-party systems or add features and functionality based on specific customer needs. When comparing systems, look for a solution with an open architecture that supports interoperability with commonly used trucking software. Ask the solutions provider if they'll be able to quickly add the functionality you may want as your needs evolve. And last but not least, make sure the system will easily scale to accommodate your growing fleet and data demands.

FleetLocate's Response: Engineered for Ease of Integration

The FleetLocate Asset & Trailer Intelligence Solution is engineered using supremely flexible

and open APIs (application programming interfaces). This allows for fast and easy integrate with third-party systems, so that you can combine and maximize the features and functionality of all the software and systems you've invested in. The flexible, open code also allows the FleetLocate team to quickly add features and functionality on-the-fly, based on your emerging and unique requirements.

Along with flexibility comes elasticity. FleetLocate can be easily and quickly scaled up and down to meet the fluctuating size of your trailer fleet as well as your data requirements. Regardless of how many trailers you own and operate, FleetLocate actually anticipates your data requests and instantly serves up precisely the data you need. Which means you'll be able to make faster, more nimble decisions based on real-time business intelligence.



Integration In Conclusion

An integration-ready trailer tracking system is a smart investment. By choosing a solution that easily integrates with your other transportation management software systems, you'll be able to unify, leverage and maximize all your systems to expand visibility into your fleet. You'll also be able to capture an unprecedented level of real-time and historical rich data you can use to increase trailer utilization, improve customer and driver satisfaction, automate time-consuming manual tasks, increase accuracy and efficiencies, perform more effective PM, and drive the profitable performance of your trailer fleet.

When evaluating trailer management solutions and providers, be sure to evaluate the integration-readiness of the system as well. Look for a solutions provider who offers in-house integration expertise, strong relationships with leading third-party system vendors, ongoing support and project management pre- and post-integration, and an open architecture that allows for maximum flexibility, scalability and integration ease.



Regardless of how many trailers you own and operate, FleetLocate actually anticipates your data requests and instantly serves up precisely the data you need.

The FleetLocate Asset & Trailer Intelligence Solution delivers on the complete check-list of integration-ready best practices. We invite you to learn more about the advantages of FleetLocate's fully integrated solution.

Get Started

Contact your FleetLocate customer account manager directly at: **1-888-624-1350** or visit FleetLocate.com/trailer



Spireon wins
"2014 M2M Evolution
Asset Tracking" award.



Spireon's Automotive Finance Platform
Recognized as "Best in Class"
by Industry Peers at 2014 CES Show.



Spireon wins "Best M2M Business
Intelligence Platform 2013" at the
Battle of the Platforms hosted by TMC.