

WHITE PAPER: SPIREON FLEET & ASSET INTELLIGENCE

Detention Optimization Module: Managing Detention for Maximum ROI

What to Look for in an ELD Solution

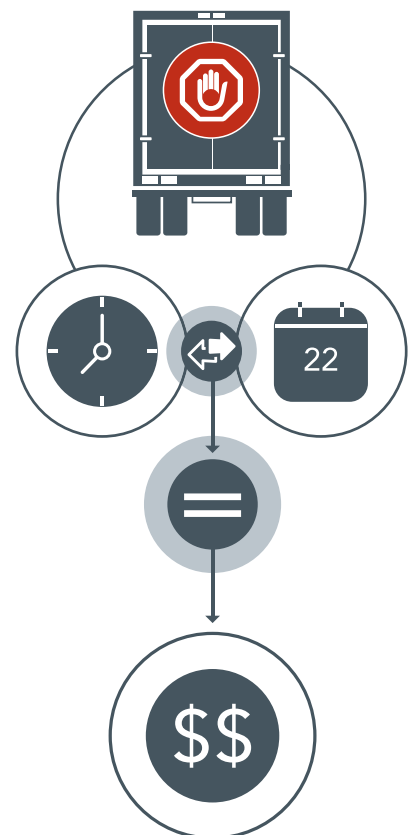
HOW MUCH ARE YOU LOSING ON DETENTION?

Ask any transportation company as well their drivers, and they'll tell you how much they despise detention. And, for good reason. According to the Federal Motor Carrier Safety Administration (FMCSA), detention is costing the trucking industry more than \$3 billion annually in lost time and productivity. It's also causing tremendous frustration and dissatisfaction among drivers.

Polls conducted by the Owner-Operator Independent Drivers Association (OOIDA) show that drivers spend as many as 40 hours a week waiting at customer locations for their trailers to be loaded or unloaded. That's a hefty chunk of time they're not spending on the road, earning pay. In a DAT* survey of 257 carriers and owner operators, 63% of drivers are detained more than 3 hours per stop. And the same survey noted that of the carriers surveyed, 84% said detention is one of the top five problems affecting their business.

Clearly, detention is a costly problem for drivers as well as the companies that employ them. In an effort to address this problem, many companies have started billing their customers for detention time. So how's that working for them? Not very well. Without concrete data to back up their claims of detention time, trucking companies often find themselves in a "he said she said" situation with customers come billing time. This type of conflict is putting a strain on customer relationships. And that's not good for business either.

The real problem transportation companies face isn't simply detention, but rather the lack of visibility around detention.



Detention is costing the trucking industry more than \$3 billion annually in lost time and productivity.

*Source: <http://www.dat.com/blog/post/54-of-Drivers-Are-Detained-3-4-Hours-Per-Stop>

Companies aren't able to see exactly where their trailers are, how long they've been sitting inactive and whether they've been loaded or unloaded. Without real-time, accurate and data-backed visibility, detention will continue to cost transportation companies and drivers billions of dollars in lost revenue.

A leading developer of Mobile Resource Management (MRM) and Business Intelligence Solutions for companies with mobile assets and workforces, Spireon has been carefully analyzing the issues around detention for its trucking and transportation customers. To resolve this billion-dollar problem, Spireon's FleetLocate Asset & Trailer Intelligence now offers the industry's first Detention Optimization Module featuring powerful reports and alerts that allow companies to monitor detention time, manage customer behavior, and maximize trailer utilization.



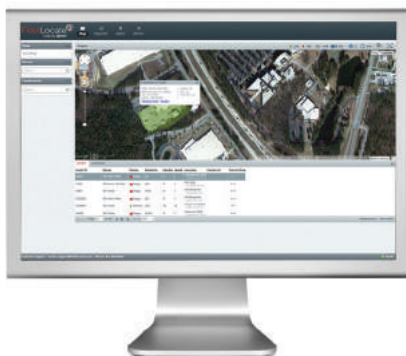
SHOW ME THE INACTIVE TRAILERS

The bottom line is this: You're only making money when your trailers are moving. When trailers are stuck at customer locations —inactive and underutilized — you're losing time, productivity and revenue. FleetLocate's Detention Optimization Module gives you the ability to locate those inactive trailers and know their load status so you can put them back on the road again.

Beyond location, the Detention Optimization Module connects you to a wealth of real-time data, including:

- Whether the trailers located at customer sites are loaded or empty
- How many visits a particular trailer or group of trailers has made to a specific location
- The average time cargo has spent at each customer location
- The average amount of detention time each customer location has accumulated
- The total number of assets at any given customer location

FleetLocate's Detention Optimization Module is like having another set of eyes on your trailers, even when they're 2,000 miles away.



You Determine When to Start Billing

FleetLocate's Detention Optimization Module is more than a trailer locator. It's also an effective tool for automating detention billing — ensuring and verifying accuracy. Using the module, you have the flexibility to define the amount of time a trailer is allowed to stay at a customer's location and the moment when detention billing kicks in. You also have the ability to set a grace period for each customer, essentially giving them "free time" before you start billing for detention.

The system also sends your customers alerts when their grace period has been exceeded — allowing you to take a proactive rather than reactive role in managing your customers' detention time.

VIEW YOUR DETENTION DATA, YOUR WAY

FleetLocate's Detention Optimization Module allows you to view your trailer and detention data filtered by landmark or by grace period through two flexible reports: the Average Landmark Dwell Time report and the Detention report.

The Average Landmark Dwell Time report provides views of trailers sitting idle at specific landmarks (customer locations) defined by you. The report details how many inactive trailers are located at each customer site, as well as the idle or dwell time of each trailer. Running the report will also show you how many total visits and unique visits, as well as the average daily dwell time, at each location.

You choose the level of detail you want to see. A quick look at the report will show you which group of landmarks has the most trailers sitting inactive. You can also drill down to an individual landmark to see the dwell time of trailers at that specific location. And you can share this information with your customers to let them see which of their locations are exceeding their grace periods and incurring detention billing.

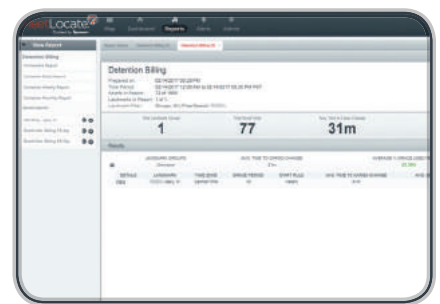
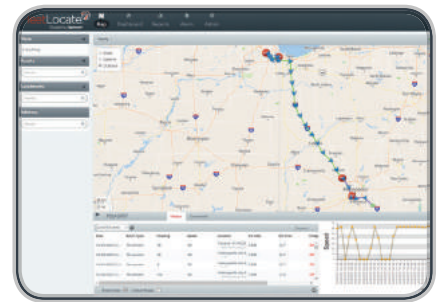
Higher-level views allow you to see the total dwell or idle time for each landmark, as well as unique asset visits and the average days per visit.

You can also view the amount of dwell time for groups of landmarks, as well as individual landmarks. This tells you the average time your trailers are spending at a particular customer's location.

For a bigger picture, you can look at the total accumulated dwell time of your trailers at a specific customer's location. This insight allows you to identify and drive down the amount of time your trailers are sitting inactive.

Looking at a landmark group, you can see how much of the customer's grace period has been used up and how much "free time" they have left.

The report gives you daily views of the total number of billable detention hours for each landmark.



Drivers spend as many as 40 hours a week waiting at customer locations for their trailers to be loaded or unloaded.

For a more granular view, drill down to see which customer(s) has exceeded their grace periods for the longest amount of time. You decide what you want to see and set the report up to run automatically and be delivered to your email in-box at the right time each day, week or month.

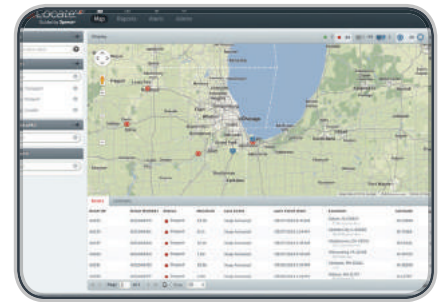
You also have the option to view your detention data by grace period.

ALERTS KEEP YOU AHEAD OF THE GAME

In addition to reports, the FleetLocate Detention Optimization Module comes with proactive alerts. When a customer location exceeds its grace period, the system triggers an email and text message alert to you and your planners who manage your customer contracts. This allows you to take appropriate measures to keep your trailers and drivers from being waylaid at a customer site, while arming your planners with the data they need to negotiate better contracts.

You have the ability to share this data with your customers as well, allowing them to see which of their locations are detaining trailers past their grace periods. This goes a long way to encourage customers to unload your trailers first, knowing that you're tracking detention time and have the data to back up your billing.

FleetLocate also sends you an alert when the cargo status of your trailers change. This allows you to instantly know when a trailer has been unloaded and is available for use.



Cargo Sensors See It All

FleetLocate's Trailer Management Platform uses the industry's first cargo sensors to capture a rich level of data about your cargo, including when it arrives at a customer's location and how long it sat there before being unloaded. FleetLocate's Detention Billing Report pulls from this data, giving you expanded visibility into your cargo status.

This allows you to see which customer location is taking too long to unload cargo, thus keeping your trailers inactive. You'll also see which trailers are unloaded and ready to go back on the road, increasing your trailer utilization.

“With visibility into which trailers are at which location, as well as which are loaded and unloaded, you won't have to ask your customers to do the trailer counts for you or open up the backs of the trailers to see which one has cargo.”



BEYOND BILLING: THE TRUE BENEFIT OF DETENTION OPTIMIZATION

Let's face it, detention management isn't about billing. The last thing you want to do is send your valued customer an invoice for detention time and risk losing their business to a competitor. While more accurate and timely detention billing is certainly a wanted side effect of the system, FleetLocate's Detention Optimization Module delivers benefits beyond detention revenues. FleetLocate's Detention Optimization easy-to-read reports serve up rich levels of detention data you can leverage to:

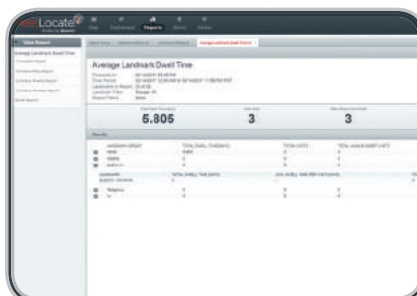
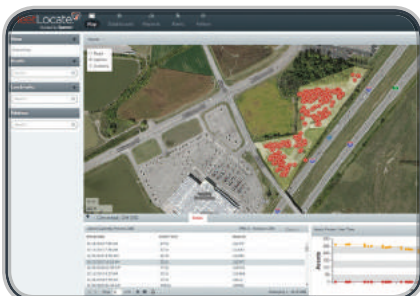
- Modify your customers' detention behaviors
- Increase trailer utilization
- Provide more competitive rates
- Build stronger customer relationships
- Improve driver satisfaction and retention
- Increase yard check efficiencies and accuracy

Here's how.

MODIFYING CUSTOMER BEHAVIOR

With FleetLocate's Detention Optimization Module, your customers know you have access to hard data. They know you have the ability to pinpoint a trailer's exact location, see how long it's been sitting there, identify whether it's been unloaded or not, and even see whether this location has a history of detention time. Your customers quickly learn that access to this data means you can charge more accurate detention billing and negotiate more stringent contracts.

It also means your customers quickly learn to bump your trailers to the front of the line to unload them first. With faster access to empty trailers, you'll increase trailer utilization and turns. Plus, your drivers will be happy to be back on the road sooner.



By rewarding customers for unloading your trailers first and staying under their grace periods, you'll put drivers back in their trucks and on the road faster for improved driver satisfaction.

NEGOTIATING FAVORABLE CONTRACTS

No two customers are alike. Chances are, you have customers with detention-prone locations and others who live up to their contracts and get your trailers and drivers back on the road in good time. Knowing which customers accrue the most detention time gives you added power and flexibility when it comes time to negotiate contracts.

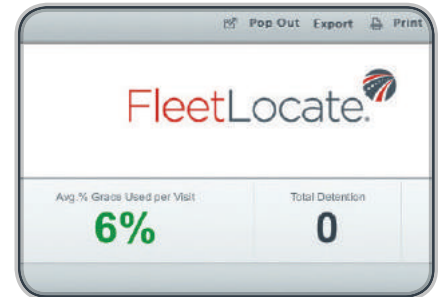
Now you can reward those customers who abide by their contracts, giving them longer grace periods and more favorable rates — in the process, giving yourself a competitive edge that attracts more customers. In today's highly competitive trucking industry, the ability to offer a better rate than your competitor is a real advantage.

For those customers who repeatedly exceed their grace periods, FleetLocate's Detention Optimization Module gives you the data and the upper hand to negotiate more stringent contracts. Either way, you'll have the detention visibility you need to customize your contracts on a per-customer basis, based on customer detention performance.

SAVE YOUR CUSTOMERS MONEY

Knowing which locations are exceeding their grace periods is valuable information for your customers, as well. FleetLocate's Detention Optimization Module allows you to pro-actively let your customers see which one of their locations is keeping your trailers beyond the grace period and for how long.

You can even show your customers a weekly and monthly average of detention time for each location, enabling them to see just how much their locations are costing them in detention billing. Armed with this information, your customers can take the necessary actions to ensure their locations are honoring their grace periods and no longer detaining your assets and drivers. Which in the end saves your customers money.



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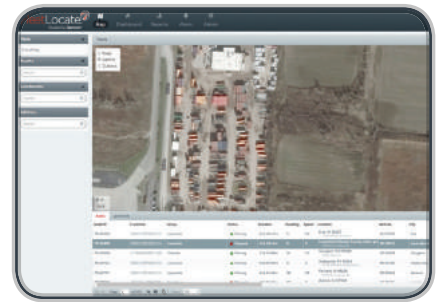


Give your customers access to weekly and monthly averages of detention time for each of their locations, enabling them to see just how much their locations are costing them in detention billing.

“Alerts sent to your customers let them know which of their locations are detaining trailers past the grace period. This encourages your customers to unload your trailers first.”

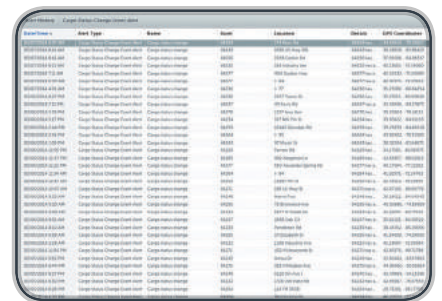
NO MORE ASKING CUSTOMERS FOR YARD CHECKS

FleetLocate’s Detention Optimization Report simplifies yard checks for you and your customers. With visibility into trailers at each location, you’ll know if cargo is loaded or unloaded. And you won’t need customers to do a trailer count or rely on them for information that may be less than accurate. Unless you need verification of what cargo is in the trailer, your trailer is ready to get on the road.



HAPPY DRIVERS ARE PRODUCTIVE DRIVERS

Drivers dread detention as much — if not more — than you do. Your drivers want to work, because they’re only making money when they’re on the road. What they don’t want to be doing is hanging around a customer location for three wasted hours in the freezing cold or blistering heat, waiting for a trailer to be unloaded.



By rewarding customers for unloading your trailers first and staying under their grace periods, FleetLocate’s Detention Optimization Module puts your drivers back in their trucks and on the road faster. As a result, you’ll have more satisfied drivers who are more likely to continue working for you as opposed to one of your competitors.

Cargo status alerts let you instantly know when a trailer has been unloaded and is available for use.

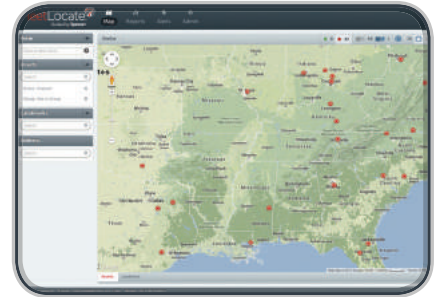
“FleetLocate offers the industry’s first Detention Optimization Module featuring powerful reports and alerts that allow you to monitor detention time, manage customer behavior and maximize trailer utilization.”



SUMMING IT UP

Detention billing is costing our industry billions of dollars in lost trailer utilization, productivity and revenue. FleetLocate Asset & Trailer Intelligence introduces the industry's first Detention Optimization Module to address this billion-dollar problem. The Detention Optimization Module connects you to the detention data you need to:

- Reduce detention time
- Manage customers' detention behaviors
- Offer customers more favorable rates
- Improve driver satisfaction
- Perform more efficient and accurate yard checks
- Maximize trailer pools
- Improve detention billing accuracy and efficiency



FleetLocate's Detention Optimization Module is like having another set of eyes on your trailers, even when they're 2,000 miles away.

“The real problem companies face isn't simply detention, but rather the lack of visibility around detention.”



FleetLocate helps you optimize fleet operations,
reduce fuel costs, and keep customers happy.

Talk with a fleet management specialist at **1-877-280-5604**,

or request a demo at **Sprint.spireon.com**.

