

# Are You Getting the Most from Your Smart Trailer?

A recent industry survey revealed that many carriers are leaving money on the table when it comes Smart Trailer. Are you one of them?



FleetLocate

## If You're Not Fully Utilizing Your Smart Trailers, You're Not Alone

**26%** ONLY of survey respondents said they feel they take advantage of all their GPS smart trailer has to offer.\*

- 21% reported taking advantage of 75% of capabilities
- 19% reported taking advantage of 50% of capabilities
- 34% reported taking advantage of only 25% of capabilities available to them

**50%** of carriers reported using smart trailer for:

- Monitoring trailer location
- Tire pressure sensing and control
- Recovering lost/stolen trailers

**<40%** of carriers with smart trailers:

- Monitor tire temperature
- Integrate trailer data into a TMS
- Capture photos or videos of cargo
- Use telematics devices to measure cargo load and available capacity in the trailer

**40%** of carriers said they use smart trailer for 4 additional uses:

- Monitoring trailer mileage and maintenance schedules
- Reducing detention or improving detention billing
- Weight sensing
- Detecting whether a specific trailer is connected to a specific tractor

**If you're not utilizing Smart Trailer as effectively as you should, you are hurting your bottom line.**

### **What should you do?**

1. Develop a plan for overcoming cultural and organizational challenges to making data-driven decisions.
2. Depending on the type of analysis your organization needs, it may make sense to partner with an organization that specializes in this area.
3. Make sure you have the right Smart Trailer GPS solution so that you are able to gather and utilize the data you need to show ROI and improve the bottom line.

## The Facts About Smart Trailer

### Want to Get More from Your Smart Trailers?

Spireon FleetLocate is a complete trailer management solution that captures a wealth of Rich Data at the trailer level, and then translates this data into easy-to-understand, actionable business intelligence that increases your trailer productivity and efficiencies while reducing waste and costs.

**83%** of surveyed FleetLocate customers agree that they saw an improvement in regards to cost savings.\*\*

Contact us today to learn more or see a live demo.  
800-557-1449

<https://www.spireon.com/trailer-management/>

\*FreightWaves Trailer Usage Survey, October 2019

\*\*TechValidate Trailer Survey, January 2020

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