

**WHITE PAPER: SPIREON - GPS TRACKING SOLUTIONS**

# Why Now Is the Right Time For a GPS Tracking Solution

**Manually tracking your vehicle fleets can be a daunting and time-consuming profit drain to your business. Discover why a fleet management solution is a smarter choice.**

Of the hundreds of thousands of fleet-based service businesses operating in the United States and offering everything from appliance repairs to deliveries, the one thing most of these companies have in common is that they operate on a thin profit margin.

For most small to midsize business owners, hiring a full-time fleet manager to oversee 15 or fewer vehicles just isn't an option. As a business owner, managing a fleet of drivers can become a daunting task, requiring a lot of communication that spans well outside the normal work day. This job can become even more taxing when assets come up missing, or if you suspect an employee is being unproductive and/or not exercising safe driving habits.

Fortunately, there is a solution to the challenge of running a fleet-based service business and one that doesn't require a large capital investment or a four-year college degree to obtain. The solution to gaining visibility into your business, reducing your operating expenses, and boosting your profits starts with selecting a GPS Fleet Management solution. In this white paper, we'll explore some of the key benefits a GPS tracking solution has to offer as well as some tips for evaluating a solution for your business.



## **BOOST PROFIT MARGINS BY REDUCING EXPENSES**

Unlike product-based businesses that can more easily justify charging higher rates based on a product's unique features, service-based companies are forced to boost profit margins by operating more efficiently. Through the use of a GPS tracking system, several efficiency gains can be immediately realized. Eliminating speeding, which was mentioned earlier, is one way fuel costs can be reduced. Another way is cutting down on vehicle idling time. A tracking solution like FleetLocate can be configured to send email or text alerts if a vehicle is idling beyond an acceptable time limit. Alerts can also be set to detect excessive stops, so time-stealing can be thwarted. By gaining visibility into your drivers' locations and being able to dispatch the closest driver to fulfill urgent customer pickups or delivery requests, business owners reduce travel times, which not only saves on fuel costs, but vehicle maintenance costs as well.



**Did you know that excessive idling guzzles up to 1 gallon a fuel per hour?**



**FleetLocate provides a real-time tool to help businesses monitor this and educate their drivers to change behaviors.**

**With GPS Fleet Management, businesses with fleets can not only reduce fuel costs, they can boost their profit margins by reducing operating expenses.**

## **GAIN VISIBILITY, ACCOUNTABILITY WITH YOUR FLEET**

One immediate benefit that fleet owners report from using a fleet tracking solution is improved visibility into their business operation and processes. Rather than relying on one-to-one communication of cell phones, the fleet tracking solution provides a single view of all tracked vehicles, as well as equipment and other mobile assets that are costly to replace if they're lost or stolen. Having this visibility helps business owners in a number of ways. First, consider the scenario of a customer calling in with an urgent service/delivery request. By having instant visibility to all of your drivers' locations, you can more quickly identify and dispatch the closest driver to handle the request. Another benefit is being able to quickly detect and investigate unusual activities. For example, if a vehicle is being used outside of normal business hours, you could be immediately alerted. Or, if a tow truck's bed is being raised or lowered, alerting could be set up to notify someone at your company.

"Our company delivers to nearly 70 shipping yards, which makes it very easy to misplace a trailer from time-to-time," says Blumenthal. "By using the FleetLocate solution, what used to be a half-day event of calling and waiting for a response is resolved in the time it takes to open a web page, enter an asset number, and press 'Enter.'"



**FleetLocate's GPS Vehicle Tracking System is simple to use. If you can use Google Maps, you can use FleetLocate.**

**With GPS Fleet Management, businesses with fleets have full visibility into the location and activities of their vehicles and assets.**

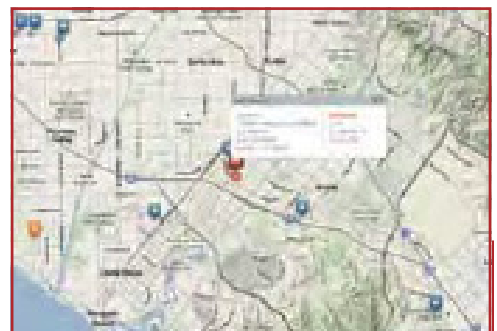
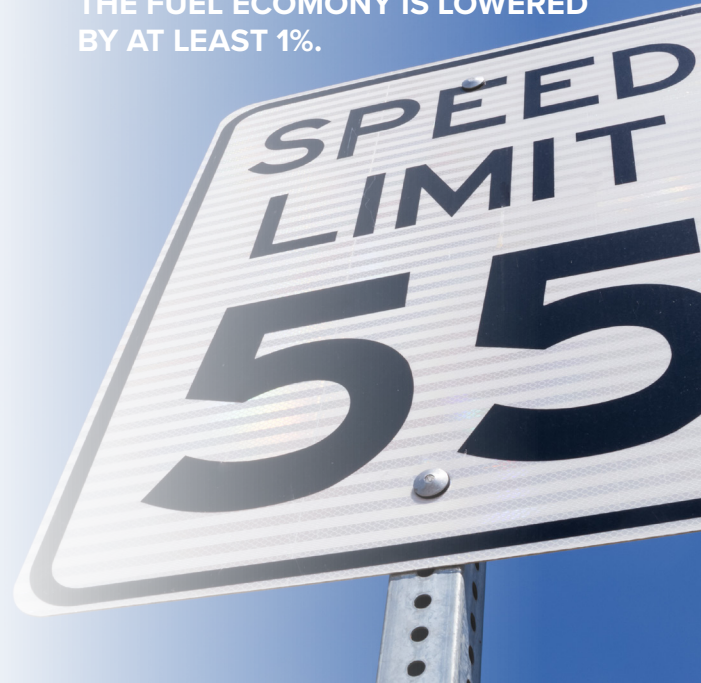
## MONITOR AND IMPROVE SAFETY AND COMPLIANCE PERFORMANCE

When your drivers are speeding while en route or returning from customer appointments, the little bit of time they save pales in comparison with the fuel they're wasting and even more importantly – the risk they are taking with your business. Speeding not only leads to a greater chance of getting into accidents, the downtime and fuel waste will not only negatively affect your bottom line, it will also lead to increased insurance premiums and/or damage to your business reputation.

A closer look into why drivers speed in the first place reveals that extenuating circumstances such as over scheduling and poor routing are often part of the problem. For these reasons and more, a GPS tracking solution is a good, low-cost way to resolve these issues and make it easier for drivers to drive safely. Besides addressing speeding violations, a GPS tracking solution can be used to recognize and reward employees who display good driving habits while achieving high productivity goals at the same time. With the FleetLocate GPS vehicle tracking system, you can log in to the platform and see the activities of your entire fleet in a single view. FleetLocate's mobile platform provides you with everything you need to know about your vehicles, trailers, equipment and unpowered assets on-demand, at your fingertips, using a smartphone or tablet. Through its enhanced, optimized user interface, you can access fleet tracking histories in real-time from any browser, with no need to download an app. Upgrades to the platform are automatically pushed out to the application, with no need to download new software. This new enhanced mobile platform is ideal for working managers who need to track their vehicles, equipment, and assets while in the field, plus keep track of all activities taking place during off-hours.

The FleetLocate fleet management system supports automated alerts that can be sent directly to the drivers for situations such as speeding and excessive stop times and/or idling, so managers are not burdened with monitoring drivers every moment of the day. In addition to concerns about speeding, cell phone usage is a major safety concern for many fleet-based organizations. Additionally, many states now have laws against drivers talking or texting on cell phones while operating a vehicle. With a GPS tracking solution, the need to call drivers is reduced because you already

FOR EVERY MILE AN HOUR YOUR VEHICLES TRAVEL OVER 55 MPH, THE FUEL ECONOMY IS LOWERED BY AT LEAST 1%.



**Through its enhanced, optimized user interface, you can access fleet tracking histories in real time from any browser, with no need to download an app.**



have access to answers to the most commonly asked questions (e.g. Where are you? How long before you arrive at the delivery point/customer's facility?). In the event it does become necessary to contact a driver, you can get a real-time update that the vehicle is stopped before placing a call.

Some companies, like PFA Systems, a bulk carrier of a wide range of products, uses the FleetLocate for additional safety reasons, too. "We frequently haul hazardous materials and are required to follow certain guidelines, such as restricting the number of hours a driver can operate a vehicle per day and requiring a 10-hour rest interval before working again," says Jay Blumenthal, operations supervisor at PFA Systems. "With the FleetLocate solution we can automatically monitor these safety and compliance requirements, and a business owner or manager can be immediately notified if someone ever operates a vehicle outside these guidelines."



**FleetLocate integrates with Garmin to give your dispatchers even more control in ensuring your customers receive prompt, accurate service.**



**FleetLocate takes manual processes and automates them into the back office.**  
**Companies are able to monitor safety and compliance requirements using any mobile device.**

**With GPS Fleet Management, businesses with fleets can monitor and improve employee safety with its ability to monitor speed, and ensure that compliance requirements are being met.**

### **DON'T FORGET ABOUT CUSTOMER SERVICE**

An important point that shouldn't be overlooked is the benefit a GPS tracking solution offers your customers. One of the biggest frustrations customers complain about with service companies is the "five-hour" delivery window. No one wants to take an entire day off of work just to wait around for an appliance repair-person to finally show up, fix the appliance in 45 minutes, and leave. As the owner or manager of a fleet-based service company, you understand all the variables that go into predicting service and delivery times. Without the visibility and automation features of a GPS tracking solution, a five-hour window is the best guess you can make. By using a GPS tracking solution, on the other hand, and knowing where drivers are at all times, and being able to share that information with customers in real time, you can distinguish your business from the "We'll get there when we get there" companies that choose to operate in the dark.



**GPS fleet tracking systems help businesses streamline dispatching and communications to customers.**

**With GPS Fleet Management, businesses with fleets can monitor and improve employee safety with its ability to monitor speed, and ensure that compliance requirements are being met.**

## Key Considerations For Selecting A GPS Tracking System

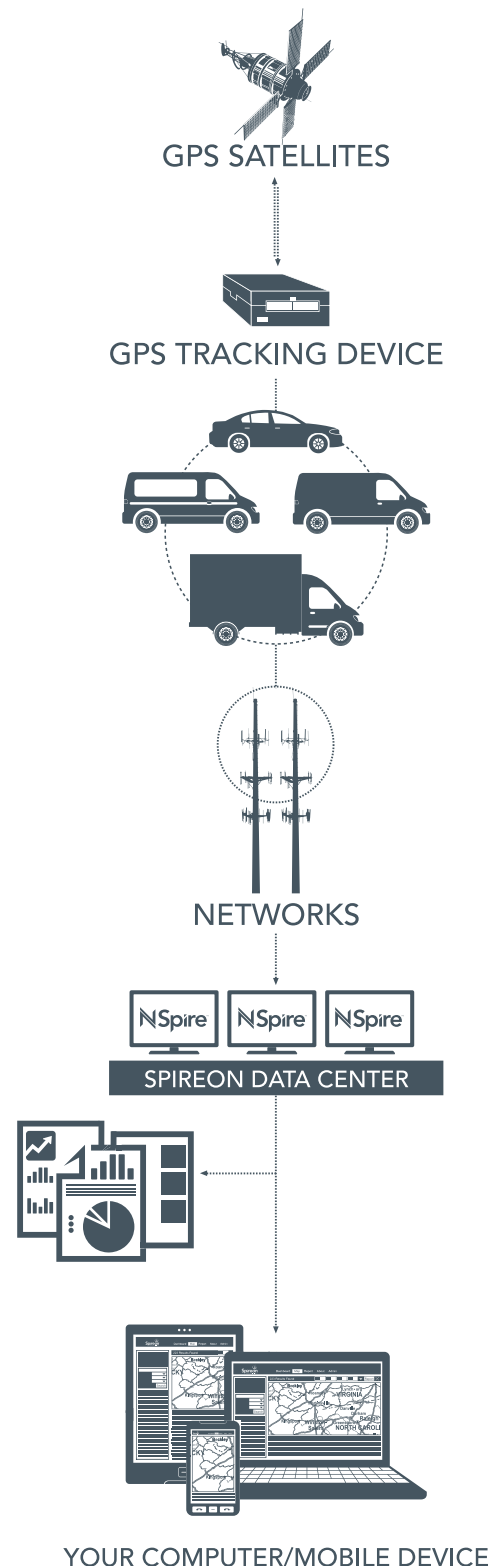
As you begin investigating a GPS tracking solution for your business, there are a few things to keep in mind to ensure you make the right choice for your business:

### SATELLITE VS. CELLULAR-BASED OPTIONS.

Even though all fleet management solutions operate on wireless communications platforms, there are a couple of big differences to keep in mind. Unless you operate fleets in very remote areas with poor cellular coverage, a satellite-based solution, which is many times more expensive than a cellular-based solution, is unnecessary. “Before we switched to FleetLocate, we used a satellite-based service that ran \$3,500 per unit,” recalls Blumenthal. “We could only afford to track four of our vehicles. Now that we switched to FleetLocate, which is a cellular-based solution, we’re able to track all 50 of our vehicles, and it still costs much less than what we paid for the satellite solution.”

When comparing cellular options, it’s important to know which wireless carriers a fleet management vendor supports and to thoroughly compare that carrier’s coverage map to your drivers’ territories to ensure you’ll have proper coverage. In addition to adequate coverage, it’s a good idea to check which generation of the carrier’s network the fleet management vendor supports. Whichever generation your carrier supports, a business should select a vendor that has a strong migration strategy that is appropriate for its industry to avoid the premature replacement of its hardware and software investment.

Consumers should also work with a vendor that has a healthy, direct business relationship with their carriers and enough volume to negotiate support for their devices. Without carrier commitments that match a technology migration strategy, users may find themselves having to switch out their GPS tracking system altogether, causing a disruption in their current reporting, alert management, locating, and recovery processes.



#### **LOW UP-FRONT COSTS AND MINIMUM REQUIREMENTS.**

Finding the perfect solution, and then discovering you have to purchase 5 or even 25 licenses (or more) even though you need less than half that many licenses is a pitfall you'll want to avoid right away. Be sure to ask this question up front. Other areas where expenses can come into play are server requirements and installation fees. This is one reason many companies prefer SaaS (Software-as-a-Service)-based solutions that run in your internet browser, which eliminate the need for on-premise servers and typically have more flexible licensing requirements. The FleetLocate GPS Vehicle Tracking Solution, for example, is a SaaS offering with no minimal licensing requirements, no installation fees, and it's protected by two, redundant data centers to ensure up-time and reliability.

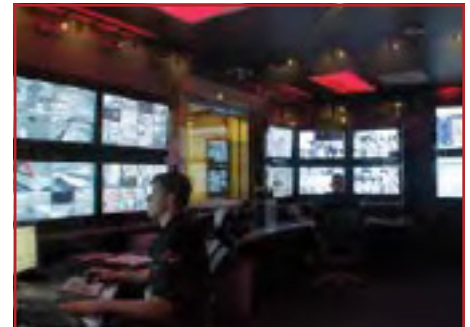
#### **POWERFUL PLATFORM.**

When picking a GPS Fleet Management solution, make sure your fleet management provider's solution is built on a platform that's able to support your requirements with the highest service availability, speed and reliability.

The most effective Fleet Management systems will take all the data points captured by the GPS devices installed in your vehicles, powered equipment and assets and translate the raw information into actionable, meaningful, timely and relevant business intelligence that drives smarter, faster, more profitable decisions.

Your provider's platform should come equipped with a multi-level security strategy to protect and secure the rich amount of sensitive, critical and competitive data captured at the vehicle and asset levels.

NSpire currently supports nearly 4 million subscribers and powers more than 10 billion data events annually with a 99.9% uptime guarantee. NSpire currently supports over 1.5 million subscribers and powers more than 2 billion data events annually and a quarter million data events every hour with the highest level of service availability. In fact, as the number of subscribers and data events continue to grow, NSpire easily scales to accommodate the increase in demand without interruption to service.

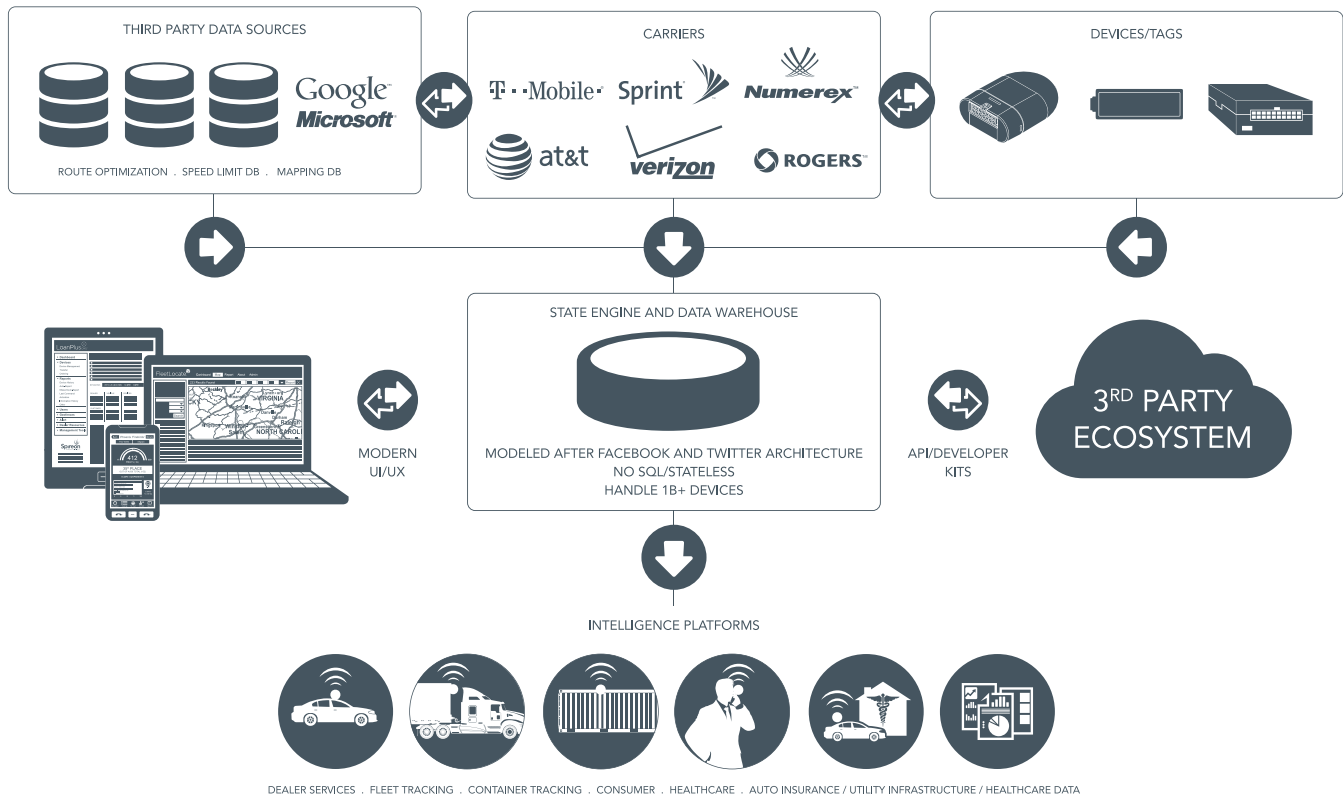


**Spireon's NSpire M2M Intelligence Platform supports nearly 4 million subscribers today.**





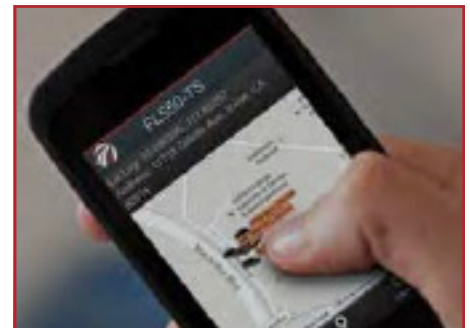
## NSPIRE – POWERFUL PLATFORM.



## MOBILE ACCESS.

In today's world, it's common for the person managing the vehicle fleet to also spend a lot of time traveling outside the office. If that's the case for your business, be sure your GPS tracking solution supports the mobile devices and platforms your team is already using to avoid the expense and hassle of having to buy new devices or losing visibility while out of the office, which would greatly reduce the benefits of having the solution in the first place.

By heeding the above tips, you'll greatly increase your chances of finding a solution that meets your business needs and will help distinguish your company from the average service company in your space. With so many benefits to gain — improved visibility into your business, efficiency gains, and reduced expenses — the only acceptable answer to when you should begin looking for a GPS tracking solution is "Now." After all, about the only two things that grow while you delay your search are your business expenses and customer frustrations.



**FleetLocate provides access to real time business intelligence and insights using any mobile device to help companies make smarter, faster decisions.**

### About Spireon

Spireon, Inc., headquartered in Irvine, CA, emerged in 2011 as the industry-leading Mobile Resource Management (MRM) provider as a result of the merger of ProconGPS, Inc. with EnfoTrace and PFS, LLC, the top three providers in the MRM space. Spireon connects companies to their mobile assets and workforce, giving them powerful information platforms and actionable business intelligence. Its trusted brands include market share leader GoldStar GPS<sup>®</sup>, EnfoTrace GPSTM, FleetLocate<sup>®</sup>, VehiclePath<sup>™</sup> and LoanPlus CMSTM. With leading market positions in the fleet, transportation and automotive telematics markets, Spireon, Inc. specializes in developing strong business relationships with leading companies worldwide, enabling it to offer affordable world-class risk mitigation, mobile resource management and location-based services to its customers.

**For additional information, please visit Spireon, Inc.'s website: [Spireon.com](http://Spireon.com)**

### About PFA Systems, Inc.

PFA SYSTEMS, INC. is a regional carrier of chemicals based out of Joliet and Lemont, Illinois and has been in business for 30 years. They deliver a wide range of chemicals, primarily Caustic Soda, Hydrochloric Acid, Sodium Hypochlorite and Potassium Hydroxide.

Founded by Patrick F. Anderson PFA Systems started with one tractor and one trailer to a fleet of 50 and growing.

Jay Blumenthal is the Operations Supervisor for PFA Systems, Inc. and has over 12 years of experience in Fleet Management.

### Spireon Fleet Services

Spireon markets fleet management solutions to Small and Medium sized business, Enterprise and Asset and Trailer customers under the information platform brands of FleetLocate and VehiclePath.

**FleetLocate** offers a GPS tracking system that is an out-of-the-box fleet tracking solution providing small and medium size businesses with the industry's most powerful combination of continuous rich data delivered through a CDMA connection they can trust. **Learn more: [FleetLocate.com/local](http://FleetLocate.com/local)**

**FleetLocate Enterprise Fleet Management** provides large and enterprise fleet customers with a highly scalable GPS Fleet Tracking solution delivering unprecedented real-time visibility into your fleet. FleetLocate for Enterprise targets Mid-Market (50-250 vehicles), and Enterprise Fleet (250+) via a dedicated direct sales force. **Learn more: [FleetLocate.com/enterprise](http://FleetLocate.com/enterprise)**

**FleetLocate's Asset & Trailer Intelligence** solution provides continuous trailer monitoring while delivering actionable business intelligence. Rich data delivers reporting through executive, operational and maintenance dashboards in real-time. **Learn more: [FleetLocate.com/trailer](http://FleetLocate.com/trailer)**



**Leading Provider of GPS Tracking Devices**

Call us today at: 1-855-867-2692 or visit: [FleetLocate.com](https://www.FleetLocate.com)

17600 Gillette Avenue, Suite 100, Irvine, CA 92614

Learn more about Spireon, Inc. at [Spireon.com](https://www.Spireon.com)

