

Choosing The Right Direction

FLEET INTELLIGENCE **BUYER'S GUIDE**

- Benefits Of Fleet Intelligence Solutions
- Understanding Today's Technology
- Features & Functions Available
- How To Choose The Right Vendor
- Vendor Selection Chart



50 CRITICAL QUESTIONS

What You Need To Know To Make A Smart Decision

Most companies that are ready to buy a Fleet GPS System don't know the industry, the technology, or the right questions to ask. Below are some of the highlighted features and functions you need to be aware of, and questions you should ask as you start on your journey to install a GPS system in your fleet.

THE TOP THREE QUESTIONS TO ASK YOURSELF:

Is their company American owned? Some fleet GPS systems are owned by overseas conglomerates, most fleet owners prefer you buy American.

Are they trying to "sell me" or really help me? Are they asking the right questions? Do they have multiple product lines or just one they want to push me into? Does it "feel" right?

Are they providing a good value or just a low price? Price isn't everything! Beware when a company offers something like equipment for "free." Chances are the cost is hidden somewhere else, either in rates, product ownership transfer, or other places. In those cases, low price often becomes the highest cost, especially when you evaluate total cost of ownership (TCO) over several years. That includes product failure rates, service time, and a knowledgeable staff.



TOP TEN QUESTIONS	NX Series	GO Series	Other Vendor
Up front fee for equipment?	yes	yes, no	no
Customer ever owns equipment?	yes	yes, no	no
Installation charge for equipment?	yes, no	no	no
Downtime for installation of equipment?	yes, no	no	yes
Warranty on hardware and software?	yes	yes	yes
Callout fee when warranty expires?	yes	yes	no
Number of major software updates yearly?	many	many	many
Financial standing?	30m+	30m+	30m+
Offer onsite training?	yes	yes	yes
Number of service technicians for installation and service	many, 1+	many, 1+	many



We've created an Excel spreadsheet containing all the questions you need to evaluate which partner and which GPS system best meets your needs.

Remember, the best answers come when you ask the right questions, this Buyers Guide will help you on the road to making the best, most informed decision you can. Good Luck!

Download the Worksheet Here: <http://www.fleetistics.com/gps-buyers-guide>

TODAY'S FLEET GPS

GPS Today is Much More Than Tracking; It's Business Intelligence.

You can't manage what you can't measure! Today's GPS tools provide a broader and more in-depth look at fleet productivity. Today's solutions reduce fuel consumption, reduce risk and help manage overtime, all while increasing productivity, efficiency and profits.

The best-in-class solution providers have full-time consultants and business analysts on staff to help you see results quickly while improving fleet and personnel performance over time.

With the proper tools and support, it's not uncommon to see a complete ROI in less than 90 days.

**INCREASE
PRODUCTIVITY,
EFFICIENCY,
ACCOUNTABILITY,
CUSTOMER SERVICE
& PROFITABILITY**

Available Solutions

Price, Features and Service Drive Competition

The features offered by GPS providers have increased just as fast as the need for more intelligence information about fleet management. Generally, an increase in competition within an industry is accompanied by a decrease in prices. All of these changes mean better products, better information and better service if you choose the right fleet GPS partner company.

Just as easily as prices drop and features rise, the ability to enter the fleet GPS service business gets easier. Choosing a partner with experience, knowledge and a solid track record will probably serve you better in the long run, even if their products and services cost a few pennies more per month. Spending a few cents now will generally tend to save you real dollars down the road.



Features Of Today's GPS Systems

From The Basics To In-Depth, Detailed Reports.



Dashboard Interface

Today's "Dashboard-style" interface is simple and easy to use. With just a few clicks, you can run any report or map for a single vehicle or your entire fleet.

Mapping Platform

Browser-based, 3D Google Earth, and smart phone mapping provide a familiar and intuitive experience for tracking your fleet.

Mobile Apps

Advanced mobile functionality makes it easy to track and communicate with your fleet anywhere, any time.

Landmarks/Geofencing

Landmark and geofencing functionality makes it easy to set parameters to trigger alerts, reports, and maps to deliver even greater insight into your fleet's activity.

Hierarchy Capabilities

Hierarchy capabilities massively simplify your administrative and reporting needs, as well as ensuring full utilization for large implementations.

Fleet Tracking Reports

Fully configurable reports can provide exactly the data you require and can be accessed online, by email, or viewed in Excel.

Optimized Routing

Easily determine wasteful trips after the fact, and optional routing capabilities can be used to proactively assign the best routes.

Driver ID

Driver ID keeps track of any activity performed by a vehicle during the time the driver was assigned and will associate that driver for reporting purposes.

Fleet Messaging

Send and receive SMS text messages to and from your drivers via any mobile device or use the various Dashboard messaging features to communicate with your entire fleet.

Fleet Tracking Alerts

A wide array of configurable alerts via email or sms that enable you to proactively manage and track your fleet 24/7.

Fuel Card Integration

Generate fuel card reports on all fuel card transactions and identify fuel card fraud.

Garmin Integration

Allows you to instantly send your drivers daily route or even their next stop via a dashboard-mounted Garmin PND.

Vehicle History

Vehicle history and reporting standards are critical to better intelligence.

Customer Maps

Provide your customers with the option to log-in online and see exactly where your vehicles are at all times.

CHOOSING A PARTNER

Evaluate Their Full Range Of Services, Experience and Technical Expertise

Many GPS vendors offer only a “One Size Fits All” approach to your solution. That approach doesn’t work at a shoe store much less a complex, integrated, custom solution like Fleet GPS and Fleet Intelligence! Look for a partner that can offer you a business analysis AND options that will be the best fit for your business. Below is a quick check list to know what to look for when interviewing potential partners:

1. Define business issues

- a. List “must have” features and “like to have” features for your solution
- b. Determine if you need “real-time” or “passive” technology

2. Identify potential technology partners

- a. Evaluate experience
- b. Professionalism (defined process or flying by the seat of their pants)
- c. Match solution to issues and budget
- d. Support and training services evaluation
- e. Product Evaluation Process (PEP)
- f. Presentation of potential Return on Investment

3. Conduct product evaluation program (PEP)

- a. Commit human resources to project
- b. Define a successful PEP to partner
- c. Measure results

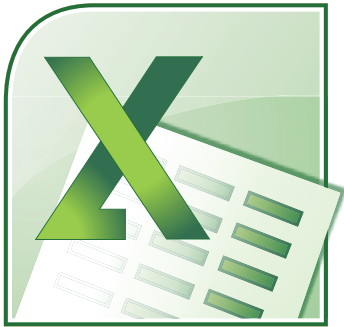
4. Technology deployment

- a. New account liaison (project manager)
- b. Installation personnel on staff

5. Training program evaluation

- a. Initial training
- b. Ongoing training
- c. Self help resources





***Be prepared!
Get your list of 50 questions to ask
GPS tracking providers here:***

<http://www.fleetistics.com/gps-buyers-guide>



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