

GPS FLEET TRACKING AND ROUTING

ASSET TRACKING ISN'T JUST FOR RENTAL HOUSES

Keeping track of multiple vehicles that are constantly in motion can be difficult. But in an industry where you have multiple delivery and receiving trucks on the roads daily and thousands of dollars in equipment assets out with rental clients, distributors and equipment rental operators must have a system in place to actively and accurately monitor these remote assets.

These investments are key to the success of the business, and managers must be able to track and manage them without compromising security or efficiency. A comprehensive GPS fleet tracking solution provides detailed and actionable data as to the location of assets and equipment, in addition to a number of beneficial financial and security features.

ASSET TRACKING AND SECURITY

Equipment rental businesses rely on the ability to provide quality equipment and machinery. Unfortunately, equipment theft is a chief concern for both contractors and rental operators. If a piece of

equipment is stolen from a job site, the cost of replacing the asset is a major burden.

According to the National Insurance Crime Bureau's (NICB) 2013 Equipment Theft Report, annual estimates of the cost of equipment theft are around \$400 million, and can vary between \$300 million and \$1 billion. With the average estimated value of a stolen piece of equipment being \$17,400, distributors and rental operators have good reason to be concerned.

Poor site security can contribute to rental fleet and delivery vehicle asset theft, and unfortunately, equipment rental operators in particular do not have control over what security may or may not be used on job sites

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GPS asset tracking systems can do more than show you "where your kids are;" they can aid in recovery in the case of theft, provide you with utilization data, help optimize deliver routes for time and fuel efficiency and more — and deliver it all to your computer, tablet or cell phone.



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solution allow management to validate jobs and billing by understanding PTO usage and engine utilization.

ASSET MAINTENANCE

In addition to tracking and monitoring company assets, operators must properly maintain equipment to ensure they operate efficiently and safely for customers. Managers can utilize automated maintenance schedules and alerts to be informed of when regular maintenance should be performed on equipment and fleet vehicles. Alerts can be set to odometer readings or engine hours to ensure that all assets can be monitored accurately.

In addition, logs and reports are available to easily track maintenance and service dates. Not only do these features ensure customers are provided well-maintained rentals and delivery drivers have road-worthy vehicles, but they can extend the life of a company asset and save money in the long run on costly repairs.

OPERATIONAL EFFICIENCIES

GPS fleet tracking provides a number of asset management and security benefits but they can also improve operations and benefit the company's bottom line. GPS tracking can also be utilized on delivery vehicles to improve routing and fuel efficiency.

A routing feature takes all of the stops planned in an employee's day and orders them in an optimized and efficient route. This not only ensures the rental equipment or product arrives on time, but also saves operators time and money spent on fuel. With efficient routes planned, productivity increases as employees are able to make more deliveries in a day.

GPS routing features also enable managers to quickly divert vehicles for rush-order product pick ups, drops or other emergencies. Optimized routes also conserve fuel, reducing company fuel spend.

In an industry where companies invest a great deal of capital in assets and vehicles, operators must consider a comprehensive GPS fleet tracking and asset management solution. This solution will provide businesses with the management, security and financial benefits necessary to operate their distribution and equipment rental businesses with greater confidence and efficiency. **CS**

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Equipment utilization data generated by GPS systems can show you how many hours your equipment has been used, where it has been used, if it has moved from a predetermined "geo-fenced" site and how soon it will require regular maintenance.

where their equipment stays overnight. With the remote monitoring features of a GPS fleet tracking solution, equipment owners can set up geo-fences and will receive an alert if the assets move from a designated location, pinpointing unauthorized use or theft.

In addition, the tracking technology can be provided to authorities to recover the stolen assets, allowing customers to return to work and putting money back in the business owner's pocket.

When evaluating GPS fleet tracking providers, companies should be sure the software solutions offer both GPS and cellular-based devices, as well as satellite-only options. These options will ensure that assets can be found, no matter how remote the location. Fleet owners should also ensure that tracking devices are power-efficient and offered in hardware that is resilient enough to be installed on the outside of the asset to withstand any type of condition.

ASSET MONITORING

Equipment rental operators also need a way to validate jobs and determine equipment utilization without being on the job site. A comprehensive tracking solution can measure asset utilization based on engine hours, ensuring billable hours are tracked correctly.

However, some equipment rentals utilize extensions of the assets, which would not be measured if the engine is not running. For example, a cement mixer might be running but the vehicle engine could be turned off. To ensure this activity is also tracked, operators can use Power Take Off (PTO) sensors together with reports and alerts to monitor any extension of the vehicle used in the working process, sending an instant notification when the PTO mechanism is engaged.

These reports also provide information showing the time, location and duration of equipment usage. Together, the remote monitoring features of a GPS Fleet Tracking

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