

ASSET TRACKING ISN'T JUST FOR RENTAL HOUSES

eeping 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.

ACCET TRACK

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.









POWER DISTRIBUTION UNIT

Product advantages

- Designed, Built and Tested for the Jobsite
- Stock Availability Get to Work Faster
- Complete More projects Capture more contract dollars

Unique and desirable features – Make your jobs go easier

- Lockable enclosures and disconnect
- More Stable and Maneuverable Designs
- 3R In Use and Customizable Versions

UL Listed with new components

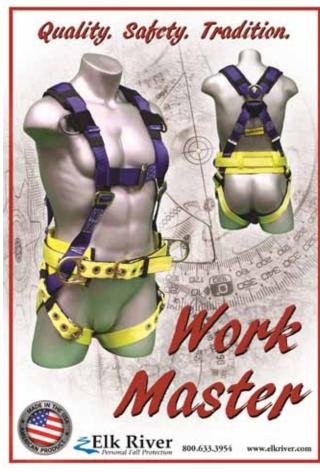
- Reliable brand-name components
- Known, expected performance
- Satisfy safety inspectors with Listed unit
- From a Strong, Well-Known Industry Brand

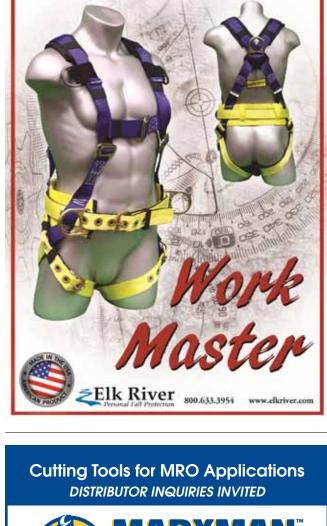


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by Wyn Partington

BUSINESSTECHNOLOGY









Equipment utiliza-

hours your equip-

where it has been

tion data generated

by GPS sytems can

show you how many

ment has been used.

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 satelliteonly 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 powerefficient 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

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

Wyn Partington is vice president of marketing at NexTraq. NexTraq's applications, including Fleet Dispatch, Fleet Metrics and NexTrag Connect, deliver real-time data needed to optimize fleet operations. Learn more at www.nextrag.com.



There is something **TERRIBLY WRONG** in the Distribution Industry!

- NOT GETTING THE FUNDING YOU NEED TO EARN AS MUCH MONEY AS YOU CAN?
- COULD YOUR BANK OR CURRENT FUNDING PARTNER BE THE PROBLEM?
- ARE YOU MAKING AS MUCH MONEY AS YOU COULD BE?
- DO YOU WANT TO INCREASE PROFITS DRAMATICALLY?

Are you tired of begging your current bank or finance company for more access to working capital? Tired of turning away business because of lack of proper funding? Not meeting your current loan covenants or your loan is being called? Having problems with suppliers or making payroll that you need help solving? Want to increase profits by taking early pay discounts of 2% to 5%? Need to cover your recurring expenses when there is a lull between sales? Need more inventory? Want to take on the largest customers ever and need someone who understands and can help you do that? Want to increase your net income in your business now, not next year?

- Have NO line of credit currently and NEED ONE?
- ► Have \$300,000 line of credit and NEED MORE?
- Have \$1,000,000 line of credit and NEED \$7,500,000?
- ► Have \$10,000,000 line of credit and NEED \$20,000,000?

Start making more money now with my help. Flexible interest only credit lines to handle growth and increase profits or fix your issues. Instantly realize during our first telephone consultation you will enormously benefit from it and will be immediately provided actionable solutions now to benefit you.

FREE consultation with Mr. Brundage 25+ years commercial finance experience

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