

# Top 4 considerations when choosing a fleet management provider

Transform your business with next-generation  
fleet management solutions



The right fleet management solution can take an inefficient fleet and change it advantageously. Find out how to choose the best provider to help optimize your fleet.



## INTRODUCTION

New and emerging Internet of Things (IoT) and fleet management telematics technologies have drastically helped companies improve their fleet operations to better compete in today's fierce marketplace. Near real-time data collection, automated processes, cloud technology, and mobility solutions offer companies the tools they need to drive faster business decisions, which can improve the ways they serve their customers. Not only can companies remotely monitor and track their fleets and cargo, but today's solutions enable predictive monitoring, maintenance analytics, and other advanced, data-driven solutions that promote faster response times, reduced costs, and improved efficiencies. Companies who go beyond using simple visibility tools and employ new telematics technologies can sharpen their competitive advantages.

From fuel consumption monitoring, custom reporting, data intelligence for rightsizing, and driver behavior measurement to managing the safety of hundreds or thousands of vehicles, the use cases with today's modern fleet management technologies continue to build. With the proliferation of digital transformation adoption and the emergence of 5G, future use cases in fleet and supply chain operations have yet to be imagined.

In a world where the pace of business continues to accelerate, it is imperative that you choose a fleet management solution that integrates with your current technologies and is also future-ready.

## Advanced telematics go beyond GPS tracking and visibility

**Near-real-time calibrations. Intelligent reporting. Driver monitoring. Process streamlining.**

A solid fleet telematics system facilitates the exchange of valuable intelligence between a commercial vehicle fleet and a central authority, i.e. the fleet's home base or dispatching office. This exchange of information enables the home base to order adjustments to optimize the fleet in an array of critical areas. How?

Telematics systems capture near-real-time data on details such as vehicle positions and speed, engine conditions, fuel usage, idling patterns, traffic conditions, risky driving behaviors, and more — and home base can use this information to direct the fleet vehicles and drivers to adjust. Data can be used to improve productivity, optimize fleet performance, adhere to safety and compliance regulations, and more.

In this white paper, we've outlined an approach for you to consider as you build out your fleet management roadmap. We explain important considerations and key features you should look for when choosing your fleet management provider.





## Top 4 reasons timely data is critical in transportation

1. To improve fleet performance.
2. To maintain new industry and regulatory compliance.
3. To enhance customer service.
4. To reduce costs.

## TOP 4 CONSIDERATIONS IN CHOOSING YOUR TELEMATICS PROVIDER

### 1. First and foremost, your provider should understand your business goals.

Whether you are a small business or a large multinational corporation, goal alignment between you and your fleet management provider is critical, especially when looking to a solution to help you make cost savings decisions. Does the provider understand your business and the benefits you seek? How can the provider help you optimize your fleet operations, and do they fully understand your business model? Do they have experience you can count on in enterprise fleet management — and all that it entails?

Below are some examples of how the right provider can help assess the complexities of your business.

#### a. A good provider should help you measure and optimize your asset utilization

An important step in choosing a provider is knowing that they can help determine how and why you're using the various vehicles in your fleet. Data gathered from vehicles and analyzed can provide an array of valuable information — but analytics should go beyond vehicle metrics or simple GPS tracking and include the “wheres” and “whys” of your fleet makeup.\*

When first drafting a utilization study, you and your provider should consider not only the types of vehicles you have and how they are used, but also:

- The geographic size of your fleet's area and its population
- Density
- The distribution of your company's facilities
- Geographical climate and accommodations such as rust protection
- The age and state of your fleet
- Your current fleet replacement program. For example, analysis should be made of the time between new vehicle requests, approval, and actual purchase and delivery
- Whether your departments share vehicles
- Number of vehicles that are considered “take home” vehicles

\*Note: collected data, such as miles driven or hours of use per year for each unit, should go back at least three years.

Utilization studies can result in more than one outcome by either helping you right size your fleet, justify your current fleet as is, or give you a better understanding of the demands put on your fleet services. A utilization study can analyze maintenance issues, vehicle ages, and repair costs by vehicle, helping you to determine which vehicles to keep or retire.

And when it comes to rightsizing...

#### b. Don't attempt to right size using the WRONG data

Fleet professionals are under continual pressure to reduce costs, and an initial instinct is to arbitrarily trim fleet size. Before attempting to right size your fleet, you must first understand how the most optimal telematics solution provider can improve your fleet's performance and/or help you make the best rightsizing decisions. Telematics can

help you make rational, fact-based, and informed decisions — as long as your telematics system is set to provide the appropriate business intelligence that is aligned with your company's goals. Not every solution will be able to do this for you.

Rightsizing is important for fleets comprised of revenue generating assets, like delivery trucks, or for fleets that use high-cost assets such as large construction equipment like dozers and excavators. And, rightsizing strategies have become a way to comply with federal transportation regulations. For example, certain U.S. Department of Transportation regulations no longer impact heavy-duty truck fleets, but now include fleets operating Class 3-6 vehicles. Some fleet managers have found ways to use lighter-weight trucks that fall below the 10,000 GVWR threshold to stay in compliance. Figuring out which vehicle applications work with light-duty vehicles, for example, is an important step to making rightsizing decisions, as well as establishing a baseline during the first 3 to 6 months of any changes you make to your fleet.

Make sure to choose a telematics provider that can analyze your business with you, so you can put the right system in place to help you measure appropriately for rightsizing. Whether you are a start-up or established corporation, your provider should be able to understand your business to help you put actionable data to use for you.

## 2. What types of tools are available from the provider to help you to cut down on manual labor and fuel costs, or to improve compliance?

A fleet management system is not a single technology — it is a combination of sensors, devices, networks, and software that work together to unlock valuable, actionable data. Sophisticated reporting tools and alerts enable better, faster decision making, and the right enterprise fleet management solution can help you optimize routes, control manpower hours, integrate compliance tools, minimize regulatory violations, and reduce fuel and maintenance costs and more. ***Not all fleet management systems are created equally; make sure yours has the precise technology you need to unlock your fleet's full potential.***

For example, sensors can help predict when a vehicle requires maintenance, which can cut downtime by eliminating breakdowns and give you enough warning to help you plan for repairs and vehicle substitutions. But what if your system not only alerted you that you had an issue with your engine, but it gave you vehicle diagnostic codes that pinpointed the exact issues and

weaknesses? Not every fleet management provider offers diagnostics to this precision.

The components of a robust fleet management solution should be scalable to support your fleet, whether your fleet consists of 10 or 10,000 vehicles. AT&T Fleet Management for Enterprise, powered by Geotab, provides fleet vehicle tracking, telematics with integration tools, and precise engine codes that can help you schedule routine or emergency maintenance to help you save money.

By investing in predictive and scheduled maintenance, you can solve problems before they happen and reduce your risks of downtime, side-of-the road breakdowns, spoiled shipments, and customers waiting for deliveries.

### a. Vehicle diagnostic codes: not all OBDII dongles are the same

AT&T Fleet Management for Enterprise includes Geotab technology that employs precise vehicle diagnostic sensors to alert you of issues before problems occur. When a sensor detects an issue, you are alerted with an engine code on a dashboard, which is included in your fleet management solution. The codes are exact, which takes the guesswork out of diagnostics, saving you time and money in the repair shop. You'll know exactly what issue your vehicle is experiencing and what to fix with the actionable data of the engine code.

By managing your engine fault code information, you can proactively correct vehicle issues before they turn into costly repairs or downtime. Diagnostic Trouble Codes, Diagnostic Fault Codes, or simply an array of other engine codes are specific error messages sent from the vehicle that the GO device captures and transmits to your dashboard. These faults can be reviewed in the Engine Faults section of your dashboard, which comes standard with your AT&T Fleet Management for Enterprise solution.

### b. The right dashboard and dispatch tools help save time and money

Features like universal plug-and-play devices, data transfer, live-location tracking, plus near real-time variable information such as road closings or weather can give a dispatcher valuable insights relayed on a dashboard, so they can respond to potential setbacks or reroute drivers. Communication between the control center dispatcher and fleet drivers can lead to increased employee and fleet productivity and even safer driving behaviors.

For example, a vehicle may be on the road with a schedule of deliveries to make. The dispatcher might

get a notification that a customer no longer wants to receive merchandise, and that there is an accident on the main highway a few miles ahead of the driver. The dispatcher can use the information to reroute the driver to skip to the next delivery stop, while offering an alternate traffic route to avoid traffic jams. AT&T Fleet Management for Enterprise gives dispatchers the information they need to help the fleet save time and money, while offering their clients better customer service. Using intelligent routing not only cuts down on wear and tear of vehicles, but also saves on fuel costs.

**c. Government mandates and regulations? No problem.**

Government and some business organizations require data and telematics tools that will not only optimize their fleets but can help them meet federal and state mandates and regulations. The right fleet management solution can help you improve your compliance with laws, policies, and regulations through monitoring, electronic logging, and custom reporting. You can collect and manage data to support government-wide reporting systems and streamline your drivers' workflows. Fleet telematics used with driver apps can help drivers maintain e-logs, hours of service (HOS) logs, driver vehicle inspection reports (DVIRs), International Fuel Tax Agreement (IFTA) mileage data collection, records of duty status (RODS) and more to improve compliance reporting.

**d. Protect your business from potential leakage and hidden costs.**

Sensors can help decrease fraudulent fuel card expenses using location, odometer readings, and

mile-per-gallon discrepancies, and this reporting can help companies maintain costs, accountability, visibility, and transparency.

The right web-based telematics can help you gain a competitive edge by uncovering hidden costs, keeping drivers accountable and safer on the road, and revealing the potential for greater efficiencies. Make sure your provider is equipped with the tools to help you get the most of your fleet.

**3. How well prepared is the provider with next-generation telematics?**

When you are vetting your provider, make sure they not only have a well-established history of technology development and innovation, but that they are visionaries, investing in trail-blazing technology. Your solution should be future-proof and primed for the next generation of what is to come. Look for a provider that can offer a highly reliable, highly secure network, cloud services, edge-to-edge solutions, solid hardware and software, and more. You want to feel confident that your investment will last far into the future.

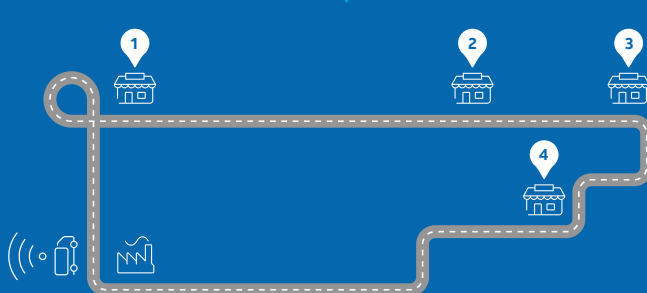
When implementing new solutions, **integration with your current equipment and technology is vital**. But did you know that not every telematics solution will seamlessly integrate with your fleet ecosystem? AT&T Fleet Management for Enterprise, powered by Geotab, is designed to fit with your current equipment and provide seamless integration across your endpoints, connectivity, data, and cloud.

**Reduce costs and create new efficiencies with fleet management and intelligent routing**

**Routing *without* Fleet Management**



**Routing *with* Fleet Management**



#### 4. What level of support will you and your staff receive when it is time to implement your fleet solution?

Support after deployment is critical to your success! Make sure you thoroughly vet your providers in this area, because not all providers offer support—or the level of support that focuses on your business and its goals. You want to make sure your provider is as interested in your return on investment as you are, and that they are truly committed to helping solve your issues.

Check to make sure your provider offers ongoing training and consulting, so you and your staff can get the most from the tools of the new solution. After all, it's not the solution itself that will optimize your fleet, but how you use the tools and data.

When you choose AT&T Fleet Management for Enterprise, powered by Geotab, you'll receive exceptional post-sales support for onboarding, training, maintenance, lifecycle care and product support, plus consulting whenever and as often as you need it. An Onboarding Manager will be available to you for end-to-end solution training support and will check in with you 30, 60, and 90 days after the deployment and your initial training sessions. This

resource will serve as a single point of contact for you and your business to assist with training, so you can maximize platform use.

Many invest time in the earlier shopping and contracting stages, and don't ask the tough questions about post-sales and deployment support. Ask what are the mechanisms to report trouble whether from the roadside, dispatch center, or system IT administrator's point of view. Your provider must understand your ongoing business operations and be able to support it.

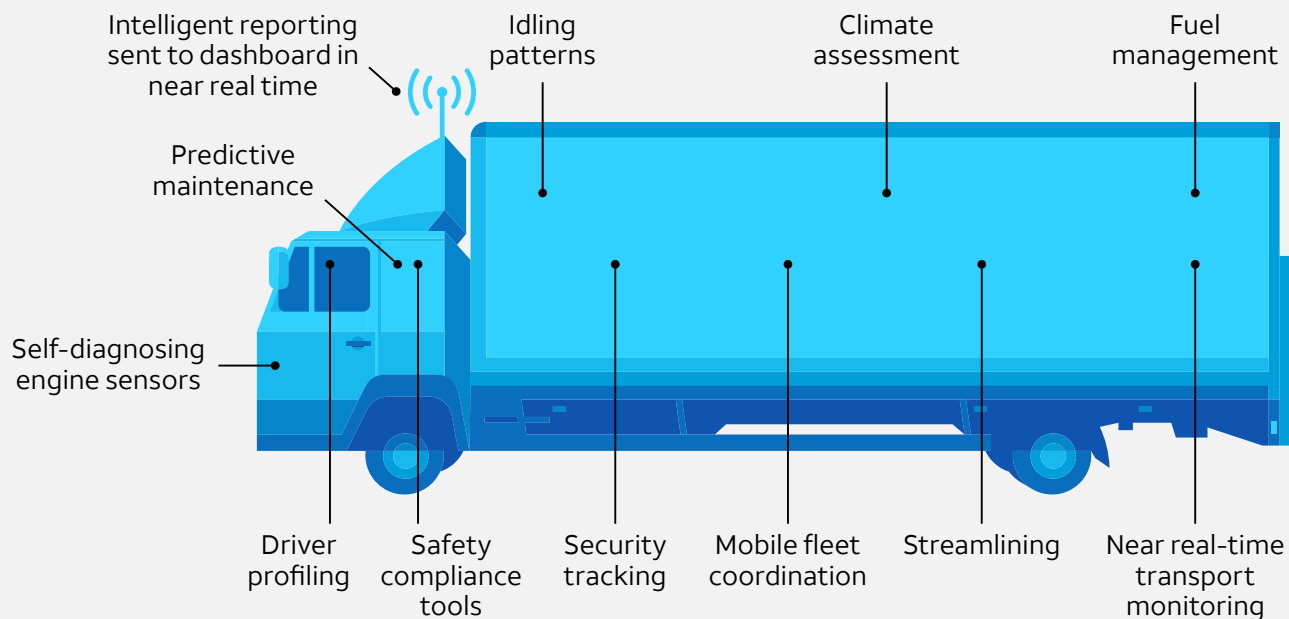
From implementation to ongoing consulting, AT&T provides resources for end-to-end support management, so you can get the most from your solution. Your Onboarding Manager will assist you with any issues you might have across all solution elements, as well as help with managing your order.

But we don't stop there. AT&T provides tiered support and ticket issuance in the case that any network or hardware issues should arise. AT&T and Geotab will help with software, hardware, or any configuration needs you might have. No matter what your needs at any time, we've got you covered from end to end.

### Not only can telematics help you build and maintain a sustainable, fuel-efficient fleet, the practice can also help:

- Minimize vehicle abuse
- Lower maintenance costs
- Employ proactive maintenance to plan for scheduled downtime
- Reduce lifecycle costs and extend the life of the fleet assets
- Ensure an acceptable level of asset availability and delivery of services
- Maintain uniform levels of asset usage
- Prevent the need for unplanned high-cost rentals

## Hit the road with a fleet management solution that goes beyond simple GPS



### Why choose AT&T?

AT&T is uniquely positioned to provide end-to-end solutions from our network to your hardware to edge-to-edge solutions. We can help you realize the power of IoT and navigate the intricacies of it to quickly build the solution that works for YOUR business. Anchored by our highly secure, highly reliable global network, leading-edge platforms, our innovative ecosystem, and our award-winning customer service, we have flexible, powerful solutions to meet your specific needs.

Plus, you get 24/7 support, single billing options, and consulting services to make sure your solutions work to achieve your business goals.

By 2025, there will be 80 BILLION devices connected via IoT.\* AT&T can help your business take advantage of the exciting technology that will carry your business into the future.

• **Asset Management** • **Vehicle Solutions** • **Smart Cities** • **Global IoT** • **IoT for Good** • **Internet of Medical Things**

\*IDC: Worldwide Internet of Things Installed Base by Connectivity Forecast, 2017-2021

### Let's get things rolling.

Harnessing the right data to predict, learn, and make near-real-time decisions for your business fleet can create a distinct competitive advantage for you, while also helping to solve your toughest operational challenges. If you are interested in learning more about AT&T Fleet Management for Enterprise, powered by Geotab, and how AT&T can put the right solution together for you, contact your AT&T sales representative or visit [att.com/iot](http://att.com/iot).

## AT&T Fleet Management for Enterprise

### Use case: Oil and gas

<b>Challenge</b>	Existing fleet solutions failed to meet rules for Electronic Logging Devices (ELD) and Hours of Service (HOS). Needed an integrated, end-to-end solution for fleets and assets.
<b>Cause</b>	Fragmented solutions led to manual driver logs and vehicle inspection records, inconsistent operations, maintenance expenses and missed deliveries — leading to higher costs and revenue loss.
<b>Solution</b>	<p>AT&amp;T Fleet Management for Enterprise software and hardware, asset tracking devices with DataFlow (to integrate data); each vehicle was equipped with a tablet, data plans, and AT&amp;T Enhanced Push-To-Talk service</p> <ul style="list-style-type: none"> <li>• Integrated with multiple internal software systems</li> <li>• Enabled company to improve safety and performance</li> <li>• Automated driver monitoring simplified reporting</li> <li>• Helped meet compliance regulations</li> </ul>

### Use case: Long haul trucking

<b>Challenge</b>	A large long-haul trucking company needed to improve regulatory compliance, monitor engine diagnostics and driver behavior, and reduce driver turnover.
<b>Cause</b>	A heavily regulated industry with strict compliance rules and enforcement, plus an industry traditionally faced with high driver churn.
<b>Solution</b>	<p>AT&amp;T Fleet Management for Enterprise software and hardware, AT&amp;T Control Center, in-cab tablets, and asset tracking devices on all trailers</p> <ul style="list-style-type: none"> <li>• Allowed company to monitor usage more closely and proactively</li> <li>• Responded to vehicle connection issues or overages dues to driver's consumption or use</li> <li>• Enabled navigation, dispatch, and proof of delivery</li> <li>• Accurate information across large subset of vehicles helped control fuel usage/management</li> </ul>



## Use case: Food and beverage industry

<b>Challenge</b>	The customer was looking for a single solution across their fleet in order to track vehicles, meet HOS requirements, and simplify dispatching.
<b>Cause</b>	Their long-haul fleet delivered reusable, keg-like containers for breweries and wineries. However, the containers were often not returned, resulting in losses and expense.
<b>Solution</b>	<p>AT&amp;T Fleet Management for Enterprise software, hardware with IOX expandability and Driver's mobile app</p> <ul style="list-style-type: none"> <li>• Implemented an end-to-end solution to track and monitor containers and fleet</li> <li>• Solution enabled dispatcher to communicate with drivers to return containers</li> <li>• Allowed for more accurate recording of mileage and operation hours to meet HOS requirements</li> <li>• Tracking solution enabled routing changes that significantly reduced fuel expenses</li> <li>• Diagnostic tools allowed for predictive maintenance, which reduced expenses and spoiled goods due to vehicle breakdowns</li> </ul>

## Use case: Electronics retail

<b>Challenge</b>	A retail company that sells electronics needed better asset tracking capabilities to track vehicles and shipments of supplies to different store locations.
<b>Cause</b>	Some company vehicles did not require ELD (Electronic Logging Devices) and HOS (Hours of Service) compliance. As a result, tracking equipment had not been installed, and key delivery metrics could not be accounted for.
<b>Solution</b>	<p>AT&amp;T Fleet Management for Enterprise software, hardware and asset trackers</p> <ul style="list-style-type: none"> <li>• Delivered integrated, end-to-end to track pallets, long-haul trailers and delivery trucks</li> <li>• Provided fleet tracking for those vehicles that were not already covered by the ELD/HOS solution, integrating seamlessly with vehicles with older equipment</li> <li>• Enabled near-real-time visibility to fleet locations and operations</li> <li>• Captured proof of delivery</li> <li>• Achieved significant reduction in fuel costs by implementing driver scorecard to reduce idling and increase good driving habits</li> </ul>

For more information contact an AT&T Representative or visit [att.com/iot](https://att.com/iot).