



# FLEET TELEMATICS



Telematics started as a simple GPS tracking solution for fleet managers to pinpoint the location of a vehicle and determine if the vehicle was or wasn't in motion. That's changed. Telematics is now a comprehensive and sophisticated, web-based data collection tool that helps improve a wide range of operational factors:

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- Fuel Consumption
  - Driver Behavior
  - Vehicle Location
  - Vehicle Maintenance
  - Routing
  - Asset Utilization
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With advances in technology — in particular those made over the last decade — fleet telematics today integrates geofencing, routing, navigation, two-way communication, diagnostics, dashboards, customizable reports, real-time driver and vehicle alerts, data mining and a host of other features and capabilities that help fleet managers identify opportunities and stay on top of operational challenges.



## Fleet Telematics: The Bottom Line

Improving safety, controlling fuel costs, increasing productivity and reducing expenses are common day-to-day challenges across all fleets and are the top priority for fleet managers. Managing the many moving parts of these fleet program components can be a difficult and time-consuming task.

Telematics seamlessly puts those moving parts under a cost-effective, manageable, customizable, easy-to-integrate and simple-to-navigate umbrella that collects data for fleet managers, allowing them to make faster and smarter decisions.

While there's no "one-size-fits-all" fleet telematics solution, fleets of all sizes, functions and composition can benefit from telematics, which can be a physical device or a piece of software inside the vehicle, and can come directly from the original equipment manufacturer (OEM) or from a third-party provider.

Although third-party solutions must be installed manually, they're generally best for fleet applications, since they're designed specifically for fleets and offer fleets advantages over OEM solutions. Such advantages include:



**Versatility -- easily deployed across different vehicle models/makes.**



**Comes with own warranty.**



**Faster updates.**



**Ability to switch telematics providers.**



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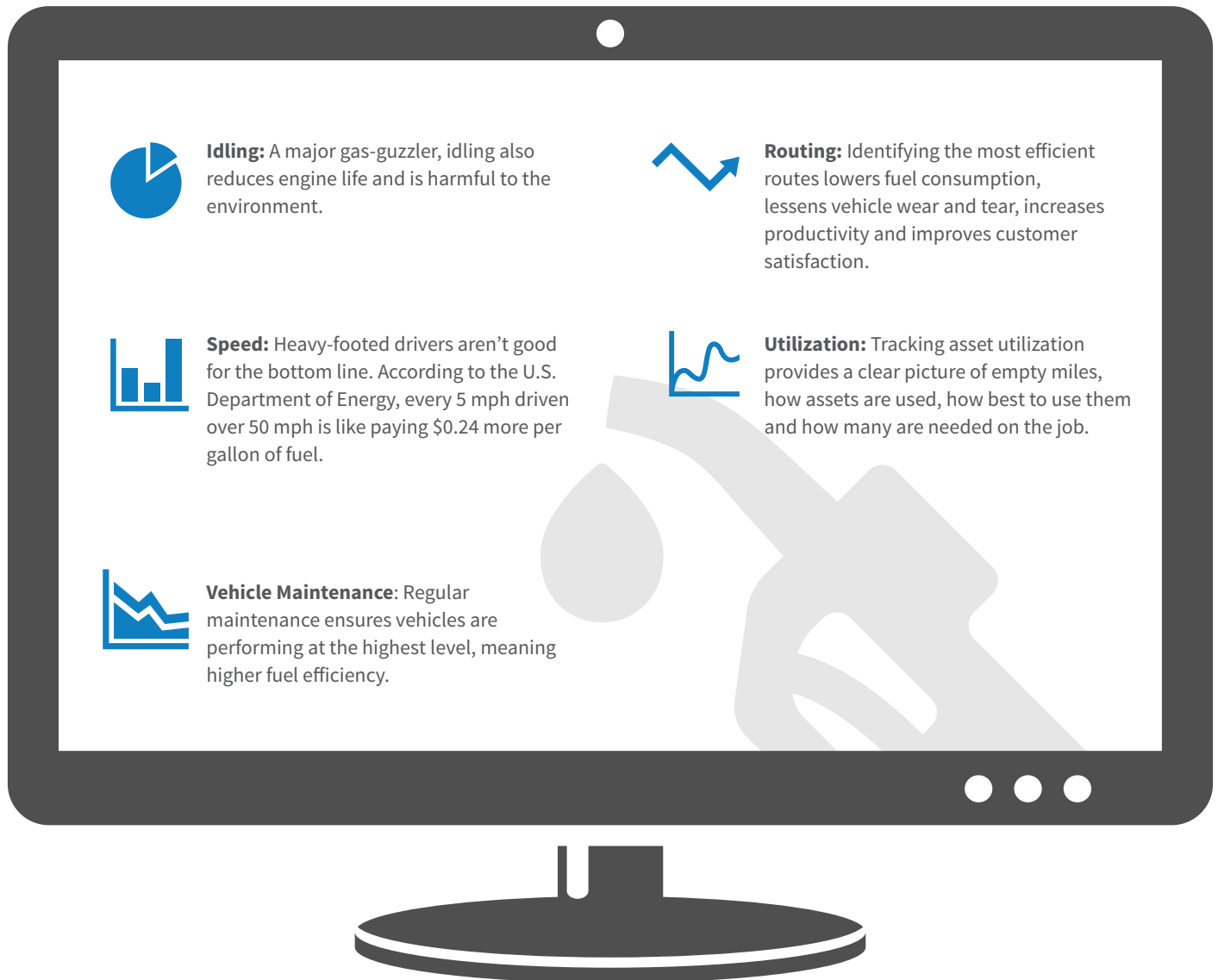
# Significant Operational Benefits Across-the-Board

With its data collection capabilities, telematics provides a wealth of benefits across most areas of fleet operations.

Let's look at four primary ones.

## 1. Fuel Consumption

Fuel is one of the largest fleet expenses, and telematics can help fleet managers cut fuel costs and get a better handle on fuel use and fuel planning. The data collection capabilities of telematics can monitor factors that impact fuel consumption, including:



## 2. Safety

Driver safety is always a top — if not the top — concern for fleet managers. Just one accident can put a major dent in the bottom line.

Telematics can help fleets cut down on accidents and violations, and can help fleet managers improve driver behavior in the following ways.

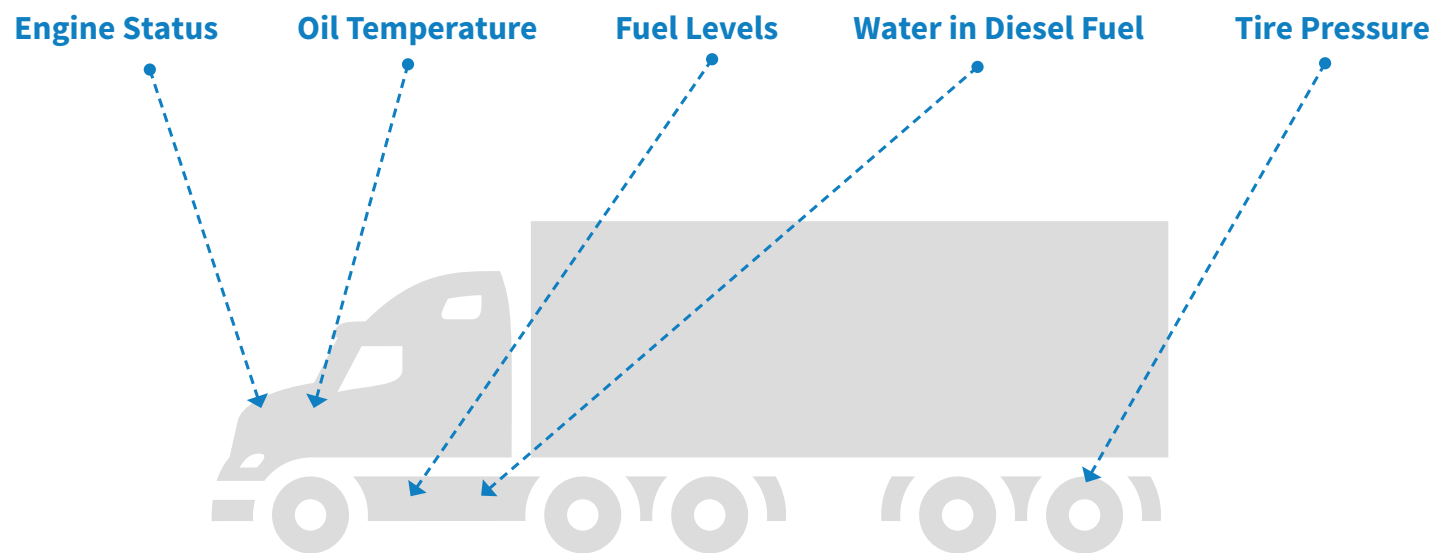


### 3. Maintenance

For vehicles and drivers to be safe on the road, staying on top of vehicle maintenance is mandatory. Telematics can help fleet managers tackle maintenance challenges with greater ease and accuracy by:

- Automating the tracking of maintenance schedules, which prolongs the life of vehicles, reduces labor expenses and reduces repair and replacement costs.
- Providing scheduled alerts for both routine maintenance and for when a vehicle is operating out of parameters, so potential problems can be addressed before they become an emergency, major expense or cause of excessive downtime.

Additionally, telematics makes it possible to schedule maintenance at times that have the least impact on work productivity, or based on factors that impact uptime and performance, including:

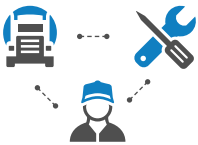


## 4. Productivity

Nearly all benefits of telematics circle back to boosting fleet productivity. For example, telematics can determine what percentage of a driver's day is productive and how fleet managers can make it more productive by identifying:

- If drivers are taking the most efficient route.
- If their vehicle is parked too frequently.
- If their vehicle is idling too much.

Telematics helps fleet managers turn these “unknowns” into actionable “knowns” for improved productivity and a more intelligently managed and run fleet. It can also help fleet managers:



Identify the nearest respondent to a call by vehicle type, driver capability and the tools they have on board for the fastest, most effective response.



Automate and incorporate paperwork into mobile devices when a job is completed, so that records are filed immediately, resulting in no lost paperwork, fewer costly mistakes and the elimination of hours of organizing and filing paperwork.



Streamline compliance reporting and ensure prompt interaction with the DOT. With ELDs, HOS and Driver Vehicle Inspection Reports (DVR) in the commercial fleet picture to stay, this is critical.





# Fleet Telematics Service Levels

As touched on earlier, there are two types of telematics solutions -- OEM and third-party solutions. Since third-party solutions are designed specifically for, and more widely used by, fleets, for our purposes, we'll look under the hood at the uses and benefits of two of the most implemented service levels for third-party solutions -- GPS Tracking and On-Board Diagnostics.

## GPS Tracking: Getting in on the Ground Level

GPS tracking is exactly what it sounds like (just GPS tracking), but even with limited features, it collects an enormous amount of data that fleet managers can turn into bottom-line benefits by giving users access to features and capabilities such as:

- Map Location
- Vehicle Speed and Idle Time
- Geofencing for Real-Time Location-Based Alerts and the Ability to Analyze Activity
- Fuel Economy with Fuel Card Integration

GPS tracking works by simply installing a GPS tracking device in the vehicle or tapping into the vehicle's GPS connection. Data is then transmitted to an online portal where it can be easily analyzed for reporting.

### GPS tracking is best used for:

- Real-time location of vehicles.
- Vehicle and asset tracking by general fleets.
- Fleets looking to get started with telematics.
- High-level insight.

### Its benefits include:

- Better control with real-time location and status of vehicles.
- Higher customer satisfaction, since knowing the exact location of vehicles means dispatchers can make quicker and more efficient responses to demands and also pinpoint arrival windows.
- Greater fuel efficiency and productivity with route optimization.
- Improved safety with data for individualized driver training and coaching to help reduce accidents and violations and correct gas-guzzling behaviors such as excessive idling, hard braking and hard acceleration.
- Reduced insurance premiums with safety improvements.
- Better compliance with more efficient and more accurate automated reporting.



## On-Board Diagnostics: Taking GPS Tracking to a Higher Service Level

Fast and convenient, on-board diagnostics takes GPS tracking up a notch and works by plugging a device into the OBD-II port of the vehicle to retrieve basic data that can be used to make fleet-wide improvements. Such improvements include:

- Fuel Economy
- Recording Accurate Trip Logs
- Viewing Engine Temperature
- Tapping into Diagnostic Trouble Codes (DTCs)
- Cold Starting Problems

### On-board diagnostics is best used for fleets that:

- Are looking for more than just GPS data.
- Want to run a better vehicle maintenance program.
- Do not have electric vehicles or are not implementing them in the near future (on-board diagnostics is not compatible with plug-in electric vehicles).

### In addition to the benefits of standard GPS, on-board diagnostics also provide:

- Improved maintenance, with DTC alerts for addressing problems as they occur.
- More information, and more accurate information, than GPS tracking, for even better reporting.
- Real-time driver feedback.





## Telematics and the Road Ahead

As the fleet industry becomes more and more data-driven, there is little doubt that telematics will become a standard tool for fleet management.

With the ELD mandate here to stay, we are seeing telematics providers integrate telematics with ELDs, to help fleet managers improve time management even more.

According to industry leaders, we'll likely see telematics take on an even bigger role in individualized driver training, the adoption of driverless cars, and data integration and mining, which keeps fleets connected and business booming.

As fleet telematics technology evolves, the snapshot that telematics provides fleet managers on fuel use, safety, maintenance, productivity and new ways to improve customer satisfaction is going to become clearer and clearer.

The time to implement telematics is now.

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For more information or details on how to open a UFO account, [please visit us online](#) or contact us at [info@psenergy.com](mailto:info@psenergy.com) or at **770-350-3000**.

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## About PS Energy

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