

# 2011 Buyer's Guide for GPS Vehicle Tracking Solutions



# SageQuest 2011 Buyer's Guide for GPS Vehicle Tracking Solutions

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<b>1</b>	<b>Introduction</b> .....	p 2
<b>2</b>	<b>GPS Vehicle Tracking 101</b>	
	How It Works .....	p 4
	Three Categories of Systems .....	p 5
	How Are Companies Using These Systems Today? .....	p 7
<b>3</b>	<b>Choosing the Right Solution</b>	
	Narrowing the Field of Providers .....	p 9
	Additional Options: Need It or Not? .....	p 12
<b>4</b>	<b>The Buying Process</b>	
	A Step by Step Approach to Shopping .....	p 14
	What to Expect After the Purchase .....	p 15
	Solution Review Worksheet .....	p 16
<b>5</b>	<b>About SageQuest</b> .....	p 17

## Letter From The Editor –

### **Welcome to the 2011 annual edition of the Buyer's Guide for GPS Vehicle Tracking.**

When we published our first edition of the Buyer's Guide at the beginning of 2007, we had no idea what a resounding success it would become. Three years and thousands of readers later, we're still happy to report that ***a remarkable 86% of surveyed readers indicate they felt more comfortable making a purchasing decision after reading this guide.***

On the other hand, in four years the landscape of options has grown even more complicated and the need for a buyer's guide has never been more real. Despite the economic downturn in 2009, the number of providers hasn't thinned at all and appears to have actually grown slightly. Moreover, many of the solutions themselves are evolving to look more and more like one another.

So if you're starting the search for a GPS vehicle tracking solution and feel a little overwhelmed right now, rest assured that you're in the right place. This guide will provide you with a solid foundation from which you can make the choice that's right for your business.

#### ***Why does it have to be so complicated?***

Over the past few years North American fleets have invested billions of dollars in technology solutions that improve the efficiency of their mobile workforce. GPS vehicle tracking is one of the fastest growing of these technology solutions and adoption levels are still relatively low, creating plenty of room for continued growth.

That type of growth has attracted a large and still growing number of providers to the market creating an overwhelming amount of competitive noise. To make matters more fragmented, customer needs, products and underlying technologies continue to evolve, resulting in multiple categories of solutions.

#### ***Are these solutions worth the investment?***

The good news is that if you can successfully navigate the maze of options, the rewards for your business are more than worth the time and investment. If you aren't yet convinced, study after

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“SageQuest's Buyer's Guide thoroughly explained the different types of systems with their good and bad points. It gave me the information I needed to critically evaluate the options and choose the right GPS vehicle tracking system for my company.”

Andy Torrey, Operations Manager, Blue Valley Telecommunications

study has shown stunning timelines for achieving positive return on investment in GPS tracking and management solutions. The number of benefits created by improved visibility into mobile workforce activity are just as compelling.

***Is now really the time?***

It's hard to ignore the economy around us when making a large investment and 2011 promises to give us much to consider. So is now really the time? Regardless of the economy and your situation, there are better questions to ask: Where else can you get the same or better return on your investment? How else will you create visibility and control over the metrics that drive your expenses and your productivity?

***The importance of choosing wisely.***

If you get as far as choosing a provider, you're going to be living with your choice for a long time. Typically, contracts are three years or more in length. But even after that, the price of change is high – cancellation penalties, the cost of new hardware, training the team again, taking the vehicles off the road again, etc. And although ROI's are quick, the ROI on a second solution likely won't be as good as your first. Bottom line: spend the time and energy up front to make the right choice for the long term.

***Good luck.***

Lastly, good luck in your search. We hope this guide helps you along your way. Regardless of who you ultimately choose, we at SageQuest sincerely hope you find a solution and provider that fits your needs and drives the type of results we know are achievable.

Here's to your success –



Jonathan Durkee  
Vice President, Product Management and Sales

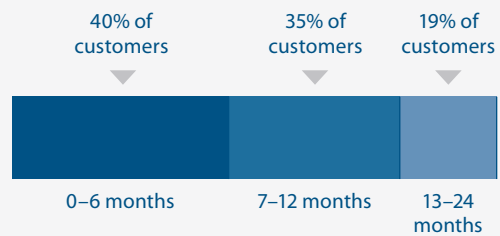
## When Should You Expect Return on Your Investment?

A key selling point for any vehicle tracking system is that it pays for itself quickly.

***But how quickly is quickly, really?***

In a survey of real-time vehicle tracking customers, just over 40% of respondents found they were getting return within six months of purchase. Another 35% of respondents saw return from the investment within seven to twelve months of purchase.

Key places to find ROI include payroll savings, fuel cost reductions, more jobs completed and decreased maintenance costs.



*\* Based on SageQuest survey of real-time vehicle tracking customers, December 2008.*

## Understand Return on Your Investment in 4 Easy Steps

Doing the math is important but where do you start?

Our free guide, 4 Steps to Understanding ROI removes the guesswork and gives you the key information you need to calculate the savings and value your company should expect from a GPS vehicle tracking system.

We not only show you how to calculate ROI, we make it easy to understand.

[www.sage-quest.com/ROIguide](http://www.sage-quest.com/ROIguide)

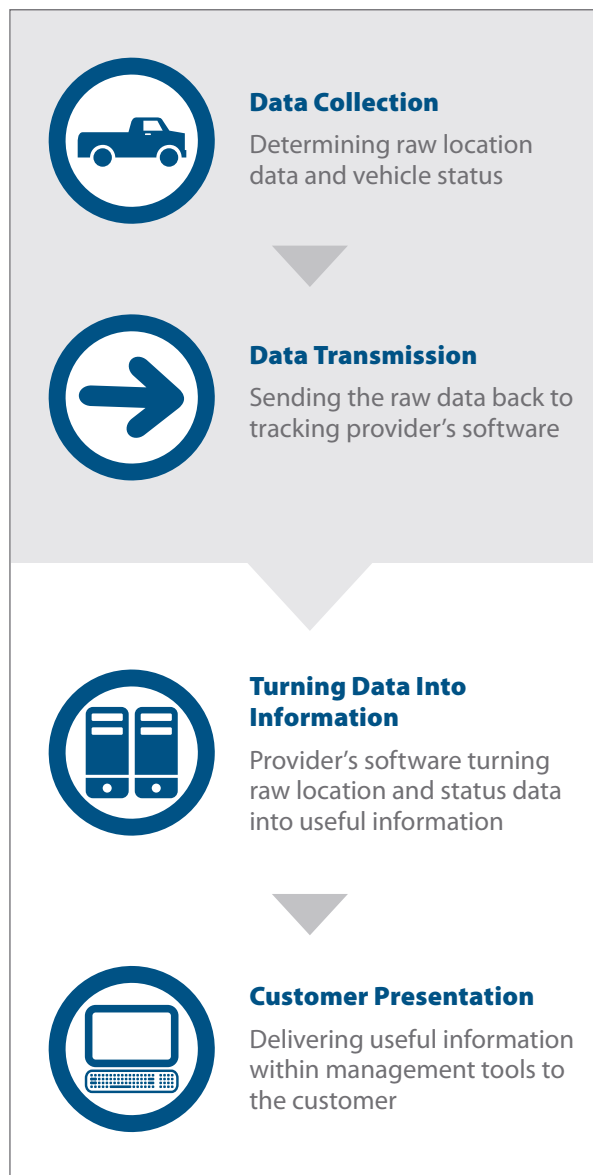
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## GPS Vehicle Tracking 101

Over the last four years, our readers have rated this section as one of the most helpful. What you'll find here is a basic overview of the technology behind the solutions and a breakdown of the different types of solutions. If you already have a good idea of what these products are and what specific category is most likely to meet the needs of your business, you might want to skim quickly or just skip ahead to the next section.

### How It Works

There are four common parts to virtually every solution in the market and these parts are provided to the customer as two components—hardware and software.



**Data Collection:** All vehicle tracking solutions are primarily based on location information, and all providers use the same technology for determining location. GPS, or Global Positioning System, was developed by the United States Department of Defense and uses a series of earth orbiting satellites that enable GPS receivers to determine their latitude and longitude, speed and other data points such as engine status.

**Data Transmission:** Raw data must be transmitted to the solution provider's software for processing. There are two basic approaches to transmitting data – now or later. Many providers transmit the data over a cellular data network to produce a virtually real-time product. Others store the data on the device and transmit everything en masse through a wireless internet connection or removable disk when the vehicle arrives back at the lot.

There are dozens, if not hundreds of devices on the market today that handle both Data Collection and Data Transmission, each of which is designed for a different scenario. It's these various hardware components that create the separate categories of solutions—handheld, installed passive, installed real time, and asset tracking.

**Turning Data Into Information:** As soon as the provider receives data from the vehicles, they process that data and start to assemble a usable picture of vehicle activity for the customer. For example:

- Latitude and longitude must be translated into readable addresses.
- Movement, speed and mileage must be determined based on distances traveled.
- If a vehicle is stopped, the system must calculate how long it remains stopped at the location.

**Customer Presentation:** Lastly, and definitely most importantly, the provider delivers the information to the customer through a software program that includes capabilities such as mapping, reporting and alerts and often times much more.

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## The Three Main Categories of Tracking and Management Solutions

While the market continues to expand rapidly, the categories of solutions remain the same. Below is a summary of each of the three main categories of solutions, as well as pros and cons for each.

**Handheld Solutions** combine the functions of a cell phone, PDA or handheld reporting device with a GPS location signal.

**Passive Download Vehicle-Based Solutions** are hardwired into the vehicle itself, typically under or inside the dashboard. When the vehicle returns to the company lot or parking area, data can be downloaded either through a removable memory device or via a wireless data connection.

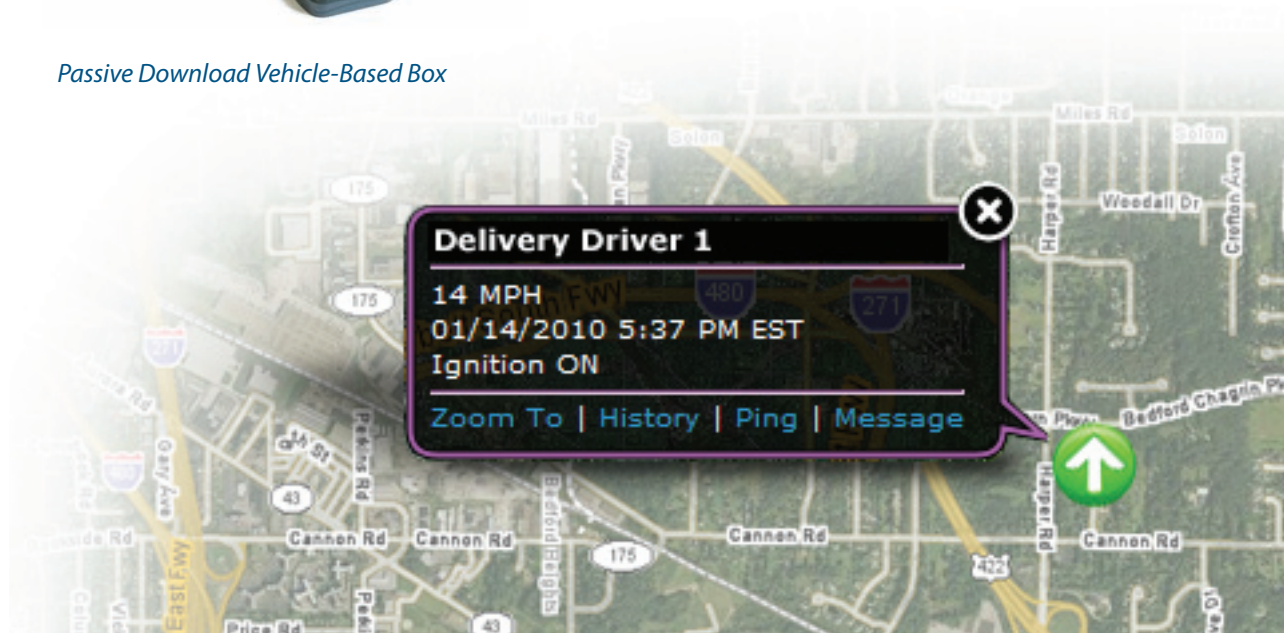
**Real-Time Vehicle-Based Solutions** use a device hardwired under or into the dashboard of the vehicle, similar to the passive download solution. The key difference is that the device not only collects the GPS information, but then transmits the data frequently over a cellular data network.



*Passive Download Vehicle-Based Box*



*Handheld GPS Device*



*Real-Time Vehicle-Based Solutions Provide Real-Time Vehicle Activity Details*

## Pros and Cons of the Different Solution Types

	HANDHELD OR PHONE-BASED SOLUTIONS	PASSIVE DOWNLOAD VEHICLE-BASED SOLUTIONS	REAL-TIME VEHICLE-BASED SOLUTIONS
PROS	<ul style="list-style-type: none"> <li>■ Portable.</li> <li>■ Can be added to existing phones or handheld devices. If new devices are required, they are relatively inexpensive.</li> <li>■ Employees can use the device for calls, messaging or other applications.</li> </ul>	<ul style="list-style-type: none"> <li>■ Provide an unbiased, accurate history of the vehicle's workday.</li> <li>■ Good value for reporting and post action reviews of driver behavior, routes and associated costs.</li> </ul>	<ul style="list-style-type: none"> <li>■ Provides the most accurate and timely information for decisions made during the workday.</li> <li>■ Removes any chance for driver interference, making the data as reliable as possible.</li> <li>■ Flexible enough to dispatch vehicles from home.</li> <li>■ Provides the ability to locate a lost or stolen vehicle and its assets immediately.</li> </ul>
CONS	<ul style="list-style-type: none"> <li>■ Controlled by the employee; can be left behind or turned off.</li> <li>■ When the device is indoors, GPS signal is very weak.</li> <li>■ May determine location through a combination of several cellular towers instead of GPS, giving you far less accurate data.</li> <li>■ No alerts on vehicle activity like speeding, idling, mileage or simple travel &amp; stops information.</li> <li>■ Cannot protect against vehicle theft.</li> <li>■ Batteries die frequently.</li> </ul>	<ul style="list-style-type: none"> <li>■ Require vehicles to return to a specific location on a frequent basis in order to collect the location data. If the vehicle is not returned in time, device memory may overwrite itself.</li> <li>■ Often require manual work for the user, especially if data is not downloaded automatically.</li> <li>■ No real-time visibility in critical situations (e.g. emergency customer call, safety issues, etc.)</li> <li>■ Cannot be effectively used as a security device for the vehicle.</li> </ul>	<ul style="list-style-type: none"> <li>■ Can be more costly than the other two major groups, as they require an installed device along with a monthly monitoring fee.</li> <li>■ Requires some level of cellular data coverage in order to work effectively. If coverage is lost, data can be stored on the device and relayed when coverage improves again. Be sure to check with the provider on coverage and "store and forward" capability.</li> </ul>

Now that you have a general sense of the different solution types, here are some basic points to keep in mind when you're trying to determine which category is right for you.

- Most customers purchase real-time vehicle-based solutions. According to industry analysts, real-time vehicle-based solution sales have far exceeded the other two categories for several years. Given that those solutions are the most expensive option, there must be a pretty good reason.
- If tracking is your priority, don't purchase a handheld solution. It may be less expensive, and the idea of killing two birds with one stone always sounds nice, but the quality of the information you get will be low. Don't risk your entire return on investment to save a few dollars.
- Passive download vehicle-based systems clearly require the right situation to be effective. Make sure you go through the details with a provider on when and how data transmission happens.

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## How Are Companies Using These Systems Today?

You probably have some ideas for what role a vehicle tracking solution might play in your business, but our research shows that few customers take full advantage of the capabilities across their business. Below are a few common examples of how customers are leveraging solutions in their business to drive value.

### Auditing Timecards & Billing

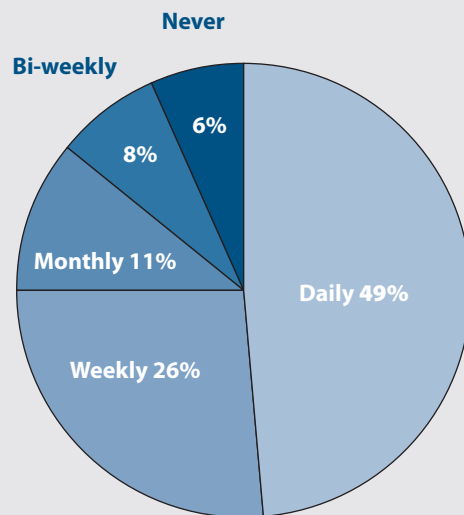
One of the most common ways that customers take advantage of vehicle activity reporting is in their payroll and billing processes. A recent survey of thousands of GPS tracking customers found that nearly 60% of respondents use their vehicle tracking solution for validating timecards. Typically an administrator will compare a paper timesheet submitted from the driver to a daily vehicle activity report to authenticate start and end times of the day. Similarly, supervisors and managers will spot check for long travel or stops, or in some cases validating services were performed or auditing a specific incident.

### Real-Time Dispatch & Supervision

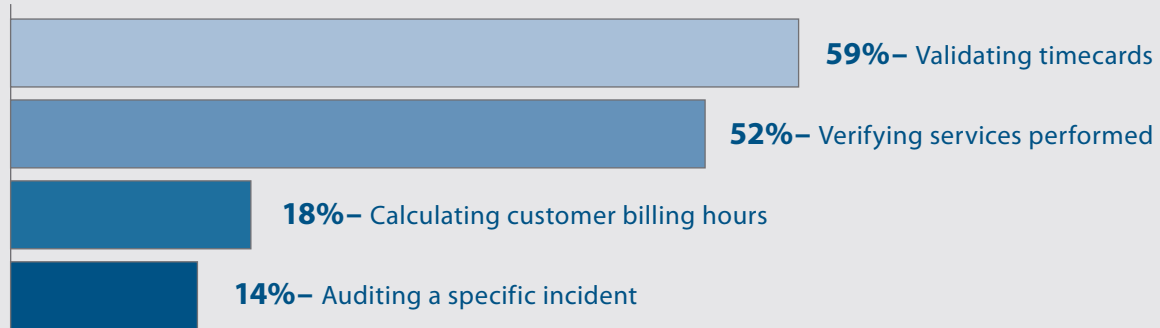
For dispatchers, knowing the current location of technicians in the field can create tremendous value. They can find the nearest driver to an urgent job, or quickly understand if a driver is ahead or behind schedule for planning purposes. But the value of monitoring current location is not limited to dispatch. Supervisors and managers often use the map to check on their team's progress throughout the day and stay assured that activity in the field is going according to plan.

### How Frequently Do You Look At A Vehicle Activity Report?

*Customers are clearly focused on the daily travels and stops of their drivers, often auditing timecards and customer complaints with detailed activity reports.*



### Top 4 Ways Customers Use Vehicle Activity Reports.



## Eliminating Unwanted Driver Behavior

Using real time email alerts and automated exception reports, owners and managers identify unwanted driver behavior such as speeding, unauthorized use of vehicles, idling and more. Once a manager is aware of an incident, a conversation with the driver or technician to discuss the situation and reinforce policy is typically all it takes to eliminate the behavior moving forward. Although these capabilities are pretty basic, the savings and elimination of liability can drive huge savings.

## Driving Improvements in Efficiency and Productivity

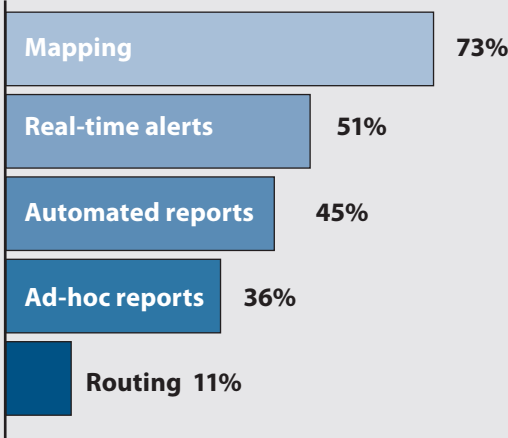
After installing a vehicle tracking solution many customers realize a significant return on investment from low hanging fruit in payroll and fuel savings. But after having a solution installed for a few months, customers find themselves sitting on a wealth of valuable metrics – number of stops, drive time, idle time, on-site time, average start and end times and more. Typically available through summary reports or Dashboards, many customers use that data to drive continued improvements across their workforce in one or more of the following ways:

- Identifying best and worst performers through key metrics
- Establishing benchmarks and standards
- Creating and managing incentive programs on key metrics
- Improving accuracy in planning and budgeting

## Don't Underestimate the Importance of a High Quality Map

In a recent survey of customers purchasing the SageQuest solution, nearly 30% cited reporting capabilities as the primary reason for purchasing a fleet tracking solution – compared to just 20% citing mapping capabilities. However, nearly 73% of those same customers log in to use the map within their product every day compared to just 36% that use the reports every day. Detailed results of the survey below:

### Percentage of customers that use the following features every day:



# Choosing the Right Solution

## Narrowing the Field of Providers

In a market with so many options, some factors are simply more important than others. For each of those areas we've packaged up the need to know information and key questions for potential providers.

### ▶ Dashboard

Over the last year, one of the biggest trends in GPS vehicle management is the introduction of the Dashboard – a summary of relevant metrics on a single screen. As a concept, Dashboards can provide tremendous value to executives and operations managers by quickly delivering keen insight into key performance metrics. Unfortunately, many of the Dashboards available in the market today were thrown together hastily in an attempt to simply say, "We have one, too."

When you see a Dashboard, you need to evaluate that capability like it is just as important as any other capability within the solution. Stop and pay close attention to what's on it. Colorful charts and graphs may look interesting, but upon close inspection you may realize that the Dashboard is a bunch of fluff.

#### Key Capabilities to Look For:

- ▶ Summarized activity of the entire fleet or a major group, not just one vehicle at a time.
- ▶ Flexibility to view data for time frames exceeding one day or one month at a time.
- ▶ Benchmarks you can easily customize.
- ▶ Relevant activity details which are easy to drill down into.

#### Evaluation Tip:

Get a screen shot of each of the different Dashboards for a side by side comparison.

### ▶ Map Quality and Functionality

For many customers and for large fleets in particular, the map will be one of the most frequently used capabilities within the solution.

#### *What really makes one map better than another?*

- Control over how information is presented: Knowing where a vehicle is simply isn't enough. Customers need context: Is that a customer location? How long have they been there? What is the vehicle doing? Good solutions enable customers to display whatever location and vehicle information is relevant to them.
- Moving around quickly: When monitoring multiple vehicles across a wide area, the ability to move quickly can determine the quality of service you provide to a customer. Finding the nearest vehicle to a specific location, search tools to quickly find addresses and geofences and auto-zoom capability are all essential for getting to the right answer quickly.
- One click access: When you spend time on the map, you're often presented with the need to access some other part of the solution – changing the driver assigned to a vehicle, evaluating the route a vehicle took over the last few hours, etc. Good solutions will ensure that those capabilities are no more than one click away.

#### Key Question:

- ▶ How much control will you have over what you see on the map?
- ▶ How difficult is it to find the closest vehicle to a jobsite or other location?

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### ▶ **Commitment to Updates and Improvements**

One of the greatest advantages of purchasing a hosted, web-based solution (also known as software-as-a-service solution or SaaS) is that you benefit from the investments your provider makes in their solution. Some providers might call that “Free Upgrades” or just promise continuous improvement. Unfortunately, not all providers follow through on their commitment due to lack of investment in product development or the absence of solid research and design practices.

#### **Get Specific About Product Improvements**

- ▶ What were the major milestones they achieved in the last six months, and what do they have on their product roadmap in the upcoming six months?
- ▶ How do customers provide input for new enhancements?

**TIP:** These are also great questions to ask any reference given to you by a provider.

### ▶ **Solutions for Larger Businesses: One Size Does NOT Fit All**

Often times as mid-sized and larger fleets evaluate providers they fall into a common pitfall: as they struggle to differentiate solutions they gravitate toward the lowest price which is often times geared for the smallest customers. In reality larger businesses have different needs that only certain providers and solutions will be able to meet. If you have 50 vehicles or more, you should ensure you evaluate whether or not the provider is capable of delivering quality service to a business your size.

#### **Key Questions**

- ▶ Are there limitations within the solution related to the number of vehicles?
- ▶ As the number of users within your business grows, are there sufficient tools for administering access to different capabilities and segments of your fleet? Or will you have to call the provider every time you want to make a change?
- ▶ Are there additional resources available from the provider for handling implementation support, additional training and other professional services necessary for getting up and running?



## ► Installation

A smooth installation process is critical for ensuring your business gets value from your investment quickly. On the other hand, a bad installation process can lead to all sorts of issues: improperly installed units that don't function correctly, vehicles off the road too long, or potentially a bad impression on your mobile workforce. There are a few different approaches to installation in the market. Make sure you are clear with a potential provider as to their specific approach.

### Key Questions

- If using an installed device, who performs the installation? Does the provider expect you to coordinate with a third party?

### Need to Know

- Some providers will represent their device as being so easy to install you can do it yourself. More often than not that's incorrect and can lead to real problems. If you have a capable technician on staff, with time and proper training it's possible they can handle installation. But how much will you really save? Think about it this way: whether you pay the provider for installation or pay yourself, you're paying for it somewhere. You're probably better off ensuring it's done correctly.

## ► Training & Support

Training and support may seem incidental compared to the actual capabilities of the product, but once you have a solution in place, they play a major role in your day-to-day experience. Quality providers have dedicated support staff available at your convenience to handle any concerns that arise.

### Evaluating Training & Support

- How in-depth is the training? How many sessions? Is it live or through recorded tutorials?
- Are the people conducting training professional trainers or sales people?
- Are there additional costs for anything beyond initial training?
- What hours is support available? How quickly do they respond?
- Does the provider outsource support or manage it themselves?

## Additional Options: Need It or Not?

In recent years more add-on options have become available for vehicle tracking solutions. They fit certain needs very well, but are they right for you? Here are some details and keys to decide whether you need them or not:

### In-Vehicle Navigation & Messaging

In-vehicle navigation and messaging became a popular new feature for many providers in 2009 thanks to a ready-made integration platform developed by Garmin®.

In general, these tools create an interface with the driver, enabling you to deliver turn-by-turn directions or messages to a screen within the vehicle. Whether or not in-vehicle navigation is a good investment depends completely on the nature of your business. Answer these simple questions:

- On average how many different locations does a driver visit each day?
- Are the locations different every day?
- Are new locations sent during the workday?
- Does your dispatcher disrupt drivers or technicians with calls or messages that could be delivered to a terminal in the vehicle?

If you're throwing your drivers more than one or two curveballs a day, you should give this option some thought. A navigation device is cheaper and faster than lots of phone calls and safer than printed directions.

Plus, a benefit that makes the drivers and dispatchers lives easier could go a long way towards diffusing a negative reaction to a new GPS tracking and management solution.



*An in-vehicle navigation device can deliver turn-by-turn directions and messages to your drivers in the field with minimal cost and great value.*

#### Key Consideration:

Some providers may have their own branded devices, but going with an independently branded device like Garmin ensures that if you ever decide to change vehicle tracking systems you won't have to buy all new in-vehicle navigation devices.

### Integration

Integration with other back-office systems is a growing theme in the vehicle tracking solution market but it can quickly become a complicated topic – different technical approaches, different levels of integration and different types of relationships between software providers. Here's a brief overview of the different flavors:

#### Types of Integration Relationships

- **Standard:** Some GPS vehicle tracking providers have formal relationships with other software vendors and provide additional capabilities to their shared customers.
- **Custom:** For situations where a provider doesn't have a formal relationship with the other software vendors or if the customer has a proprietary solution, some providers give customers access to a set of tools (i.e. Web Services or API) to develop the integration capabilities on their own.

#### Extent of Integration Capabilities

- **Lightweight:** This simple approach sends limited information from one system to another. Some customers will send real-time vehicle location to a dispatch board or other mapping application or automatically create geofences for new customers.
- **Deep:** By far the most valuable, deep integrations share more information across both systems and use the vehicle activity data to authenticate information in other back-office systems such as work order data, fuel purchase data, etc.

So when does it make sense to integrate? Generally speaking, the larger the account the greater the need to integrate. For smaller customers, integration makes a lot of sense if you have a high volume of customers and the horizon of your schedule is relatively short. A lightweight integration or a deep integration can be a great way to improve visibility into field activity.

### 3 Key Questions to Ask When Shopping for an Integrated Solution:

- 1 Can the provider supply a customer reference with an integration today?
- 2 For custom integrations, what sort of documentation can they provide on their integration capabilities?
- 3 What are all the additional costs associated with the potential integration?

### Must Do:

Set up a call with the provider's technical contact and a technical contact in your company or at your existing software company.

## OBD

Onboard Diagnostic (OBD) connections allow the hardware device to tap into information from the vehicle's onboard computer, enabling the customer to receive alerts and reports on diagnostic trouble codes, actual odometer readings and sometimes fuel consumption.

The value of OBD can vary greatly based on the makes/models in your fleet and what you really plan to do with that data once it arrives on your desk.

- Are you confident that your vehicles are able to send good data through the OBD port?
- Do you need fuel efficiency data in real time?
- Are you familiar enough with vehicle maintenance to translate engine codes into meaningful action?

If you answered "No" to any of these questions, you probably don't need OBD. Here are some things to keep in mind:

- Many solutions calculate highly accurate mileage every second within their device and are typically within 3% of the actual odometer reading.
- If you use a fuel purchasing card, ask your provider about integrating fuel transaction data into their system to understand fuel cost and efficiency.

If you are interested in a solution using OBD, we highly recommend trialing it on a couple vehicles so you can understand what information you'll really receive, and how much value you and your team can take away from it every day.

### Watch Out

- ▶ The ability to send OBD data over a cellular network from a vehicle tracking solution is actually a patented technology. If you are not dealing with the company that owns that patent, you could be setting yourself up for major pain if they choose to sue your provider.
- ▶ OBD devices are NOT so easy that you can install it yourself. You still need to get under the dash, position the antenna, and mount the device in a way that your driver won't kick it out and add a special wiring harness so that your mechanic can still reach the OBD port.

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## The Buying Process

### A Step by Step Approach to Shopping

So you think now might be the time for a GPS tracking and management solution and you decide to get the process started. Now what? Below are a few simple steps to follow that should keep you on the right track.

#### ► Be Prepared

**Determine Your Goals** – What do you think are your biggest opportunities for driving productivity and savings?

**Set Benchmarks** – So many times customers won't be able to measure an impact to their business because they don't take the time to measure performance before a solution is up and running.

**List Your Out-of-the-Box Needs** – Envision which people on your team will need access to the solution in the first year and specifically what they will need in order to accomplish your goals. For example, if it's a report, what information is included? If at all possible, think through what you might need in years two, three and beyond. Choosing a solution with room to grow can save you the price of change after your initial contract is up.

**Understand Your Internal Decision Process** – Every company makes decisions differently. Before you get too far, make sure you know how your company works. Who do you need to have involved? When do you want something up and running?

#### ► Research and Identify

**Choose a Solution Category** – Pick the category of solution that you think aligns best with your business and goals. If you can avoid evaluating providers from more than one category you will save yourself a lot of confusion. Don't let the difference in providers be the difference in categories.

**Identify Potential Providers Within Your Category** – There are many ways of finding providers within a category – search engines, referrals, etc. But be sure to inspect their web site for your out-of-the-box needs and preferred service level before initiating contact. Try to keep the list of potential providers between three and five.

#### ► Start Shopping

**Initiate Contact with the Potential Providers** – This step can be as short or as long as you want. Schedule the demo at a time that works for you. You will almost always be working with some sort of sales person at each provider.

**Solution Review** – Once you've got a list of potentials and you have the right people internally identified, you will need to spend a good two hours or more with each provider. This step is easily the most important. You will see a product demonstration as well as do Q & A about the provider and their approach to service. Take your time during the product demonstration and ask for another demonstration if you feel it would help you finalize the choice. This review is where the important details of the solution come out.

**Negotiation** – Do your best to know who you're going to go with before negotiating price. The temptation to go with a lower cost solution will be strong, but you could be risking your results for a few dollars. You will absolutely get what you pay for.

Notice that the best decisions follow a healthy amount of upfront thinking and research. The Solution Review is easily the most important step, but you will be much more prepared if you know at that point what you're looking for.

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## What to Expect After the Purchase

As you finalize your decision and start the purchasing process, you should start preparing for roll out across your team. Below is a brief look at what happens after submitting your order with a provider.

### ▶ After Faxing in the Agreement

Once you sign on the dotted line and fax over the order, the ball will end up back in your court very quickly.

- Almost immediately, you should receive a document to complete about the vehicles on which you are installing the device. This includes make/model and VIN information along with current mileage and other details that allow for account set up.
- Once you send back that document, you should be contacted about installation scheduling. If the provider coordinates installation, they'll ask for convenient dates and times to complete the work. If they leave it to you to coordinate, they should at least provide a list of local installers you can contact.
- As installation is finalized, you should be contacted again to set up a training session. Make sure that all potential users can make the session, and that you have some questions prepared ahead of time to make sure you leave the session ready to log-in and go to work.

Ideally, you should have a dedicated contact to work with through the initial set up, and all of these items should take place within roughly two weeks if you complete the document and make your vehicles available for installation in a timely manner.

### ▶ Introducing a Solution to Your Team

Once you've finalized the order, you need to start thinking through a communication plan to introduce the solution to both your users in the office and the drivers in the field.

- We recommend that members of both groups be part of the team that decides upon a final solution—they can become champions for the solution inside their teams.
- We also recommend a brief meeting with the drivers to outline your main goals for the solution and your expectations for them.

**Hint:** this is your moment to dispel “big brother” by presenting the solution as a way to streamline dispatching, increase productivity and minimize distractions to your team in the field.

You should also consider positioning the system as a way to influence good habits as much as it is to dissuade bad habits. You can easily create incentives for the driver with the least amount of speeding incidents or idle time.

### ▶ The Initial Savings and Beyond...

When considering the ROI of a vehicle tracking solution, many companies are overly focused on the initial cost reductions from decreased fuel costs and payroll. While initial behavior-based savings can be substantial, the key to getting lasting value is building goals for your workforce and creating policies and incentive programs that drive productivity and efficiency over time.

- The first 90 days of having the solution in place will give you a feel for where your drivers stand in terms of key metrics like idle time, travel versus hours onsite time, miles driven and speeding incidents.
- Once you have a feel for the current state of these metrics, set reasonable benchmarks and create policies that you can report progress towards using the solution.

Past the initial stage, you should also start using the information for better strategic planning:

- Are you spending the right amount of time with key customers?
- Are drivers being dispatched efficiently, or are miles not very well distributed?
- Could you expand your operations to new geographies or types of work—based on the productivity increases you have from the solution?

A good solution really becomes a wealth of knowledge about how your business operates. To maximize value you need to consider this knowledge whenever making major decisions about your mobile workforce.

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**Provider Scorecard Solution Review**

Provider Name:

Provider Contact:

**Functionality**

Map:

Reports & Alerts:

Dashboard:

Account Administration:

Vehicle Maintenance:

Additional Options:  
*(In-Vehicle Navigation, OBD, Back-Office Integrations)*

**Service & Support**

Installation:

Training:

Customer Service & Technical Support:

Commitment to Updates and Improvements:

Other:

## About SageQuest

SageQuest provides GPS fleet tracking and management solutions that improve the efficiency and productivity of any mobile workforce. Unlike other providers, we focus on delivering true business insight and the personal service you need to maximize your potential return.

### Why Consider SageQuest?

#### **We separate ourselves from other providers with a best-in-class product and a service-driven model:**

- Our product, Mobile Control, is an award-winning and comprehensive vehicle tracking solution that provides a comprehensive set of tools and the flexibility to fit the needs of virtually any mobile workforce.
- Our personal service extends from coordinating device installation in your vehicles through personalized training and ongoing support from our in-house customer care team.
- We offer web services and integration options that make Mobile Control more valuable by tying in information from your other business applications.

#### **We deliver proven benefits that create value across your entire business:**

- Raise productivity across your entire fleet through increased driver accountability and improved fleet utilization.
- Reduce expenses by cutting excess fuel, overtime, maintenance and insurance costs.
- Increase safety and security of drivers, vehicles and vehicle contents.
- Improve customer satisfaction by shortening response times and providing more accurate status and arrival information.

### Mobile Control from SageQuest

#### **Mobile Control provides a comprehensive set of tools for vehicle tracking and management:**

- Our Control Center allows you to set benchmarks to match your unique goals—then use graphs, rankings and trends to track performance for your whole team or individual drivers.
- Our industry-leading maps enable you to view and direct your fleet activities in real time.
- Flexible reports provide vehicle history including details on travel and stops, mileage, exceptions and more.
- Real-time alerts and automated reports inform you about important activities like speeding, off-hours operation and other unauthorized vehicle use.
- Mileage-driven preventative maintenance tools keep you in control of your service needs and maintenance investment. Straightforward routing helps you get your drivers where they need to be.

Start your evaluation process by contacting us at **888.837.7243** or visit **[www.sage-quest.com](http://www.sage-quest.com)** for details.



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