



SURROUND THE TRUCK



THE INTRODUCTION

Over the past few years, companies have been looking for new ways to improve their supply chain processes. After all, **79% of companies with high-performing supply chains achieve better than average revenue growth within their industries.**¹ Many of the most helpful solutions they're finding are ones that help them surround their trailers through comprehensive trailer tracking. Tracking trailers has led to increased safety, complete visibility, and improved overall effectiveness for these logistics operations.

The question becomes, what are these companies using to track their trailers? **The answer is asset tracking technology.**

89% of fleet professionals

said they choose a GPS fleet tracking software looking at the ease of use and adaptability²

62% of GPS tracking users

reported a positive ROI after using fleet tracking software³

If freight and logistics businesses harness the power of digital technologies that can boost earnings before interest and taxes by

up to 13%!⁴





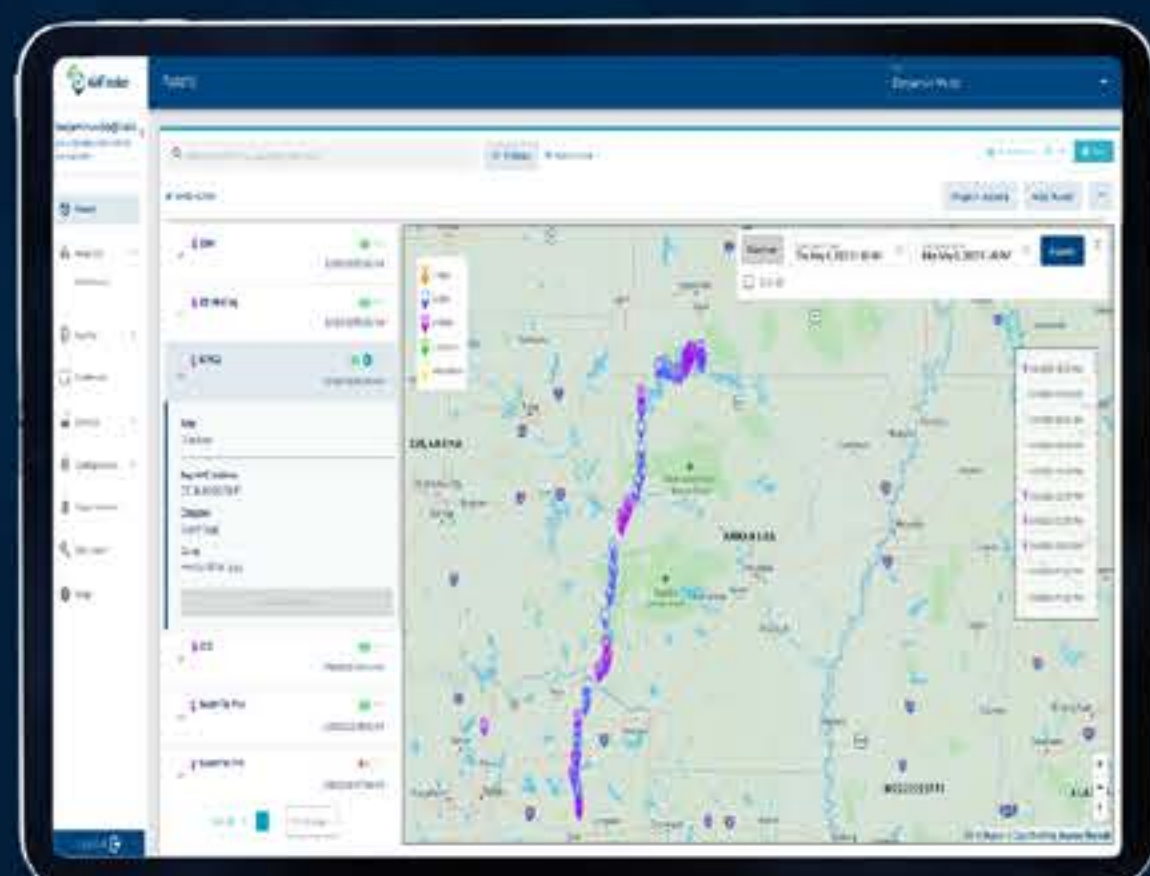
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INCREASED VISIBILITY

Gaining full visibility of your logistics operations is the best way to improve those operations. By knowing what's going on at every stage of the logistics process, fleet managers are able to make strategic operational decisions based on real-time data. These decisions can include anything from route optimization to purchasing decisions. Visibility also helps companies reduce both losses and delays. When you know the location of your trailers, you can retrieve any that are lost quickly and even prevent theft before it happens.

Complete supply chain visibility is becoming increasingly important, but **69% of companies report lacking that visibility.** Finding a way to maintain this visibility, however, is becoming a strategic priority for companies worldwide.⁶



The visibility asset tracking provides can

**increase production
by 28.3%**⁷



INCREASED SAFETY

Safety is an incredibly important consideration for logistics operations. When it comes to evaluating ways to improve logistics operations, companies tend to favor solutions that help ensure safety. When these companies recognize that fleet tracking can provide improved safety along with additional benefits, they recognize what they found as an amazing solution. Abdalslam explains, **“Fleet tracking data can help identify and improve dangerous driving behaviors, such as excessive speeding and sudden braking.”**⁸

42%

of companies reported they have seen fewer safety incidents since they started to use fleet tracking software to monitor driver behavior.⁹



85%

of fleet managers reported they believe fleet tracking has reduced the number of accidents their drivers get into.¹⁰

IMPROVED EFFICIENCY

Complete visibility of your trailers leads to improved efficiency. Without complete process visibility, it's difficult to truly know how efficient your operations are. You may think you have high efficiency, but discover that you're wasting time and resources after looking at RTLS data.¹¹



39% of respondents

indicated that their fleets idled three to four hours per day

A truck sitting idle for that long is wasting considerable time and fuel. Think about how much more productive you could be if you spent those extra 15 to 20 hours each week committed to making deliveries. **Fleet tracking systems provide guidance that can help companies increase their delivery efficiency by up to 10%.** This increase in efficiency comes from not only reducing idle time, but also from these systems helping locate lost trailers. Typically, lost trailers will delay your processes, because you have to spend time looking for or replacing them. But if you can look up the trailer's location in real time or receive alerts when it leaves without authorization, you can retrieve the lost trailer quickly and continue on with operations as usual.¹²



After implementing fleet tracking technology,
75% of companies reported an increase in efficiency.



IMPROVED COMPLIANCE MANAGEMENT

Certain trailers, like reefers, are essential to transporting perishable assets. These assets are often foods, but they can also be medication or even flowers. In order to prevent perishables from spoiling during transit, the temperature of the reefer must remain within an established range depending on what it is carrying. But sometimes, the unexpected happens and the temperature changes. Whether or not these situations are addressed is the difference between

compliance and getting in trouble with the FDA.

60% of business owners say they struggle

with keeping up with compliance and regulations¹⁴



It's difficult to determine the temperature of the food at a pallet level without asset monitoring technology. Typically, drivers and managers know the temperature the trailer is set to. **But if the trailer is over-stuffed or the vents are blocked, the difference in product temperature won't be obvious until it's too late** and the food is spoiled. By using an asset monitoring system to monitor the temperature at a pallet level, workers are better prepared to recognize and address these issues before the worst happens.

IMPROVED CUSTOMER SATISFACTION

Repeat customers are important to companies since they ensure continuous revenue, and the level of customer service customers receive often determines whether or not they will be a repeat customer. Tracking their fleets allows companies to offer better service to their customers by providing transparency. **Customers consider a transparent experience to be a better experience,** and the data that trailer tracking provides allows companies to provide that transparency. When there are delays, they can be detected and communicate quickly. By meeting or exceeding customer expectations in terms of delivery times and order accuracy based on data, companies can enhance customer satisfaction, build loyalty, and establish a positive reputation.



**54% improvement
in customer service**

was seen because of fleet tracking¹⁵



**A fleet tracking
system helped 48%**

of respondents improve customer service.¹⁶





TELEMATICS INTEGRATION

Integrating asset tracking with telematics revolutionizes the way businesses manage and monitor their assets. Telematics devices are installed on trucks and provide asset visibility **only when they are powered on, leaving a gap in the trailer visibility.** By integrating telematics with asset tracking, businesses gain a real-time, comprehensive view of their assets' status even when trailers aren't connected to an active power source. This enhanced visibility allows for better resource allocation and utilization, leading to more efficient operations, reduced downtime, and increased productivity.

Asset tracking with telematics allows for precise location tracking, ensuring that businesses can quickly identify and recover stolen assets. In addition, the integration of telematics enables the usage of geofences and alerts that notify users when assets move beyond designated areas. This proactive approach to security significantly reduces the risk of asset theft and unauthorized usage.

This doesn't mean that asset tracking should replace telematics systems, especially not when it's already widely in use. **LLC Buddy says 74% of fleets use telematics technology to track the location of their trailers.**¹⁷ With the strong use and impact of telematics, it's not wise to get rid of the telematics system; instead, asset tracking should be used to enhance what it already does and fill in the gaps it feels.

FUTURE TRENDS AND INNOVATIONS IN **ASSET TRACKING AND TRAILER TRACKING**

The world of asset tracking and trailer tracking is continuously evolving, driven by advancements in technology and the need for greater efficiency and security in supply chain management. As we look to the future, several trends and innovations are emerging that promise to revolutionize the way assets and trailers are tracked, monitored, and managed.

Predictive analytics and demand forecasting are starting to play a significant role in trailer tracking. By analyzing historical data, market trends, and other factors, companies can predict inventory demands and anticipate supply chain disruptions. This enables them to reduce excess inventory, minimize stockouts, and enhance customer satisfaction. Predictive analytics can also identify potential bottlenecks and optimize the flow of goods throughout the supply chain, ensuring timely delivery and reducing costs.

Another key future trend in trailer tracking is the integration of artificial intelligence (AI) and machine learning (ML). By leveraging AI and ML, organizations will be able to analyze large volumes of data collected from tracking devices, sensors, and other sources to derive actionable insights. For instance, these technologies enable predictive maintenance, allowing companies to identify potential issues and schedule repairs before breakdowns occur. AI and ML can also optimize routing and scheduling, reducing fuel consumption and improving overall operational efficiency.

By 2026, more than

75% of commercial supply chain

management application vendors will deliver embedded advanced analytics (AA), artificial intelligence (AI) and data science.¹⁸



ABOUT **LINK LABS**

Link Labs is an asset tracking provider for logistics operations. Our solution, AirFinder Everywhere, tracks and monitors the location of your most valuable assets in real time to help you make important decisions. AirFinder provides complete supply chain visibility and gives you the tools you need to improve safety and increase efficiency.

Our AirFinder solution can also integrate with your existing telematics systems, helping to ensure complete visibility of your logistics operations. Telematics systems are an essential part of logistics operations, and they're required by the government, but they still leave visibility gaps. They provide visibility of the truck, but not the trailer itself, and only when the truck is powered on. But keeping track of your trailers is still important. After all, trailers are a key part of logistics; without them, you can't transport your products. Asset tracking can be paired with telematics to provide trailer visibility; it can also provide pallet-level visibility for those companies that could benefit.

To learn more about AirFinder's capabilities, book a demo!

BOOK A DEMO

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