THE FUTURE OF FLEET MANAGEMENT

INTEGRATING TRAILER TRACKING WITH TELEMATICS

THE
INTRODUCTION

The advent of telematics technology has played a crucial role in revolutionizing the way fleets operate, but these technologies are far from all-encompassing. Fleet managers have recently discovered the gaps that their telematics systems leave in supply chain visibility. While telematics offers various benefits to fleet operations, like improving driver safety, these systems have fallen short of some of the other needs in logistics operations. **In other words, it's not good enough to use telematics on its own. Integrating telematics with trailer tracking has emerged as a game-changer, providing fleet managers with unprecedented visibility and control over their assets.**

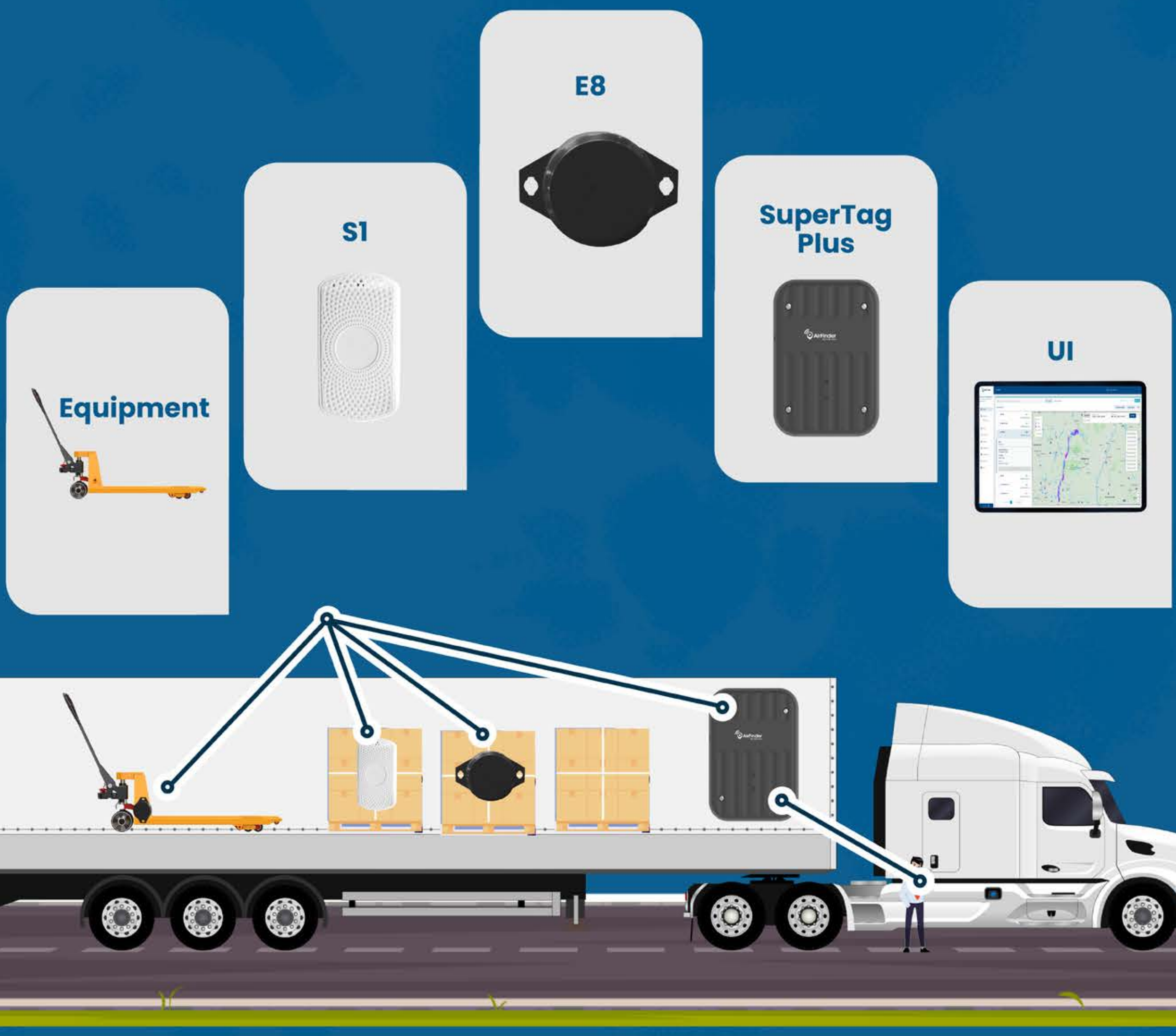

TABLE OF

CONTENTS

WHAT IS **FLEET MANAGEMENT?**

Fleet management is the comprehensive process of overseeing and organizing a company's fleet of vehicles efficiently and effectively. This vital function encompasses a range of tasks and responsibilities, from acquiring and maintaining vehicles to optimizing their usage and ensuring regulatory compliance. Fleet management involves the supervision and coordination of various types of vehicles used by a company with a substantial vehicle fleet. **The primary goal of fleet management is to streamline operations, reduce costs, and improve overall fleet performance.** This is achieved through the implementation of strategic processes and the use of modern technology and data-driven insights. Fleet management has allowed companies to gain control of their supply chain at every step. The technology most popularly used by companies is telematics, but recently, companies have integrated trailer tracking with their telematics system to further improve fleet management.

WebinarCare reports that
72% of companies use GPS fleet tracking software.[1]

HISTORY OF
TELEMATICS AND TRAILER TRACKING

The evolution of telematics and trailer tracking represents a groundbreaking convergence of technologies that has revolutionized the fleet management industry. Telematics emerged as a standalone concept in the late 20th century, combining telecommunications and informatics to enable the transmission of vehicle data over long distances. However, it was the integration of GPS technology in the 1980s that marked a significant turning point, providing real-time vehicle location and navigation capabilities.

As telematics evolved further with advancements in wireless communication and computing, it became an invaluable tool for fleet managers to optimize operations, monitor driver behavior, and improve fuel efficiency. In parallel, trailer tracking emerged as a complementary technology to address the challenges of managing trailers, a critical aspect often overlooked in fleet operations. Trailer tracking solutions equipped trailers with GPS devices and sensors to offer real-time visibility into trailer location, utilization, and cargo condition.

The synergy of telematics and trailer tracking in recent years has paved the way for comprehensive fleet management solutions, allowing companies to manage their entire fleet. As telematics and trailer tracking technologies continue to evolve, companies can expect even more sophisticated systems with AI-driven insights, predictive analytics, and autonomous capabilities, promising an exciting future for fleet management.

BENEFITS OF **TELEMATICS**

DRIVER SAFTEY

Telematics improves safety all around with more than a quarter citing driver monitoring **(32%), speed prevention (26%) and preventing driver fatigue/exhaustion (30%).**[2]

Through the use of accelerometers and other sensors, telematics systems monitor speed and other driving habits. By analyzing this data, fleet managers can identify risky behaviors and implement targeted training programs to improve driver safety.

FUEL CONSUMPTION

55% of fleets reported reduced fuel costs after using telematics software.[3]

Through route optimization, telematics systems help drivers find the shortest and most fuel-efficient routes and unnecessary detours. Real-time monitoring of engine performance allows fleet managers to identify issues that may lead to fuel wastage and take prompt corrective actions.

BENEFITS OF **TELEMATICS**

MAINTENANCE MANAGEMENT

Fleet managers can proactively schedule maintenance tasks and address potential issues promptly with the data telematics provides. This data-driven approach empowers fleet managers to optimize maintenance schedules to ensure safe and reliable vehicles.

BENEFITS OF
TRAILER TRACKING

GPS fleet management systems can reduce labor costs by up to 25%. [4]

REDUCE LABOUR COSTS

Trailer tracking reduces labor costs by streamlining operations and enhancing productivity. With location data, fleet managers can efficiently assign tasks and optimize routes, minimizing idle time and unnecessary travel. Automation of manual tasks, such as cargo tracking, reduces the need for labor-intensive processes. Additionally, trailer tracking enables better load planning and timely deliveries, improving overall operational efficiency.

30% savings on fuel cost per year in fleet industries
was reported after implementing AI technologies like route optimization [5]

ROUTE OPTIMIZATION

With trailer tracking data, fleet managers can identify the most efficient routes for each trailer, considering factors like traffic, road conditions, and delivery schedules. This minimizes unnecessary mileage, reducing fuel consumption and operational costs. By constantly analyzing route data, companies can improve delivery times.

BENEFITS OF
TRAILER TRACKING

After deploying GPS fleet monitoring,
52% of respondents reported better customer service.[6]

IMPROVED CUSTOMER SERVICE

With trailer location data, companies can provide reliable shipment updates to customers, reducing delivery uncertainty. Efficient route planning through trailer tracking ensures timely deliveries, meeting customer expectations. Moreover, proactive tracking and monitoring enable quick responses to any unexpected delays, allowing companies to address concerns promptly and maintain a high level of customer satisfaction.

REDUCED DETENTION TIME

With accurate location data, fleet managers can optimize delivery schedules and minimize wait times. Alerts and notifications enable proactive management, ensuring timely pickups and drop-offs. Additionally, detailed historical data helps identify recurring detention hotspots, enabling companies to mitigate delays, ultimately leading to reduced detention times.

BENEFITS OF TRAILER TRACKING

LOSS PREVENTION

Geofencing features alerts companies to the movement of trailers and cargo and can detect any unauthorized activity when the virtual boundary is crossed. In the event of theft or suspicious behavior, immediate alerts can be sent to authorities for prompt action.

COLD CHAIN MONITORING

Temperature sensors allow companies to constantly monitor the temperature of perishable goods during transit. Alerts are triggered if temperature thresholds are breached, enabling quick corrective actions to prevent spoilage. Temperature monitoring makes it easy for companies to maintain compliance with industry regulations and deliver high-quality products to customers.

BENEFITS OF
TRAILER TRACKING

GPS fleet tracking solutions have helped **46% of companies improve their productivity.**[7]

IMPROVED PRODUCTIVITY

Route optimization reduces unnecessary travel and delays, saving time and fuel costs. Automation of manual tasks, such as inventory management, simplifies workflows. Enhanced visibility allows for quick responses to any issues or deviations, minimizing downtime. Overall, trailer tracking empowers companies to maximize their resources, increase operational efficiency, and achieve higher productivity levels.

ASSET UTILIZATION

Fleet managers can efficiently assign available trailers to appropriate shipments, ensuring optimal use of assets. With accurate data on trailer availability, companies can minimize downtime and avoid unnecessary purchases. Furthermore, tracking historical usage patterns allows for better planning to maximize their utilization and ultimately leading to cost savings and improved overall operational efficiency.

TELEMATICS VS. TRAILER TRACKING

Each solution offers different benefits to fleet managers. Since the benefits are unique, it's recommended to utilize both systems together to receive full supply chain visibility. Telematics systems alone provide only 30% visibility for the entire supply chain process. Without the other 70%, fleet managers can't make fully-informed, data-driven decisions. As long as you choose a trailer tracking solution that integrates with your existing telematics system, your fleet data is comprehensive. Companies can utilize both features at the same time to improve every aspect of the supply chain. Instead of just focusing on driver safety, you can work to ensure driver safety while simultaneously increasing delivery efficiency. Don't compare the two in effort to decide which to use, compare them to understand how to use both as an efficient combined solution.

SOLUTION	TRACKS NON-POWERED ASSETS	MONITORS DRIVER BEHAVIOR	MONITORS ASSET UTILIZATION	MONITORS FUEL CONSUMPTION
TELEMATICS	✗	✓	✗	✓
TRAILER TRACKING	✓	✗	✓	✗

RESULTS OF
TRAILER TRACKING

The biggest hesitation companies have had before investing in trailer tracking technology is the investment cost. According to Expert Market, "40% of survey respondents in the US say budget constraints are the biggest barrier to the adoption of fleet technology."[8] These systems do require an initial investment and often companies don't want to pay when they don't know how much they will save by using these systems. WebinarCare shared 62% of trailer tracking users reported a positive ROI with 42% achieving it in less than a year.[9] The ROI has come from improved productivity (46%) and improved customer service (48%) which contributes to a better bottom line.[10] G2 shared that trailer tracking has reduced costs in various areas, with 13% of companies reporting that it has aided in reduced labor costs.[11]

FUTURE OF
TELEMATICS AND TRAILER TRACKING TRENDS

The future of telematics and trailer tracking is set to witness a transformative shift, driven by technological advancements and changing industry demands. The integration of Artificial Intelligence (AI) and predictive analytics will empower fleet managers with real-time data analysis, enabling predictive insights for maintenance needs and route optimization. The widespread adoption of 5G connectivity and Internet of Things (IoT) integration facilitates seamless communication between vehicles, trailers, and central fleet management systems to ensure efficient data transfer and management.

As autonomous technologies progress, we can expect the emergence of autonomous or semi-autonomous trailer management, leading to improved safety and optimized cargo delivery. Enhanced cargo monitoring and tracking will become a norm, utilizing advanced sensors to monitor temperature, humidity, and more. Moreover, with the growing focus on environmental sustainability, telematics and trailer tracking will play a pivotal role in enabling greener fleet management through optimized routing and fuel efficiency monitoring. The integration of these technologies into smart city initiatives will further enhance traffic management and urban mobility. As the volume of data collected increases, fleet managers will prioritize data security and privacy, implementing robust cybersecurity measures to safeguard sensitive information.

The future will witness highly customizable and scalable solutions to cater to diverse industries and fleet sizes. Embracing these future trends will empower fleet managers and companies to stay ahead in an increasingly competitive and data-driven landscape, paving the way for more efficient, safe, and sustainable fleet management practices.

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

THE **RESOURCES**

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