

2021

# GPS TRACKING Purchasing & Implementation Guide



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GPS TRACKING

PURCHASING & IMPLEMENTATION GUIDE

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**BOTH COMMERCIAL AND GOVERNMENT FLEETS ARE ADOPTING GPS TRACKING TECHNOLOGY AT AN INCREASING RATE.**



Fleet management professionals are leaning on reliable technologies, such as GPS fleet tracking, to help them solve their most difficult business challenges. According to CJ Driscoll & Associates, a leading telematics marketing and consulting firm, about 6.8 million fleet vehicles, heavy equipment, and other assets in the U.S. are equipped with GPS fleet management systems. **The number of vehicles and assets equipped is expected to grow over 15% per year through 2021**

In the 2020 Fleet Management Technology Report,



As more businesses are exposed to this technology, the adoption rate will continue to increase at a much faster rate. Many businesses will change providers over time as they look for the best solution, but they will never go without GPS tracking again.

There are many GPS fleet tracking solutions available to you in the marketplace, and you should understand that they are not all created equal. This disparity is why it is important that you select the best GPS tracking partner for your business. This guide will help you perform due diligence during the purchasing process and successfully implement the chosen solution.



The first step in purchasing a fleet management solution is to analyze your business challenges and clearly define what your goals and needs are

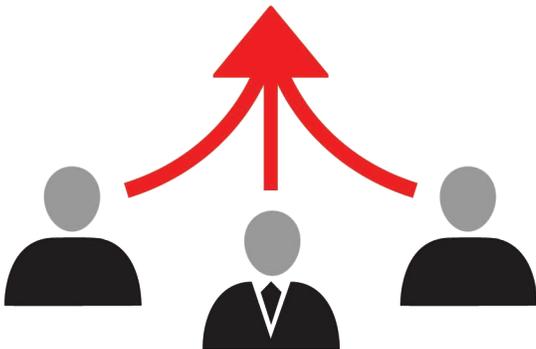
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in order to maximize the effectiveness of your fleet management.

To ensure that you don't end up backpedaling later in the process, **it is imperative that you include every department that will be using the technology.** Their different perspectives may uncover needs you didn't consider. In addition to including all stakeholders from the beginning, you must also proactively ensure that your fleet management initiative can get buy-in from top to bottom.

**GET BUY-IN FROM  
EVERY DEPARTMENT**



After you have identified the business challenges pertaining to your fleet, start researching the benefits GPS tracking offers, which will help you refine your list of short - and long-term fleet management goals.

## EXPECTATIONS FROM A GPS TRACKING SOLUTION

- ✓ Reduce Fuel Costs & Consumption
- ✓ Improve Fleet-wide Productivity
- ✓ Decrease Labor Costs & Overtime Hours
- ✓ Improve Overall Fleet Safety
- ✓ Reduce Carbon Footprint
- ✓ Ensure DOT Compliance
- ✓ Bill Customers More Accurately
- ✓ Respond to Customers in Less Time
- ✓ Enhance Customer Service Experience
- ✓ Receive Insurance Discounts
- ✓ Ensure Quick Theft Recovery
- ✓ Access Locations from Anywhere
- ✓ Customize Your Fleet Data
- ✓ Extend Vehicle & Asset Lifecycles



# FEATURES YOU SHOULDN'T OVERLOOK

Customizable Dashboard Interface



Mapping with Customizable Options



Customizable Activity Alerts



Precise Landmarks/Geofencing



Reliable Mobile Apps



Seamless Data Integration



Simple Fleet Messaging



Unlimited Historical Fleet Data



Garmin Dispatching & Messaging



Hierarchy Capabilities for Larger Fleets



Fuel Card Integration/Reporting



Maintenance Scheduling/Logging/Reporting/Reminding



Driver ID



Customer Facing Maps



## MATCH FEATURE SETS TO NEEDS

Think about your current needs, but also consider the future. Some GPS solutions may not be able to scale or accommodate those needs in the long run, so it's

important to classify those areas now. With clear goals in place, you should set out to determine what software features will help you meet those goals. The most effective way to evaluate these features is to request demonstrations from a handful of companies, and then select a few vendors to run a test pilot with that meet your needs best.

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## Run a test Pilot.

From your list of finalists, request to run a pilot on your own assets to test whether their capabilities meet your requirements. It is



best to pilot more than one GPS solution so that you can compare them side by side. A pilot program is typically done on a subset of vehicles for 30 or 60 days.

## What should you be testing during a Pilot?

- Ease of Use
- Customizability
- Reliability
- Data Accuracy
- Customer Service Quality
- Potential Return On Investment
- Ability to Solve Your Problems

It is a serious mistake not to pilot and make the decision based on only promises and a demonstration of the product. By putting the fleet management solution to the test for your business, in your environment, with your users, you can eliminate ambiguity and ensure your expectations align with the vendor's claims.



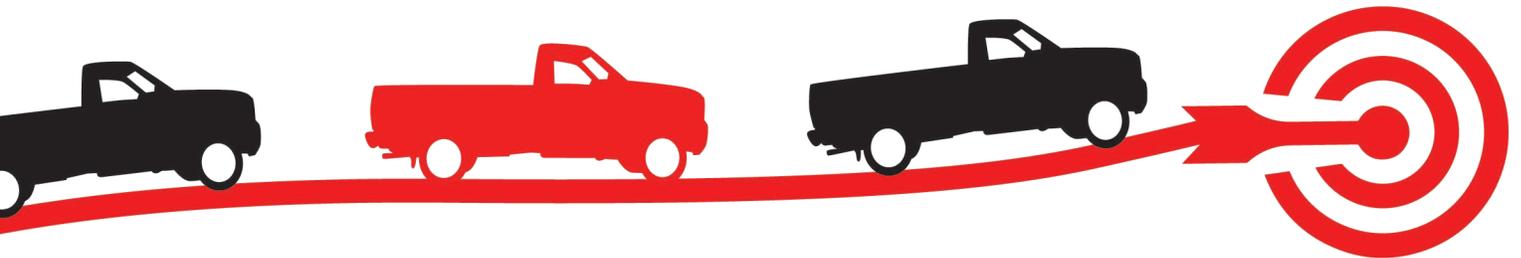
**CHOOSE THE  
RIGHT PARTNER**

While cost is clearly a factor, it's certainly not the only item to consider. It's easy to get caught up on the initial price tag, but imagine the even greater expense of getting stuck with the wrong provider just because they were the cheapest — your ROI will suffer, and you'll likely be spending more money to invest in another solution sooner than expected.



## Always revert back to your goals. Does the company actually solve your business challenges?

The GPS fleet tracking company should have shown you during the pilot process how they can help your business solve your most important issues. If they can't prove their value during a pilot, then you should eliminate them from your list of vendor finalists.



## Another important element is the vendor's experience and credibility.

Choose a solution that will remain stable for the foreseeable future. The GPS fleet management space is seeing a lot of change right now. Some startup companies will not be able to compete, will simply disappear, or will be acquired by larger companies in efforts to go public. It is important to make sure that whomever you select will be relatively unwavering throughout the next few years. If you are focused on your long-term strategy

in the beginning of the buying process, you will make a better decision in the long run.

## Service and support should also be a top priority.

In any software deployment, there will be impromptu questions, technical support needs, and training requirements. A company that is helpful and easy to work with during the buying process can become much more than a vendor; they can be your fleet management partner for the duration of your agreement.

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Just because you signed the purchase order, it doesn't mean that your work is complete. No matter how great the software you selected is, if the implementation of your fleet management program goes wrong, you may lose time and money, and the project may fail.

## Share your plan with employees.

Before going live with the fleet tracking solution you selected, share the plan with your employees. It is safer to be honest and forthcoming about how your company plans to use the technology. **Let your employees know how it will benefit the company and how it will also help them.**

When employees know about your goals for improvement, you are more likely to achieve them.





To maximize participation, consider providing incentives such as awards and recognition whenever drivers achieve specific fleet goals (e.g., fewer than 5 speeding violations per 1,000 miles driven during the first quarter).

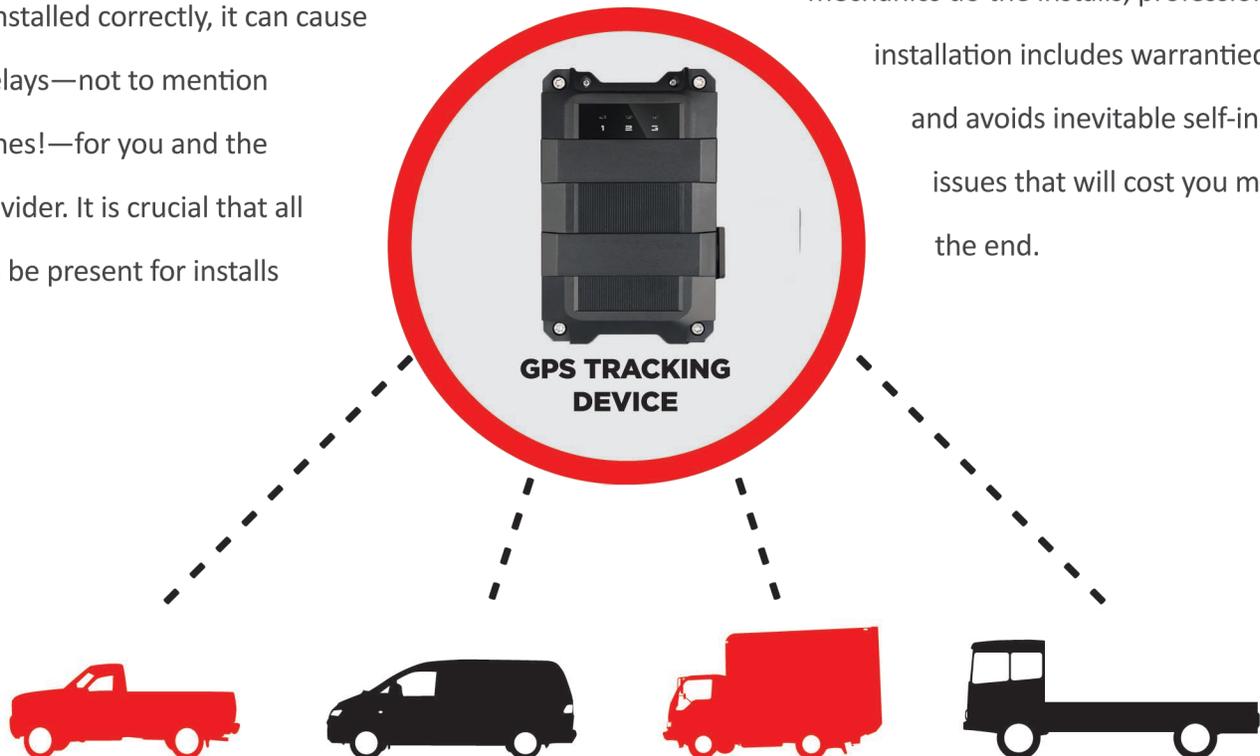
## Keep the installation process organized.

Installation of the GPS devices must be an organized process. If devices are not installed on time or not installed correctly, it can cause huge delays—not to mention headaches!—for you and the GPS provider. It is crucial that all vehicles be present for installs

because it will cost you more money when the installers have to reschedule and come back out to finish installs. It is also important that each device is registered correctly so that they can begin tracking immediately.

It is recommended that you use the GPS provider's installation network to ensure the installations are done correctly and in a timely manner. Although you may want to save on costs by having your

mechanics do the installs, professional installation includes warranted work and avoids inevitable self-install issues that will cost you more in the end.



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## Training employees on using the software.

If your employees don't know how to use the product, it won't be used correctly, or at all. Make sure your provider includes a training plan that streamlines the readiness process. The plan might include creating levels of access for users, setting up usernames and passwords, and establishing vehicle groups so that you and your team can get started quickly.

After you schedule trainings, confirm everyone's attendance. Making trainings available online will help increase attendance.

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## Utilize the expertise of your GPS partner.

It is very important to keep in contact with your GPS provider because they are the product specialists. If you need more training, want help analyzing data, or would like an

account review conducted, account managers should be available to help drive positive ROI. The investment into GPS tracking should be viewed as a partnership, and that resource should not be overlooked.



**Your GPS partner can help you uncover ongoing savings and more ROI.**



## Use the data to hold employees accountable.



If you don't use the information the solution provides, then the investment in the technology is wasted. It is imperative that if you have gone this far, you **USE** the software.



Using scheduled reports and alerts, you can begin to build a fleet management program that facilitates driver coaching and ensures accountability and compliance with established policy. Over 100% return on investment can be achieved by making small adjustments to fleet operations.

This guide should have clarified the recommended steps in purchasing and implementing GPS tracking for your business. For more information on how to **take full control of your fleet**, Sonal Track today!

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