

GPS TRACKING BUYER'S GUIDE



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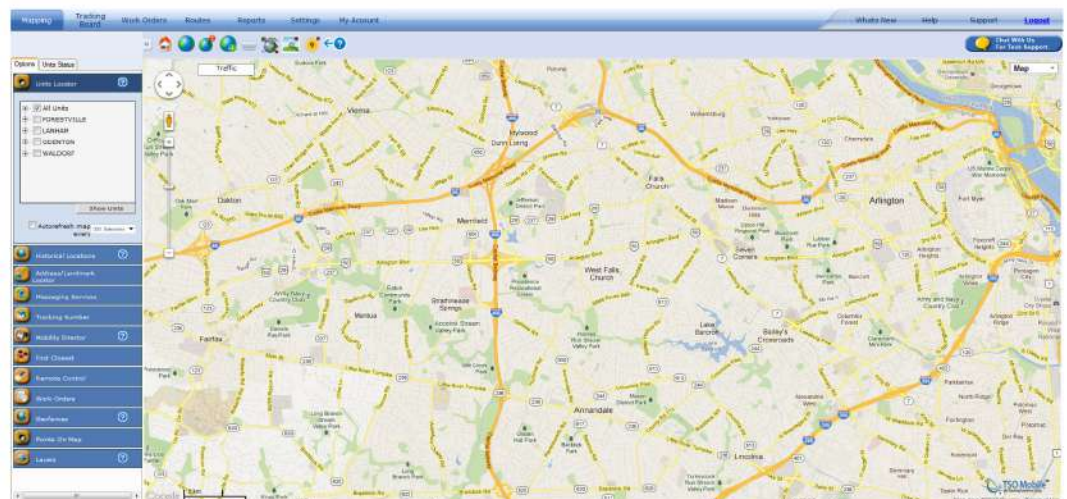
GPS Tracking For Your Vehicles

GPS Vehicle Tracking technology has been key in the last couple of years for the improvements in performance of businesses with fleets of vehicles. Gaining control of vehicles and mobile assets is something that business owners and dispatchers will always be thankful for. Not having a GPS

Tracking System installed in your vehicles and integrated to your daily tasks is a thing of the past and means letting your competition be more proactive than you and not helping your business get to the next level.

GPS Tracking has opened up doors of possibilities and solutions to problems for business owners and dispatchers. Knowing the exact location of your vehicles every minute or less, knowing if the vehicles are driving, speeding, parked, idling, arriving to a location or leaving it, are very few of the many details that a GPS Tracking system offers to help businesses improve productivity and reduce costs. That is correct, GPS tracking not only helps you locate your vehicles but also improve your business' finances.

Only few companies have taken a step further in the industry and have taken GPS tracking to the next level. Back in the days GPS Tracking was only useful to know the location of a vehicle, but now, the story has totally changed thanks to these companies. Being able to know exact details of specific activities, interacting with third party systems like Garmin navigators to make dispatching tasks easier, control the vehicles remotely, seeing everything in a simple and easy to use interface in the internet, being able to access all the information from any mobile device, are just a few key things that make some GPS Tracking systems better than others, and a powerful tool to help your business improve day by day.



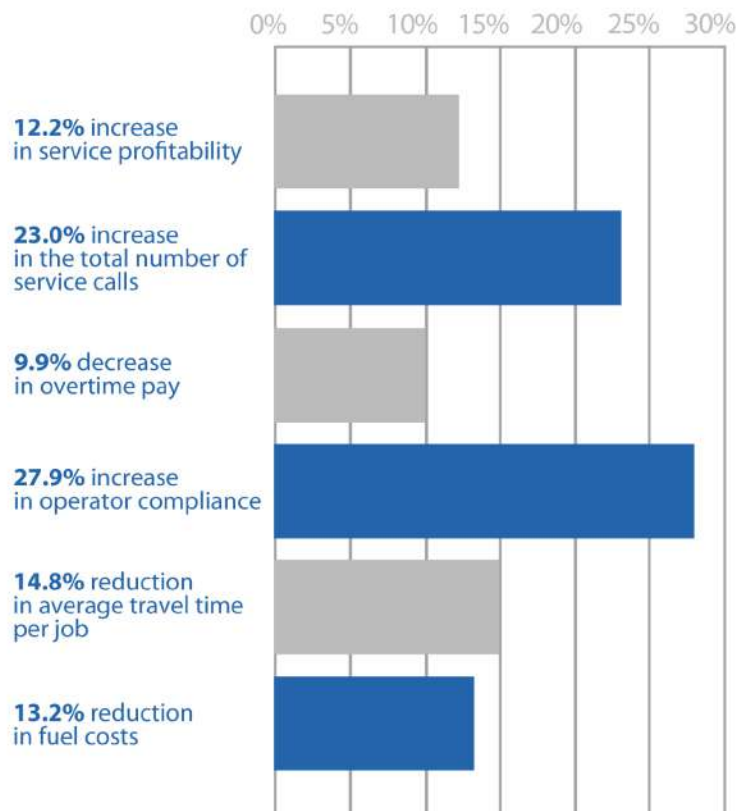
Is GPS Tracking a right choice for your business?

If your answer to all or most of the following questions is "YES", then you are missing out on all the benefits from GPS Tracking and you must join this incredible industry asap.

- Do you have at least 1 vehicle that serves as an important part of your business?
- Do you need to track the location of your vehicles?
- Would it be useful for you to have detailed reports of your vehicles' daily activities?
- Would you be interested in cutting down on fuel costs?
- Would you like to improve productivity?
- Do you want to improve or keep a good level of customer satisfaction?
- Would you like to make dispatching tasks easier and more efficient?
- Would you like to know if your drivers are reporting unauthorized overtime?
- Would you like to complete routes faster?

Through the years it has been proven that GPS tracking truly makes a difference on a business. The benefits are infinite and the return on investment a no brainer.

Below we are presenting a graph that shows the results of a recent study by a research firm that analyzes the effects of technology on businesses.



How does GPS Tracking benefit your business?

The following are some of the benefits and features that Sonal Track Fleet Manager guarantees with the use of our GPS tracking system:

Real Time Vehicle Tracking <ul style="list-style-type: none">• Monitor in real-time the location of your vehicles.• Monitoring can be done from any computer or mobile device.• Receive alerts of any type of alert.• Define landmarks (points of interest).	Save on Fuel Costs & Increase Profits <ul style="list-style-type: none">• Save money by cutting down on fuel costs.• Increase profits by improving productivity.• Save money by cutting down on drivers' side jobs.• Reduce paid overtime.
Control & Track Your Drivers <ul style="list-style-type: none">• Know and monitor where your drivers are at every second.• Monitoring the hours that your drivers really work.• Monitor unauthorized use of vehicles.• Download reports of your drivers and vehicles' activities.	Get Tasks Done Faster, Increase Productivity <ul style="list-style-type: none">• Control and monitor your drivers' activities online.• Control and monitor routes and work orders.• Guarantee customer satisfaction.• Electronic solutions to make the job faster.
Find Your Vehicles If They Are Stolen <ul style="list-style-type: none">• Track your vehicles with updates of the location every minute.• Control your vehicles remotely.• View historical locations.• Hide the GPS tracker almost anywhere in the vehicle.	Improve Vehicle Care and Maintenance <ul style="list-style-type: none">• Receive maintenance alerts to know these tasks are due.• Monitor engine hours.• Monitor and control sudden acceleration.• Decrease the amount of miles put on vehicles.



It is clear for most businesses with fleets of vehicles that the return on investment of cost-cutting benefits and operational efficiencies of GPS Tracking is a no brainer.

A short period of six months is all it takes for businesses to start experiencing the return on investment. I could even take days or weeks for this to happen, depending of the management of the system and each business situation.

The fact that GPS vehicle tracking is an unlimited source of help for businesses with fleets of vehicles, is totally clear.

The only real question is not if you need a GPS tracking system for your business and vehicles, but which GPS tracking system is the right choice for your business.

Choosing The Right GPS Tracking System

There are many GPS Tracking Systems out there, but those that are truly beneficial are those that make it easy for the user to understand and use. A user friendly GPS Tracking System brings tons of benefits, and it is user friendly only if it complies with the following:

Easy Accessibility An accessible toolbar that do not send you to new screens. This toolbar must have all the fundamental options and features of a GPS tracking system such as units locator, historical locations, messaging services, tracking number, mobility director, remote control, work orders, geofences, layers, and more.	High Level Mapping Engines The map where you track your vehicles must be intelligent and dynamic. To be able to click on units, events, alerts, to get more information (on the same map) is very important. Other than that, having recognized mapping engines such as Google or Microsoft is a must.
Activities At a Glance A layering system with options to see and monitor more than one situation at a time on the map improves monitoring productivity. For example, display units on a certain area and the pending work orders of that area for each of those units.	Information & Statistics At a Glance It is important that the online GPS Tracking System has a dashboard that helps to handle all types of information in one single screen. For example, being able to see statistics of fuel efficiency, visited customers, pending work orders, late routes, latest activities, and more, at the same time, is very convenient.
Modules For Specific Tasks Having specific modules for very important dispatching tasks, such as a work orders module and a routes module, are important to centralize specific tasks in one single screen.	24/7 Technical Support A 24/7 technical support team dedicated to help you and answer questions is very important to have. Sometimes support by phone is not available 24/7 but some GPS tracking providers will take email requests at any time.

Having a wide variety of features is also a must in a GPS tracking system. Technology evolves day by day so it is important that GPS tracking providers are up-to-date with the needed features to supply the daily GPS tracking needs.

These features have to be the right combination of tools to achieve maximum benefits from your GPS Tracking System.

In the next page we describe the most important features that a GPS Tracking System must have.

GPS Tracking System Features

The following are the features needed and that you must look for in a basic GPS Tracking System.

Units Locator Display the location of a single unit or a group of units in the map. The map can refresh the locations automatically.	Historical Locations Display a bread crumb trail of a single unit in the map. You can choose to display the details of the trail below the map.
Maps Reliable mapping engines that assure proper location monitoring.	Reports Get detailed activity reports of your vehicles whereabouts. A wide variety of reports must be offered.
Address/Landmark Locator Find an address or landmark (point of interest). You may also view the closest unit to this address or landmark from this tool.	Messaging Services Communicate with your drivers through the GPS Tracking System.
Tracking Number Generate a number for thrid parties to view a unit that is in your fleet for a given amount of time.	Find Closest Find your closest vehicles to a certain location. This location can be a landmark (point of interest) or a custom address.
Remote Control Control your vehicles remotely being able to lock/unlock doors, enable/disable engine, turn on/off lights, among others.	Geofences Create imaginary fences to be alerted when your vehicles come in and out of that fence.
Layers See and monitor more than one activity at a time on the map to improve monitoring and productivity.	Points on Map Locate custom points/address on the map by latitude and longitude.

If you are looking for more than just basic GPS tracking, then you must look for the following features in an advanced/professional GPS Tracking System.

Technology Integrations Integrations with different types of technologies and devices are a must to expand the functionality and possibilities of a GPS tracking system.	Work Orders Module Work orders management through a GPS Tracking system increases productivity and makes dispatching tasks more efficient.
Routes Management Managing routes is one, if not the most important task. If this is your case then having a routing system integrated to a GPS Tracking system makes it the perfect monitoring solution.	Tracking Board Reflects the mapping and tracking activity in a single screen as a list.

Choosing the right GPS Tracking provider

The key to choosing a GPS Tracking provider worth of doing business with is to find a company that delivers features with possibility of expansion while committing to their customers' needs. Your GPS Tracking provider should not just be company you are buying from, but a company willing to become a partner in your business' success.

The following are very important elements to keep in mind when choosing your GPS Tracking provider:

- Experience.
- Reliability.
- In-House Development.
- Strong Customers' Testimonials.
- Powerful Customers.
- Reliable Mapping Engines.
- Constant Mapping Upgrades.
- 24/7 Technical Support.
- GPS Tracking System Training.
- Financial Strenght.

Other than those important elements, a GPS Tracking must be willing to:

- Guide customers through the right path to make the most out of their GPS Tracking system.
- Make system customizations according to customers' needs.
- Travel to customers' locations if needed.
- Maintain constant system updates as the technology evolves.

Buyer's Checklist

We have come to the conclusion that there are two main evaluation points when choosing a GPS tracking system provider: the GPS tracking system and the Provider.

If a GPS Tracking provider can answer "Yes" to all of the questions below about their system and about their company, they are worth doing business with you.

CHOOSING A GPS TRACKING SYSTEM	CHOOSING A GPS TRACKING PROVIDER
<ul style="list-style-type: none">✓ GPS Tracking with at least minute-by-minute updates.✓ "Dashboard" module to see all types of information in one single screen.✓ 30+ different types of reports.✓ Real-Time Vehicle Tracking and Traffic Information.✓ Historical locations with breadcrumb trails.✓ Accessible through the internet from any computer or mobile device 24/7.✓ High level and dynamic mapping engines.✓ Ability to freeze the map to an area and freeze the map at a zoom level.✓ Unlimited users.✓ Unlimited alerts to monitor detailed activity without having to be on the computer. These alerts can be received by txt message or email.	<ul style="list-style-type: none">✓ 99% or higher reliability.✓ Free and highly trained technical support.✓ Unlimited installations support.✓ List of satisfied customers from different industries.✓ Ability to customize and implement new ideas according to the customers' needs.✓ Over 10 years of experience in the GPS Tracking industry.✓ Free and unlimited training on the system.✓ System upgrades are offered at no additional costs.✓ Aggressive and constant in-house software development team.✓ Financial strength.✓ Ability to travel to the customer's location for special requests.