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GPS Tracking Software

2015 Buyer's Guide





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Why GPS Tracking

Simple. Accountability. Holding employees accountable is helping businesses around the world utilize GPS vehicle tracking to improve the performance of their fleets and mobile workforces. GPS tracking gives managers the tools they need to make real time decisions that affect the safety of employees and inventory. Immediate monetary savings in the form of lower fuel, maintenance and reduced labor costs are very easy to estimate. Below is a sample of an ROI calculation estimating those savings.

Fleet Information

Number of Vehicles:	<input type="text" value="2"/>
Number of Employees per Vehicle:	<input type="text" value="1"/>
Average mpg of Vehicles:	<input type="text" value="20"/>
Average Cost per Gallon of Fuel:	<input type="text" value="\$2.75"/>
Average Hourly Wage per Employee:	<input type="text" value="\$15.00"/>
Average Work Days per Month:	<input type="text" value="22"/>

Savings Goals

Reduction in Daily Mileage per Vehicle:	<input type="text" value="25 miles"/>
Reduction in Daily Idle Time per Vehicle:	<input type="text" value="30 min"/>
Reduction in Daily Time per Vehicle:	<input type="text" value="30 min"/>

Monthly Fuel & Maintenance Savings

Maintenance Savings =	<input type="text" value="\$110.00"/>
Fuel Savings by Mileage Reduction =	<input type="text" value="\$151.25"/>
Fuel Savings in Idle Time Reduction =	<input type="text" value="\$60.50"/>
Total Fuel & Maintenance Savings =	<input type="text" value="\$321.75"/>

Monthly Labor Savings

Hours Saved =	<input type="text" value="22"/>
Total Labor Savings =	<input type="text" value="\$330.00"/>

Total Monthly Savings

Total Monthly Savings =	<input type="text" value="\$651.75"/>
Average Monthly Cost of ATTI =	<input type="text" value="\$49.90"/>

(2 units @ \$24.95)

Calculate 

Monthly ROI = 1,206%

Benefits

GPS tracking is benefitting millions of companies around the world by putting a system in place to effectively manage mobile workforces. The benefits are seemingly endless, but most companies are realizing these four benefits: fuel savings, improved fleet productivity, enhanced customer service, and lower labor costs. All of these benefits **ADD TO THE BOTTOM LINE!**

Additional Benefits Include:



Reduce Downtime of Field Employees

GPS tracking software gives you real time information and accurate reporting of your mobile workforce. This information can be used to track any unnecessary vehicle usage and cut down on employee downtime.



Improve Vehicle Utilization

GPS tracking solutions give you the tools you need to optimize your driver routes. You also get the ability to make informed decisions when dispatching your vehicles to work sites by minimizing driving time and allowing your workforce to spend more time with your customers.



Manage Field Personnel Actively

Having real time locations information for your fleet allows you to actively monitor and manage your vehicles. GPS tracking software gives you the ability to calculate the time it takes your workforce to travel to and complete tasks, effectively giving you the opportunity to complete more jobs each day.



Document Actual Routes Driven and Stops

GPS tracking software gives you tools you need to hold your workforce accountable throughout the workday. The real time information puts you "in the vehicle" with your driver and allows you to effectively manage your fleet from any location and setting up automated alerts will keep you in communication at all times.



Reduce Vehicle Operating Costs

Timely maintenance of your vehicles is an easy way to keep your fleet's operating costs under control. With GPS tracking software, you'll be able to record and schedule the maintenance of your fleet vehicles.



Utilize Digital Timekeeping

Handwritten time sheets can be a thing of the past with GPS tracking solutions. Let our software verify your time sheets for you and give you the tools you need to accurately bill your customers or dispute any discrepancies.



Eliminate Employee Fraud

Sadly in today's workplace, employee fraud occurs regardless of fleet size. By using GPS tracking on your vehicles, many cases of unauthorized usage or overtime abuse are prevented.

Features

There are quite a few GPS tracking providers on the market today and comparing each company can be a challenging task. Most of these companies provide the same standard features for their products, but there are quite a few differences, such as speed of updates and access to historical data. We recommend a comparison on the features important to you and your company. Below is a brief list of standard features.



Real Time Updates

Every second counts when you need precision and detail to make informed decisions regarding your fleet. Real time updates give you a solution for effectively managing a mobile workforce.



Automated Alerts

You don't have time to sit in front of a computer to monitor your fleet every hour of every day. Using automated alerts sent directly to your mobile device or email, you will know the location of driver activity. Your company policies will be automatically enforced should you drivers not be in compliance, giving you more time to run your business.



Reporting

Management reports with multiple variations using user-defined metrics give you unparalleled insight into driver behavior. These reports provide fleet owners with a powerful tool to increase billing and reduce costs. With scheduled reporting, you can have the reports you need waiting in your email inbox when you arrive at the start of the day.



GeoFencing

With GeoFencing you can create geographical areas and assign particular vehicles to a specified GeoArea. Using Alerts or Reports, you know precisely when your vehicles enter and exit the GeoArea and view where there is vehicle overlap which in turn allows you to adjust your fleet to be more efficient.



Mobile Applications

With real-time mobile applications, managers can quickly view the current status of every vehicle in their fleet. You can instantly see every stop made for the day and alerts triggered by customized company rules, allowing you to make dynamic decisions with real time data. (Typically available on both Android & iOS devices)



Historical Fleet Data

On demand access to the past year of historical data gives you the proper back up in the event that you need to document long term driving behavior, review billing, or protect yourself against unwarranted litigation. You should be able to gain historical data dating back to the first day you implemented GPS tracking.



Maintenance Scheduling

Timely maintenance of your vehicles is an easy way to keep your fleet's operating costs under control. With GPS tracking software, you'll be able to record and schedule the maintenance of your fleet vehicles. Reminder notifications are automated; so you'll never miss another oil change, tire change, or inspection.

Industries Benefitting From GPS Tracking

The range of companies that can benefit from GPS tracking is as diverse in nature as the benefits and features valued by individual companies. Below is a list of a few industries currently benefiting from GPS tracking.



Pest Control



Electrical



Municipalities



HVAC



Contractors



School Districts



Landscaping



Delivery



Equipment Service



Construction



Waste Management



Oil Field Service



Plumbing



Wrecker Services



Appliance Repair



Food Service



Security



Janitorial



Choosing The Right GPS Tracking Provider

The range of companies that can benefit from GPS tracking is as diverse in nature as the benefits and features valued by individual companies. Below is a list of a few industries currently benefitting from GPS tracking.

Below is a checklist for selecting the right GPS tracking provider for your company.

Company Background

- ✓ Over 17 years of experience
- ✓ Over 250,000 units sold
- ✓ A+ Better Business Bureau Rating

Technology

- ✓ Tamper proof
- ✓ Monitors idling time
- ✓ Stolen vehicle tracking
- ✓ Customizable reporting and alerts

Features

- ✓ 10 second real time updates
- ✓ Automated email and text alerts
- ✓ Geofencing and boundary landmark identification
- ✓ Mobile applications on iOS and Android
- ✓ 24/7 access from any web enabled device

Mapping

- ✓ Satellite imagery and aerial photography
- ✓ View all vehicles simultaneously
- ✓ Playback options

Reporting

- ✓ Over 30 analytical reports
- ✓ Total activity detailed report
- ✓ Driver summary
- ✓ Boundary violations and unauthorized usage
- ✓ Customized reporting available

Fleet Insight

- ✓ Ability to calculate usage for all vehicles
- ✓ Ability to record and replay driving events
- ✓ Ability to access 1 year of historical data

Support

- ✓ One on one training sessions
- ✓ Weekly ongoing training classes
- ✓ Free unlimited phone and web support

Pricing

- ✓ Upfront competitive pricing
- ✓ No hidden fees
- ✓ Free hardware options
- ✓ Lifetime warranty on hardware

If you checked some or all of these boxes, Advanced Tracking Technologies, Inc. is right for you. Call us today at 800.279.0035 for a free quote or visit AdvanTrack.com for more information.



CASE STUDY

Professional Car Service Saves \$30,000 on Annual Fuel Bill

Company:
Liberty International

Industry:
Transportation Services



About Liberty International

Mauricio Latronico owns and manages Liberty International, an executive car and limousine operator based in Mount Vernon, New York. His company provides chauffeur services in the New York tri-state region for executives, professionals, event attendees, and tourists. The company's fleet is currently comprised of 5 sedans and limousines, with plans for expansion on the horizon. When we asked him what he likes best about what he does: "I want my customers to sit back and not have to worry about the logistical challenges of transport. They are all here for other reasons, whether business or pleasure, I want them to focus on why they are here — not navigating the traffic."

Challenge

Like most small business owners, Mauricio is constantly looking for innovative ways to run his operation more efficiently and provide his clients with a world-class experience. With fuel prices a continuous concern, suspicion of unauthorized vehicle usage, and keeping his focus on his clients, he needed a turnkey solution. When we asked about the challenges of his industry: "We operate in a very competitive industry in an area that includes several hundred square miles. We rely heavily on repeat business and referrals so we'll assess any technology that will give us an edge and allows us to better serve our customers."



**\$30,000 in
Annual Fuel
Savings**

Solution

Mauricio completed his due diligence and evaluated several GPS tracking providers before deciding on Advanced Tracking Technologies, Inc. (ATTI) as his solution for GPS tracking. After a short trial period, he quickly realized the potential savings for his company, and that ATTI was the solution he needed. He immediately ordered units for the rest of his cars so he could begin dispatching his fleet to provide the most efficient car available and better serve his customers.



CASE STUDY

Professional Car Service Saves \$30,000 on Annual Fuel Bill *(continued)*

Results

As a direct result in reduced mileage, weekly fuel bills were reduced nearly \$600 or over \$30,000 annually. Mauricio was able to reduce the total time driven by his drivers and thus saved 10% on labor costs. By optimizing routes and dispatching the nearest car in his fleet, he was able to increase his total fares by 10%. He estimated an increase of 15% in repeat and referral business as a result of providing more accurate ETA's and a higher level of service to his clients.



Reduced Fuel Savings



Lower Labor Rates



Improved Productivity



Enhanced Customer Service

"I am very satisfied with the system!"

Mauricio Latronico
Owner, Liberty International
Mount Vernon, NY

Conclusion

Effectively managing his mobile workforce, Mauricio Latronico realized an annual fuel savings of \$30,000 on his fleet of 5 vehicles. Mauricio is now able to dispatch his fleet in an efficient manner resulting in massive fuel savings, 10% reduction in labor rates, and a 10% improvement in fleet productivity. Most importantly, by enhancing customer service, his repeat business and referrals increased by 15%. ATTI GPS tracking solutions is helping thousands of businesses everyday manage mobile workforces in more efficient and effective manner. Visit www.AdvanTrack.com to see if GPS tracking is right for your business.

What kind of other Industries are benefiting from Shadow Tracker®

Pest Control	Construction	Electrical	Waste Mgmt	Municipalities	Oil Field Service
HVAC	Plumbing	Contractors	Wrecker Services	School Districts	Appliance Repair
Landscaping	Food Service	Delivery	Security	Equipment Service	Janitorial



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Disclaimer

The material in the Buyer's Guide, including the Case Study, is for informational purposes only. It is the user's responsibility to assess the relevancy of the information provided in this Buyer's Guide, including the Case Study, to their own situation. ATTI is not at fault for any reliance placed on the information found herein, or for the conclusions drawn by the user.

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