

The asset visibility gap checklist

What is your fleet missing?



From “black hole” job sites to the “lost tool tax,” blind spots in your equipment inventory lead to unplanned costs like unnecessary rentals, disputed invoices and constant replacement purchases. This 15-point assessment identifies gaps in your asset visibility and helps you determine whether your current tracking approach is working.



Unified visibility and integration

Can you manage vehicles and assets on a single screen?

Prioritize a single platform that consolidates location, utilization and performance data for both vehicles and equipment, so your team doesn’t waste time jumping between different dashboards.

Are your asset trackers scalable?

Make sure to choose tracking hardware that allows you to easily scale capabilities through wireless integrations (like adding temperature or door sensors) without having to rip and replace the core unit later.

Can you digitally prove asset detention times?

Look for a system that provides automated, near-real-time tracking of trailer dwell time so you can prevent unbilled detention and back up your invoices with hard data.



Equipment utilization and ROI

Are you scheduling maintenance based on actual engine hours?

For powered assets, your tracking solution should capture actual engine hours and ignition status so you can schedule maintenance based on true predictive wear, rather than estimating with calendar days.

Can you easily identify underutilized equipment?

Look for reporting tools that highlight idle or hoarded equipment across your sites, so you can reallocate existing assets before paying for unnecessary rentals.

Do you have accurate mileage for trailers?

Make sure your platform can calculate precise trailer mileage via GPS so you can properly manage axle maintenance and avoid unexpected breakdowns.



Remote connectivity and hardware reliability

Do you have visibility in cellular dead zones?

If your equipment operates off-grid, make sure your asset trackers offer satellite fallback so you don’t lose visibility in cellular dead zones.

Can you track non-powered assets without constant maintenance?

Evaluate the true cost of ownership by selecting durable trackers with multi-year battery lifespans, reducing the labor costs of sending crews to swap dead device batteries in the yard.

Is your tracking data processed for accuracy?

Ensure your provider uses intelligent data processing (like filtering raw GPS signals) to deliver precise location and utilization reporting, rather than settling for basic “dots on a map” that only estimate location.



Small asset accountability

Can you automatically scan for portable tools?

Ensure your tracking system can automatically detect and log the location of portable tools with asset tags, rather than relying on manual barcode scanning by drivers.

Do you receive “left behind” alerts?

Choose a platform that provides proactive “left behind” notifications the moment a vehicle drives away without specialized gear, instead of discovering the loss days later.

Are you preventing the “lost tool tax”?

Your system should provide a clear digital chain of custody showing exactly which crew or vehicle had a specific tool last to help stop the cumulative financial drain of misplaced items.



Theft prevention and recovery

Are you instantly alerted to unauthorized movement?

Your system should allow you to set virtual boundaries (geofences) that trigger automatic alerts the moment an asset moves outside of a designated area or during off-hours.

Can you accelerate tracking during a theft event?

Check if your trackers can be remotely switched into a high-frequency recovery mode, providing law enforcement with fast, on-demand location updates during a theft.

Is your asset tracking completely covert?

For highly-targeted equipment, look for compact, wire-free trackers that can be concealed, preventing thieves from finding and disabling the device before driving off.

Did you know?

The Geotab GO Anywhere product family closes the gap between your connected vehicles and the trailers, equipment and tools that power your operation. Unifying everything in MyGeotab gives you a single source of truth for everything that moves, eliminating the search and rescue for assets.



Take action to eliminate blind spots today

See how the Geotab GO Anywhere Asset Tracking family connects your heavy equipment, trailers and portable tools in the same platform as your vehicle data.

[Book a demo](#)

