

Segment Overview

Transportation & Logistics describes any type of fleet that plans, implements and controls the movement of goods.

These companies must ensure the safe and efficient transportation of goods to a destination, which may range from regional deliveries to cross-country deliveries.

Vehicle Type

Box trucks, tractors, trailers (dry van, reefer, flatbed)

Industry Drivers

Improve compliance

Hours of Service (HOS) violations are costly. Fleets need a solution that helps save time, avoid errors and eliminate stress.

Fleet safety

When fleets improve safety on both sides of the wheel, they can also increase productivity, control insurance costs and minimize vehicle downtime.

Improve efficiency and reduce operating costs

Fleet costs — like vehicle acquisition, fuel, maintenance, and insurance — are going up. Help fleets reduce costs and increase profits by optimizing their operations.

Sustainability

Environmental reputation and new government regulations have resulted in a focus on lowering GHG emissions, fuel consumption and exploring alternative drivetrain options.

Driver shortage/retention

With an annual **driver turnover of over 90%** and a shortage of truck drivers, it's never been more important for fleets to retain drivers in their fleet.

Segment Breakdown

For-hire truckload carriers

Fleets who earn revenue by hauling the freight of other companies

Fleet leasing

Fleet managers can save up-front costs with short-term rentals or long-term leases.

Private/dedicated fleets

Private fleets supply the freight and their own trucks, trailers, and drivers.

Less-than-truckload carriers

For over-sized products too big for general postal service.

Inter-modal

Inter-modal fleets are usually local companies that haul containers to and from the rail yard or port.

Key Industry Terms

- **Hours of Service (HOS)** - the maximum amount of time drivers are permitted to be on duty including driving time.
- **Owner-operator** - an independent driver engaged in the transport of goods and freight.
- **3PL** - Third-party logistics companies that connect shippers with carriers.
- **Cost-per-mile (CPM)** - the total cost to operate your fleet on a per-mile basis.
- **Detention time** - a charge applied when a truck driver has to wait to be loaded or unloaded after arriving at the pick-up or delivery site.
- **Short-haul** - Any shipment measuring 249 miles or less.
- **Mid-haul** - Any shipment measuring between 250 and 400 miles in total length.
- **Long-haul** - Any shipment measuring between 801-1200 miles in total length.
- **Extended-long** - Any shipment spanning a distance greater than 1200 miles.

Geotab Value Proposition

Geotab provides industry-leading telematics solutions for fleets to become more safe, compliant and efficient. Fleets can choose from top-of-the-line integrated partner solutions with an easy-to-use SDK for custom integrations.

Fleets can become truly agile with greater flexibility and control across their entire solution. They can pivot and evolve as needs change to constantly position themselves for growth and success.

Geotab Solutions

Hardware

- GO device (ELD)
- GO talk
- Marketplace camera solution
- Asset trackers

Software

- MyGeotab
- Geotab Drive
- SDK & API
- Bypass solutions, predictive maintenance, transportation management systems, workflow solutions

Additional Resources

[Website](#)

[Case Studies](#)

[Brochure](#)