



GEOTAB

MANAGEMENT BY MEASUREMENT

Whether it's pizza delivery or transporting dangerous goods, our society has come to rely heavily on moving goods from point A to point B. From the customers' perspective, unless that pizza shows up cold, they give little thought to how it arrives at the door. To the companies responsible for the transportation of goods, however, managing the vehicles and their drivers is no easy feat. It requires extensive planning and tracking to gauge productivity, lower operating costs, and minimize risks associated with vehicle investment, otherwise known as fleet management.

This is where Oakville-based Geotab comes in, whose cutting edge technology is transforming the way businesses manage fleets. Since its inception almost 20 years ago, Geotab has specialized in fleet telematics – a way of monitoring and communicating the location, movements, status and behavior of vehicles to a central office or dispatcher. Geotab's plug-and-play GPS devices are ready to use minutes after installation in a vehicle. Their system accommodates fleets of all sizes – from large logistics companies to businesses with a handful of cars. Its powerful tracking abilities help put managers in the "driver's seat" of every vehicle at any time.

Track Driver Behaviour

There's no need to paste a "Call me if I'm not driving safely" bumper sticker on a company truck. Geotab's system can track behaviours such as whether drivers are turning too fast, braking too hard, speeding, rapidly accelerating, or not wearing their seatbelts. Armed with this data, companies are able to commu-

nicate their findings with drivers and thereby encourage them to significantly improve their driving habits. In turn, this reduces wear and tear on the vehicles.

Lower Fuel Costs

Savings in fuel costs are almost immediate once Geotab's devices are installed. When Second Harvest, a food rescue program in Toronto, added Geotab to their seven refrigerated trucks and one van, it enabled the business to reduce idle time by 30% per vehicle per day. They also knew, at any given minute, where each vehicle was located. This allowed dispatchers to quickly alert drivers to the fastest routes, as well as know which driver to send where based on who was closest to the latest drop-off or pick-up request.

Accident Prevention

Safety is a top priority for most companies charged with managing a fleet. When drivers know their vehicles are monitored, their driving improves. For one landscaping company,

the results were staggering. Infractions went down and any issues they'd previously had with accidents almost disappeared. In one rare accident involving a driver, the company was able to prove its own driver was not at fault, thanks to the telematics data. In fact, they could even prove the exact lane the driver was in when the accident took place.

Geotab's products, which are manufactured in Ontario, are sold worldwide through its more than 90 authorized resellers across the globe. Recognized by Deloitte as one of the fastest-growing companies in North America, Geotab is vastly improving the way the world moves goods. And that's something that benefits all of us – and not just when the pizza arrives hot.

