

6 Proven Ways to Improve Your Bottom Line with GPS Asset Tracking



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For businesses with large investments in equipment and other assets that are deployed in the field, using GPS asset tracking improves the efficiency of service and recovery operations, enables more accurate record keeping for yard management, billing and insurance, and is a powerful tool for loss prevention. By using a solution that allows for the tracking and management of both vehicles and assets, managers of fleet and service operations have a powerful set of tools and data to improve efficiency, increase productivity and maximize revenue. Here are 6 proven ways that equipment and mobile asset tracking can save costs and improve a business' bottom line.

1 Asset Tracking Combined With Fleet Tracking Streamlines Service and Recovery

Adding asset tracking to your fleet telematics solution is like having 20/20 vision. Being able to visualize and manage all of those assets along with all of the trucks and service vehicles needed for delivery, service and recovery is a major improvement and adds an important layer of reporting and control to fleet and field operations.

The High Costs of Rework

One major portable restroom operator estimated their costs of a mistake in the recovery of one of their units at \$150 per incident. With a combined view of the fleet along with all deployed units, they are avoiding substantial costs for rework.

Equipment and mobile assets are frequently deployed in areas that are confusing or change over short periods of time, like construction sites or entertainment venues. Equipment trailers, frac tanks, excavators or porta-potties change locations, so servicing these assets and recovering them can be difficult, sometimes requiring multiple trips if they can't be located. With a combined view of vehicles and assets, dispatchers are able to guide workers to pinpoint locations, helping them complete their work on the first attempt.

2 Asset Tracking Simplifies Yard Management and the Movement of Assets

Using GPS tracking on trucks and assets helps you track the movement and location of equipment and trailers, making it easier to identify specific loads or pieces for queueing. Geofence alerts give advance notice on arrival of loads or equipment for advance organization of unloading or service teams.

3 **Asset Tracking Helps in Recovery of Stolen Equipment and Assets**

According to the National Insurance Crime Bureau, stolen construction equipment tops more than \$1 billion, with less than 20% of stolen equipment recovered. Asset tracking supervisors real-time alerts notifying them if equipment is being moved outside a pre-defined zone, or at unexpected times. The tracking hardware can be set to change from 1 ping per day to 1 ping per hour, so asset recovery work can begin immediately and law enforcement can locate the equipment. Furthermore, insurance companies frequently take the use of theft reduction methods like asset tracking into account in determining premiums and possible discounts.

**\$1 Billion in construction equipment stolen annually.
Less than 20% is recovered.**

SOURCE: National Insurance Crime Bureau, 2015

4 **Asset Tracking Helps in Detecting and Preventing Unauthorized Use**

Just as alerts and reports aid in locating stolen equipment and assets, they can also help detect and prevent unauthorized use for side jobs, which accelerates depreciation and increases maintenance costs.

5 **Asset Tracking Helps Businesses Maximize Revenue from Asset Deployments**

One of the top benefits of using an asset tracking solution is getting more accurate billing for the deployment and use of assets at customer sites. The activity reports provide dates, times and GPS data detailing when and where assets are used. This data brings transparency to billing, and is much easier than paper logs and sheets.

6 **Asset Tracking Saves Time and Labor and Improves Yard Management**

The administration associated with managing mobile assets, whether trailers, containers, tanks, construction equipment, ag implements or otherwise, adds to a company's administrative burden and overhead.

Asset tracking lets you easily report on data and reports that simplify everything from yard checks to inventory to billing and insurance documentation. This lets you free up administrative labor from low value tasks and redeploy them to perform higher value functions in the business.

To learn more about Azuga's asset tracking solutions and learn about the benefits and efficiencies of combining it with Azuga Fleet, visit our website or contact us at sales@azuga.com.

10 Quick Benefits from GPS Asset Tracking

- ▶ Pinpoint locations for easy asset recovery
- ▶ Easily locate your equipment at any location
- ▶ Improve billing accuracy with activity reports
- ▶ Easily locate assets even in a large yard
- ▶ Get alerts if equipment moves unexpectedly
- ▶ Get alerts if a trailer stops unexpectedly
- ▶ See which vehicles are in proximity to equipment
- ▶ Easily identify under-utilized assets
- ▶ Monitor utilization for timely maintenance
- ▶ Earn insurance premium discounts

About Azuga

Azuga is a leading connected vehicle platform, helping our customers turn data about vehicles and their use into intelligence that improves operations and safety while reducing costs and risk. Azuga provides reliable end-to-end solutions for commercial fleets, government agencies, insurance companies and automotive industry suppliers, encompassing hardware, the Azuga One platform, SaaS applications, support and data analytics. Azuga is headquartered in San Jose, California, with offices and resellers throughout North America, South America, the UK, and India.

Our award-winning Azuga Fleet solution is used by thousands of customers in tens of thousands of vehicles—from the small fleet of one or a few vehicles up to several thousand—and is lauded by our customers for its ease-of-use, robust features and affordable pricing.

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