





VEHICLE FLEET TRACKING

A GREAT TOOL TO ENHANCE AND SIMPLIFY FLEET MANAGEMENT

By Pieter Smits, CEO, GlobalTrack

The need for effective, reliable satellite tracking systems is becoming a necessity rather than a luxury in today's world. However operating in harsh and difficult environments requires specialized solutions.

A satellite tracking system will provide you with the required information to run your fleet more efficiently and optimize its use.

How does it work?

With its roots in the maritime industry during the 80's satellite tracking has come a long way since. But how does it all work?

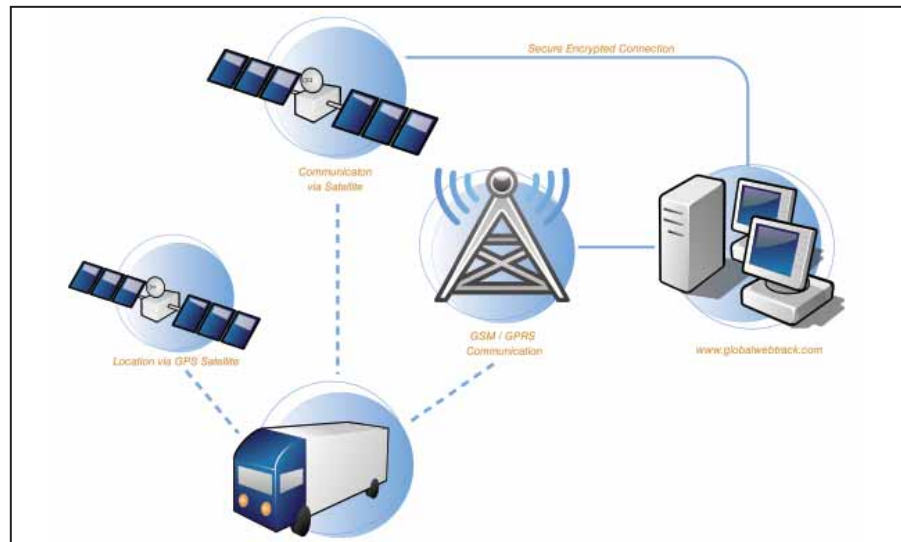
Tracking devices are installed on each of the vehicles and use embedded GPS technology, which will determine the position whenever they have a view of the sky.

Depending on the location of the vehicles, position information can be either sent to one of five communication satellites covering the whole world or through a local GSM provider. That information is then forwarded to servers for processing and translation into useable information.

From there vehicle position and information can either be accessed via a web-based software called or integrated directly into existing third party fleet management systems.



The selection of a vehicle tracking system is depended on the industry and area of operation. While the vehicle tracking industry has evolved over the years so have solutions for specific industries. While some systems are designed for managing a fleet of taxis, other are designed for tracking vehicles throughout the African continent.



One of the major differentiators one needs to look at is if the system is cellular (GSM) or satellite based. While cellular systems are the bulk of the systems available, they are designed to operate in countries with a good and established infrastructure. Satellite based tracking systems on the other hand will work anywhere in the world without any restrictions that land based networks occur.

In the last years new systems have come to the market which combines the benefits of both GSM as well as satellite services. They operate on GSM while in the coverage area and switch automatically to satellite when outside of that area. Ensuring visibility and monitoring of the vehicles at all time at the most cost effective way.

More than a dot on the map

Vehicle tracking is much more than a dot on a map. Besides the location of the vehicle a wide range of vehicle and drive related information is available. Ranging from electronic logbooks and monitoring of vehicle maintenance to alerts when breaking the speed limit. Especially for humanitarian organizations and NGO's operating fleets on a large geographical scale, this information is vital to the successful operation of their business.

Personnel and road safety

Vehicle tracking systems can help you to implement and monitor personnel and road safety procedures. By means of monitoring the vehicle and driver and providing warnings when they move outside of their safety barriers for both staff as well as civilians is increased. Events such as breaking the speed limit, wearing of seatbelts and even harsh breaking are monitored second to second. Should an event occur both the driver as well as the operators are notified, ensuring a reduction of accidents and increased driver safety. Another benefit is the reduction of accident insurance premiums, which has a direct impact on your bottom line.

With the addition of message terminals and a panic button the driver is always in contact with the different offices and can communicate with them at any given time. The pressing of a panic button can alert security personnel, even via their cell phone using SMS text messages.

Cost reduction

While on the subject of cost reduction, it is widely accepted that vehicle tracking systems provide cost reduction. But how does this exactly work?

ABOUT GlobalTrack

Founded in 2001, GlobalTrack has developed and deployed fleet management solutions in conjunction with our flagship product WebTrack. Our solutions are used in transport, marine and security applications in a wide variety of industries.

GlobalTrack incorporates worldwide location based asset monitoring through the utilization of state-of-the-art hardware and our uniquely developed WebTrack software.

We offer our clients the use of different types of hardware, dependent on the requirements and environment; this includes cellular based, satellite based or a combination of the two. Assuring our clients coverage at all times while using the most economical and effective solution for your operation; irrespective of whether you operate locally or globally.

Years of field experience and refinement gives us the ability to offer you turnkey solutions that you can count on.

What sets GlobalTrack apart from its competitors is the commitment to quality and support. The constant feedback we receive from the marketplace, together with our experience in operating on a global scale, enables us to sustain a high quality and easy-to-use solution for our clients. Our support and development team works continuously to maintain and improve the solution and thereby increase our service to our clients even further, each and every day.

 Read more www.globaltrack.com

One of the big challenges of operating a large fleet over a large area is maintenance and liquidating of assets when they become end of life. By accurately and centrally monitoring vehicle mileage and identifying unauthorized use fleet managers are now able to make decisions based on up to date and reliable information. These decisions could entail the sale of a vehicle due to excessive mileage or doing preventative maintenance enhancing the quality and life-span of the vehicle.

With ever increasing fuel prices fuel cost play a big role in the day-to-day cost of operation. A vehicle tracking system can assist to monitor fuel usage and possible fuel theft or fraud reducing the overall fuel cost and hence operating cost.

“A vehicle fleet tracking system assists in identifying under-used vehicles which can be re-distributed and increasing the effective life-span of a vehicle.”

Fleet management

A vehicle tracking system can be a great tool to enhance and simplify fleet management. It reduces overheads by keeping an accurate and up to date asset register which is available to all authorized users. It also assists in locating vehicles, by providing the location of the vehicle at any given time.

The monitoring of the vehicle utilization and driving hours is done electronically and automatically reducing human errors and transmitting the data directly throughout the whole operating chain. This data is used again to corroborate logbook entries and capacity planning resulting in reduced and optimized fleet sizes.

The system assists in identifying under-used vehicles which can be re-distributed and increasing the effective life-span of a vehicle.

An example

A large NGO with a fleet consisting of several thousands vehicles is operating throughout Africa. Due to the large scale and area of operation problems arose with regards to accurate asset registers, central monitoring of vehicle usage and vehicle maintenance. With the installation of a satellite vehicle tracking system they were able to have a uniform solution for their fleet. Giving them instant access to asset registers, usage and mileage statistics. While back-end integration with their existing fleet management software helped them to further identify vehicles that required maintenance or that should be disposed. Dramatic cost savings were established in the trial country which helped them to fund the further expansion of the installation of tracking systems throughout the whole fleet.

Although the roll-out of such a large scale project typically takes several years to complete the result was immediately visible. Further optimization will take place by relocating under-used assets to areas where they are more needed, rather than buying new vehicles.

