



# Movolitics

## A speedy guide to telematics:

What is it?

Do you need it?

What should you know  
before you buy?



Slash fuel spend



Improve safety



Boost productivity



Reduce maintenance costs



Reduce carbon footprint



Improve customer service

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# TLC for your fleet, ROI for your business...

Business: so simple on paper. Get rid of unnecessary overheads and – in return – you tend to boost your profits. Yet when your organisation operates a fleet of vehicles – on the road day in, day out – staying on top of costs can be frustrating. From fuel consumption to route planning, there are lots of variables at play. And they're not easy to track.

Here to change that is telematics. It's a branch of fleet management technology that gives you unparalleled insight on your vehicles, drivers, routes and destinations. But if you want the optimum system for your business – giving you the best possible ROI – there are a few small (but important) things to consider. This guide introduces how telematics and vehicle tracking can reduce your overheads and outlines the questions to ask if you are thinking of investing.



# What is telematics?

Telematics is a branch of fleet management technology. It gives you unparalleled insight on all kinds of data associated with your fleet – fuel spend, vehicle location, driver speed, driving performance and an awful lot more. Over time you can pinpoint exactly where it's possible to trim the costs of driving and vehicle maintenance. All while improving fleet efficiency and customer service. This helps businesses to save thousands of pounds per year on fuel and productivity.

The word telematics is a hybrid of telecommunications and informatics, although it's occasionally referred to as GPS vehicle tracking. (In reality vehicle tracking is just one benefit of telematics, the tip of a chunky iceberg.) The technology uses telecommunication devices to locate, track and monitor vehicles – and provides a platform for vehicles to send and receive data via the cloud. All the numbers that matter are then crunched and displayed in neat graphics to help you identify where to cut costs and improve fleet management.



# 6 benefits of implementing a telematics system

From simplified day-to-day dispatching to reduced annual fuel spend, telematics and vehicle tracking has enough compelling benefits to make any fleet manager smile. Here are the big six.



## 1. Slash fuel spend

Fuel is one of your largest overheads. It's also one of the biggest areas for potential savings. Telematics tracks consumption in real-time and shows you what that means in pounds and pence. By gathering data on behaviours such as engine idling, excessive acceleration and harsh braking, telematics highlights exactly where drivers can improve efficiency. You can also police unauthorised out-of-hours vehicle usage. It adds up to a potentially dramatic impact on your total fuel spend.



## 2. Improve safety

Safe, efficient drivers save money. More importantly they make accidents less likely. Automated alerts on risky practices such as speeding and late braking will help you identify areas where a little extra training can build a safer workforce.



## 3. Boost productivity

Despatching at the eleventh hour? Cut unnecessary mileage and save time by locating the closest driver to a particular site. With some Fleet Management systems you can also utilise live traffic reports to re-route drivers from delays and help them pinpoint destinations with ground-level photos that display exactly where they need to be. No SatNav blunders, more productivity.



#### **4. Reduce maintenance costs**

Vehicle maintenance can be costly. Telematics can track engine use and miles-since-last-service to help you take a preventative approach to maintenance. Get reminders when it's time to perform key checks – such as tyre tread – to keep your fleet at optimum performance. For vehicles that go the distance.



#### **5. Reduce carbon footprint**

Reducing fuel consumption doesn't just save money, but Mother Nature too. It could even help you attract new clients who want to work with eco-minded businesses.



#### **6. Improve customer service**

Great customer service is about getting the little things right. A good telematics system allows you to give your customers up-to-speed information on driver location and arrival times. By tracking vehicle data, you can also bring an end to disputes relating to time spent on site and improve the accuracy of your invoicing.

# 10 questions to ask before buying a telematics system

**Telematics is not something you should purchase rashly. There are several options out there – and some key questions to ask potential suppliers (and yourself) before you commit. After all, you want the best system for your business, your budget and your ambitions for ROI.**

**Here are ten points to consider:**

## **1. What type of contract are you committing to?**

Committing to a long-term contract may seem like a money-saver. But if the system doesn't meet your exact requirements you may be left with the difficult choice of persevering with a product you don't like or paying costly termination fees.

**Subscription-based:** With no upfront costs as well as free hardware and installation, subscription-based contracts – charging a fixed monthly or annual license fee – can be a great way to stay on top of your outgoings.

**Perpetual licences:** With perpetual licences, there are no recurring fees. Instead you pay for the software and telematics devices upfront. That can be a big initial outlay, especially for larger fleets. Depending on your supplier, you may also be charged for installation, maintenance and support.

## **2. What's the installation process?**

The installation process is vital to your choice of telematics supplier. A bad installation can cause systems to function incorrectly, resulting in faulty data and vehicles being off the road for longer. Not good. Some providers also charge a £100+ fee for installation.

Movolytics provide free and thorough installation with guaranteed completion time. That spells peace of mind that the entire installation process will be completed, tested and ready to run within a set period of time – at no extra cost to you.

### **3. Are there any hidden costs?**

It's not uncommon for some telematics providers to bump up their margin with sneaky hidden fees, which can inflate the amount you pay across the course of your contract. Check the small print for hidden charges such as cancellation fees, installation costs, training and system customisation.

At Movolytics we hate hidden fees as much as everyone else. The price we quote is the price you pay. Always.

### **4. Is full training provided?**

Getting to know and understand a new system like telematics can be challenging. So it's worth considering a provider that offers system training to help you get the best value from telematics. Remember to ask your provider whether free training is limited to a certain number of sessions.

With Movolytics you get unlimited training, whenever you need it for as many people as you want.

### **5. Does the hardware come with a warranty?**

Sometimes the unexpected happens. If your hardware malfunctions or is damaged, it's important to know who's going to cover the cost of repairs or replacements.

At Movolytics you get a lifetime warranty on all hardware. If something goes wrong, we will make sure it's replaced promptly at no cost to your business.

### **6. Does your provider offer in-house or outsourced customer support?**

If you encounter problems with your system and need assistance, it's good to know expert help is easily accessible. That's not always the case with providers who outsource their customer support, where knowledge

gaps and even language barriers can cause problems. By contrast in-house support teams are more likely to have the product knowledge required to resolve your query.

Movolytics has a dedicated UK support team. And we are committed to answering the phone within 90 seconds.

## **7. Does your provider issue product updates and are they free?**

Like most software, telematics technology moves fast. Getting the best from your product and pushing continued cost-savings for your business requires a provider that keeps their product up-to-date. It's also important to know whether product updates are free or charged for.

With Movolytics you get simplicity: one major product upgrade every year, free of charge.

## **8. Does the system give you all the benefits you require?**

Your business is unique. Your desired outcomes from telematics will be unique too. Spending some time thinking about the features you need for your business will make it far easier to find a product that fits.

- **Fuel consumption:** Can the system determine individual and group fuel consumption to identify usage trends? Will it monitor and report on driver behaviour and efficiency?
- **Productivity:** Will your product hone fleet management operations by providing up-to-date traffic reports? Can it identify the fastest and most efficient routes?
- **Insurance:** Does your system improve driver safety by identifying bad driving behaviour such as speeding and late braking? What about vehicle tracking?
- **Customer service:** Will your product give customers better visibility on service? Does it provide accurate ETAs? Will it reduce delays and inefficiency within your fleet?

## 9. Does the system gather data on driver behaviour?

One of the key areas for reducing fuel consumption in business fleets is driver behaviour. Speeding, heavy braking, rapid acceleration, wrong gear and engine idling all have a surprisingly damaging affect on your profits. Look for a product that shows you what really happens when your drivers get behind the wheel.

Movolytics tracks more than 150 manoeuvres to give drivers real-time feedback on their performance, while gathering all the data that matters to help fleet managers identify areas where each driver can improve efficiency.

## 10. Does the system have accurate fuel data?

A fuel reader enables you to monitor fuel consumption on an individual vehicle and entire fleet basis, highlighting key areas of wastage. Many telematics systems come with fuel readers as standard, but they are not always automated – which means you will need to input data manually – and some providers charge extra for them.

With Movolytics fuel readers are free, automated and fully integrated with the system. They plug directly into each vehicle's OBD port for supremely accurate data straight from the engine on fuel usage, carbon emissions and RPM. You don't need to lift a finger.



# Decisions, decisions...

*Choice isn't always a good thing. With a number of telematics systems available, it can be hard to know which product is best for your business. The reality is that very few offer the blend of features that allows you to reap the full benefits of telematics technology: reduced costs, increased efficiency and ROI.*

*Movolytics has been built from a benefits-first perspective. We believe in simplicity, usability and financial clarity and have created a product that enables fleet managers to drive savings, service and safety.*



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**0845 604 5296**

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