




Fleet Management Guide

360 Visibility:

Improving Operational Efficiency and Profitability for Fleet-Based Businesses



Simplify the Complicated

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Linxup's White Paper

In this white paper, we'll discuss what 360 visibility means for fleet-based companies, analyze the role that AI has played, and will continue to play, in the evolution of fleet management, and detail how companies like Linxup are revolutionizing fleet operations and asset management to help fleet-based organizations become more efficient, more compliant, and more profitable than ever before.



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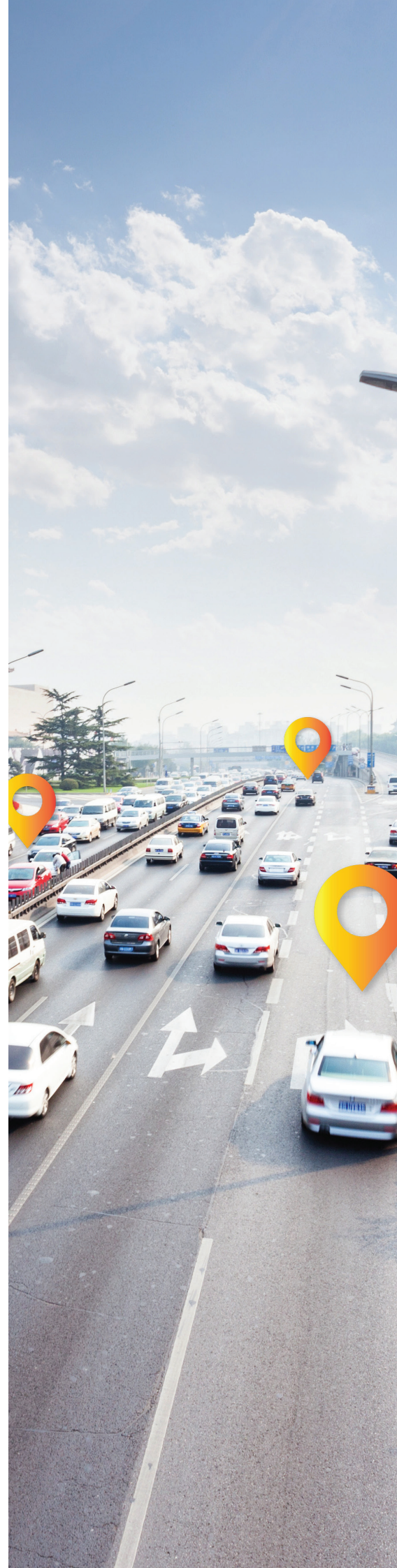
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A revolution in fleet management

For fleet-based field service companies, every minute, every dollar, and every decision are vital to success. From lost or stolen vehicles to improper equipment use to inefficient delivery and service routes, there are a seemingly endless number of challenges that fleet-based businesses face in their daily operations.

Having an efficient and effective fleet management solution in place is crucial for achieving profitability in today's landscape. But simply tracking your equipment or retrospectively looking back on errors and inefficiencies to identify mistakes and find possible solutions isn't enough -- today's fleet-based businesses need full 360 visibility into the past, present, and future of their assets' performance.

In this white paper, we'll discuss what 360 visibility means for fleet-based companies, analyze the role that AI has played, and will continue to play, in the evolution of fleet management, and detail how companies like Linxup are revolutionizing fleet operations and asset management to help fleet-based organizations become more efficient, more compliant, and more profitable than ever before.





A glimpse into 360 visibility

Having a birds-eye 360 view of fleet operations allows fleet leaders to move from reactionary fixes to proactive solutions that cement long-term growth. Achieving this means utilizing business intelligence tools that transform raw data into actionable insights before a problem arises.

Why is this important? Consider the following...

Overly fast or aggressive driving has been shown to reduce gas mileage by roughly **15% to 30% at highway speeds and 10% to 40% in stop-and-go traffic?**¹ And **idling for just 30 seconds** uses more fuel than restarting an engine and leaves fuel residue that damages engine components. Knowing these statistics and understanding how to approach solving the problems they represent are two different things. A reactionary approach would mean repeatedly identifying high fuel costs among various drivers or vehicles within your fleet. A proactive solution, however, like tracking aggressive driving among your team and implementing a solution to reduce excessive idling, on the other hand, could help you eliminate the problem altogether and lower fuel costs by 20%.

By tracking aggressive driving and excessive idling of your fleet, you can reduce fuel costs by up to 20%

Embracing modern technology and innovative solutions has the power to help fleet-based field service companies identify fixes to problems before they arise, instead of footing the bill for an unexpected expense down the road.

Linxup provides the 360 visibility fleet-based enterprises need to not only protect their fleet and their workers, but proactively reduce the likelihood of accidents, optimize delivery routes and equipment usage, and establish highly efficient maintenance, inspection, and operation workflows that save time, money, and headaches.



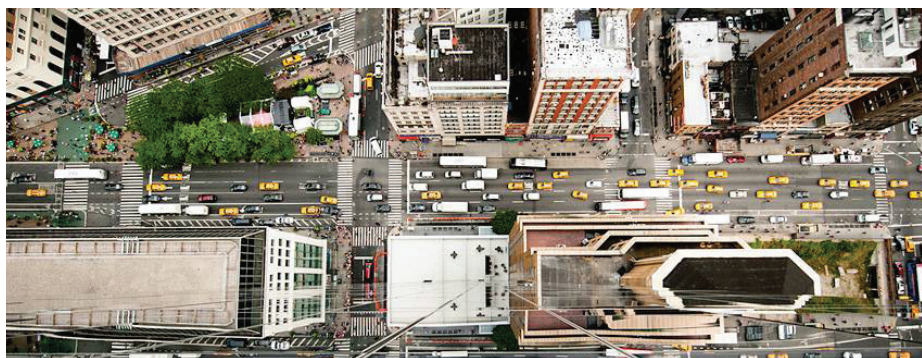
Facing a harsh reality

In the past, reactive responses to accidents and other safety-related incidents were the norm. However, increasing costs for road accidents and the financial burden they place on companies -- combined with the sobering statistic that commercial drivers average 4.5 road incidents per year (33% at fault) -- are driving a shift in how companies improve safety on the road and in the cab. ²

Ongoing driver coaching programs, for instance, are designed to improve both short- and long-term road safety by addressing unsafe driving activities in the moment and helping drivers adopt safer driving behaviors in the future to avoid preventable (and potentially disastrous) road incidents.

But some accidents are entirely out of your drivers' hands. The National Highway Traffic Safety Administration (NHTSA) estimates that bad tires alone cause approximately 11,000 accidents annually.³ And with fleet drivers traveling roughly double the annual distance of non-professional drivers (25,000+ miles vs 12,000+ miles), the likelihood of wear and tear is much greater.

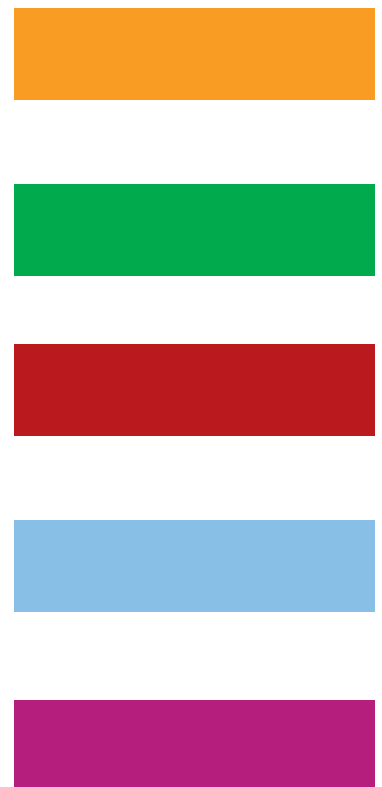
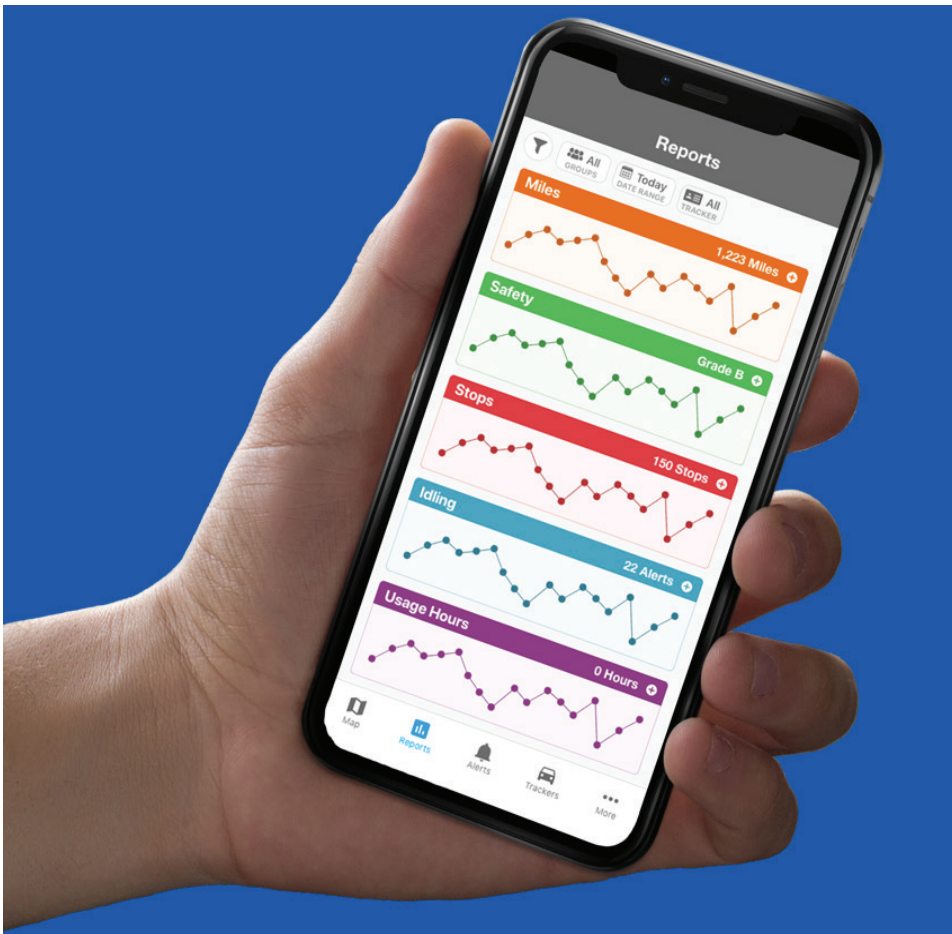
Fleet-based businesses can't afford for tires to reach their limit before making a change. Having inadequate maintenance schedules and equipment monitoring in place is literally "waiting for an accident to happen."



Commercial drivers average 4.5 road incidents per year and are at fault 33% of the time



Integrated solutions like a Linxup GPS tracking solution enable you to input all maintenance, inspections, safety training and updates, safety acknowledgment schedules, and more in one convenient place, with auto-reminders so the likelihood of accidents is mitigated before they happen. The Linxup GPS tracking solution paired with linxCam, an AI-powered dashcam also provides 360 visibility into driver safety by allowing you to monitor how drivers are doing on the road -- if they're going too fast, accelerating too quickly, or braking too hard. Fleet Managers can receive alerts to address issues in real time and be equipped with quality data for coaching sessions to help drivers navigate more safely.

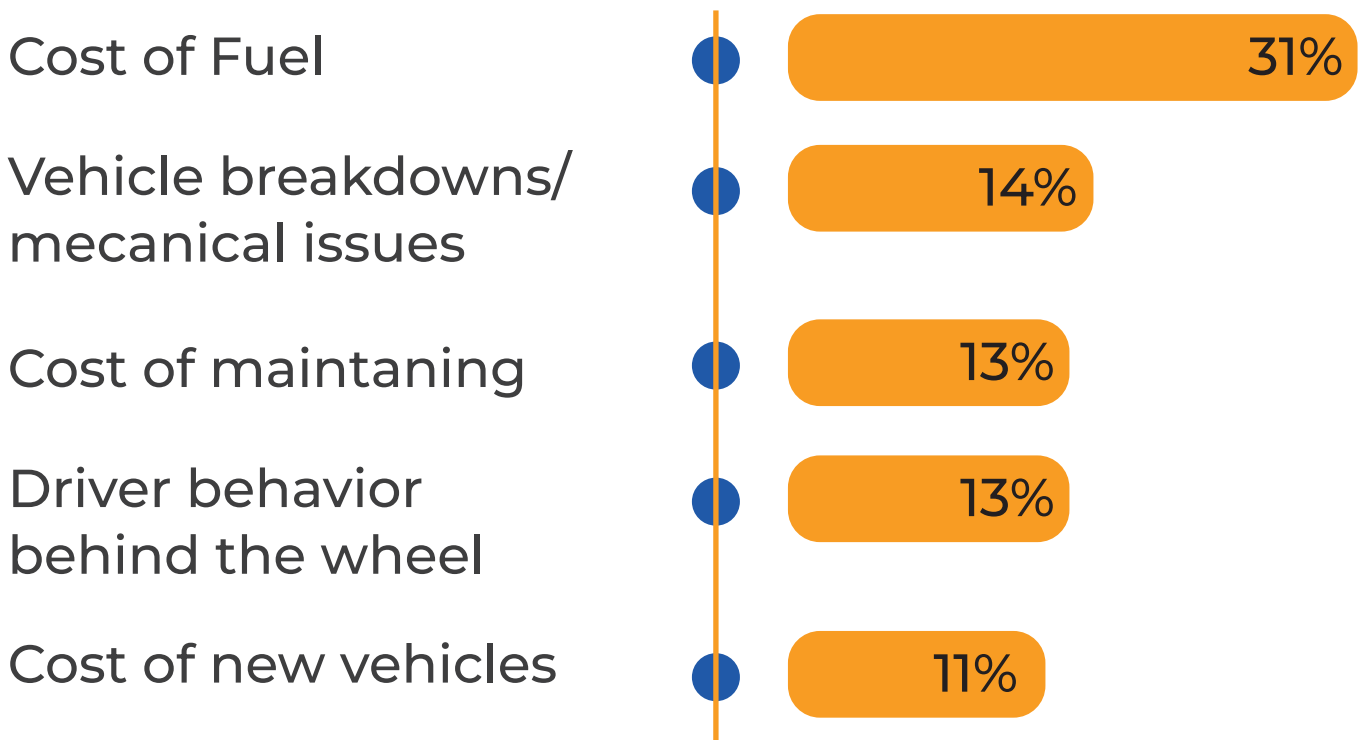


Understand the risks involved

Every leader of a fleet-based field service or construction company should anticipate potential issues and have solutions in place to mitigate the controllables. Rising gas prices, driver shortages, and severe weather patterns are outside of your control. But, a fleet management solution that provides 360 visibility into your drivers' behavior, maintenance schedules, costs, and safety protocols can limit the number of operational risks you are likely to face each year.

According to 2023 Fleet Management statistics, "the most common priorities in the next year are reducing costs, increasing operational efficiency, and increasing the productivity of drivers."⁴ Fuel costs, mechanical issues, vehicle maintenance, and driver behavior are the biggest roadblocks to achieving these goals.

Biggest operational risks over the next year:



Linxup's 360 visibility solutions act as your eyes while your drivers are on the road by collecting accurate, real-time driving behavior and vehicle usage data, like up-to-the-minute vehicle locations, speed and direction of travel, and stop information. Not tracking vehicles can leave fleet managers in the dark about dangerous or wasteful driving behaviors, which in turn makes it more difficult to identify opportunities to reduce operating costs and increase revenue.

Other risks of not adopting a 360 visibility solution include:

- More vehicle accidents
- Higher insurance premiums
- Increased likelihood of theft
- Late deliveries / dissatisfied customers
- Unauthorized equipment usage

When fleet managers are in the dark about how their equipment is being utilized in the field, they are open to many unnecessary risks. Utilizing Linxup's 360 visibility solutions can reduce your fleet's risk of wasting time and resources, improve driver safety, and even help your business achieve higher profits and deliver better service to more customers every day.

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On point tracking so I always know where my trucks are and that they are traveling safely.

- Justin P. , Linxup Customer

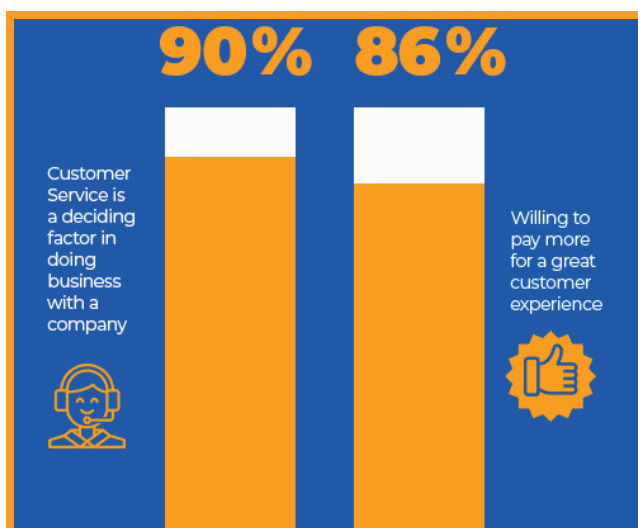


Simplify the complicated with Linxup's proactive solutions

Linxup's 360 visibility software solutions help fleet managers transform data into strategic business intelligence that improves safety, costs, efficiency, and overall performance. From AI-driven dash cam monitoring to GPS trackers for fleet vehicles and all other powered and non-powered equipment, Linxup gives you a full 360 view into how all of your assets are being used, so you can **turn past and present-day insights into actionable strategies for the future.**

1. Embrace The Power Of Real-Time Visibility

By providing real-time information about the location and movement of their vehicles, Linxup's GPS tracking solutions can help fleet-based businesses improve the efficiency of their vehicles and equipment to make more effective use of their resources.



With Linxup's GPS tracking tool, fleet managers can view in-the-moment travel, location, and operational data down to an individual driver, to analyze how each driver is performing in terms of time, safety, and costs. You also get usage and location data to help determine any necessary changes in maintenance and inspection schedules.

The benefits of real-time visibility go beyond driver safety as well. Route optimization means faster deliveries and more prompt service to your customers ahead of scheduled appointments or during an emergency visit. Consider that for field service organizations, 90% of customers say quality customer service is a determining factor in choosing to do business with a company. And 86% of customers are willing to pay more money for a better experience.⁵

Poorly planned routes and inefficient dispatch can leave customers in a pinch while they wait for a service technician to arrive. With a GPS tracking device, you can provide accurate ETAs so customers know exactly when to expect a technician. And fleet managers can even improve their fleet's response times by dispatching the most convenient vehicle. This can go a long way towards improving your relationships with your customers.

2. Utilize Smart Technology To Plan For The Future

Linxup provides GPS tracking and AI-powered solutions that enable fleet-based businesses to transition from reacting to incidents to taking measures to prevent them before they occur. While mistakes, bad weather, or vehicle problems can lead to unforeseen accidents, Linxup's AI-based dash cameras, linxCam watches the road and the cab, to spot issues before they turn into problems.

Not only can linxCam tell if a driver is too close to another car or if they're swerving, it can also alert you if the driver is not wearing a seat belt, or talking/texting on their phone while driving. By alerting the driver and a fleet manager in real time, this can call attention to unsafe driving conditions, and have them corrected, to prevent accidents.

And by recording these incidents, linxCam helps business owners and managers implement more effective training and safety protocols to coach their drivers on safer behaviors. It's no surprise that 42% of fleet-based businesses who used tracking software to monitor driver behavior saw "considerably fewer safety incidents" in recent years. ⁶

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There's no way I could be operating day-to-day and grown what we've grown thus far without software like [Linxup].

- Gino Fanello,
Owner of Gino's L&L Service, Inc.



According to the US National Highway Traffic Safety Administration, 22.2% fewer crashes are reported among fleet-based businesses “when AI was implemented on route planning, which can detect roadblocks, heavy traffic, intersections, and roundabouts.” In total, across a variety of industries, GPS fleet management helps lower accident costs by an estimated 16-30%.

Still, there is more to this tech than just safety. It also enables leaders to mitigate theft or improve the likelihood of retrieval if equipment is stolen. Linxup’s GPS tracking technology also empowers you to make smart and efficient decisions about equipment. For example, leaders in the construction industry may wonder if equipment is being used to its fullest potential? Are jobs being completed on time?

With advanced GPS tracking solutions, these questions are easy to answer, with key insights into how often and how long equipment is being used. That means managers can make informed decisions about where and when to utilize their valuable, and often limited, resources. With the rise of advanced tech like GPS tracking and AI-powered dash cameras from Linxup, the age-old challenges of creating higher efficiency and improving safety become easier to plan.

3. Learn More From Historical Data To Drive Better Results

Traditional GPS tracking systems can provide fleet-based businesses with a wealth of data about the location and movement of their vehicles. While this data is valuable in and of itself, innovative solutions that prioritize 360 visibility can allow you to harness historical data to generate new revenue streams for your company.

Linxup’s 360 visibility solutions enable you to analyze and leverage your fleet data to identify new opportunities, improve or fast-track maintenance workflows, streamline your operations, and increase your bottom line. You can prevent expensive repairs by tracking vehicle mileage and usage, and by setting auto-reminders to schedule regular maintenance checks.

Companies can also identify patterns of wasteful fuel consumption or unnecessary vehicle usage by analyzing their drivers' routes, the time of day their vehicles are most active, how long vehicles are idling, and many other issues that could be costing them money. Fuel expense is one of the most costly aspects of fleet management. By monitoring when and how much your vehicles are idling with Linxup, you can reduce fuel usage by as much as 20% and generate detailed reports that show drivers idle data and coach them on better practices to reduce fuel waste.

There's more than just financial gain to be made from using historical data. Your company's reputation and legal standing -- if an accident takes place -- can also take a hit if your drivers are found at fault. A Linxup GPS tracking solution paired with their AI-powered linxCam records location-based data and video that can be used to not only coach drivers to safer behavior but also as evidence that can exonerate drivers with insurance companies, law enforcement, and in legal proceedings.

It's no surprise that GPS tracking solutions like Linxup have helped thousands of fleet-based field service and construction companies reduce their premiums by as much as 30%. Without the resources in place to give you 360 visibility into your fleet operations, you are missing out on an easy way to save time and money while ensuring your fleet stays in tip-top shape and quickly recovering any vehicles or equipment that are stolen to help keep your insurance premiums at a minimum.



It's time you achieved 360 visibility

With advanced technology, a comprehensive range of revenue-generating features, a user-friendly interface, and exceptional customer service and support, it's no wonder Linxup is the top choice for more than 30,000 businesses who have looked to improve their fleet operations' longevity and effectiveness.

Linxup provides you with 360 visibility through an easy-to-use interface that makes it quick and simple to access important information and resources that allow you to make smarter decisions in how you manage your fleet. From improved operational efficiency to enhanced security to driver safety, Linxup's integrated solutions ensure fleet managers and business owners can protect their assets and maintain control over their fleet, ensuring profitability and success in today's ever-changing landscape.

MAXIMUM TIME: Linxup enables you to view real-time weather and driving data to optimize routes and ensure you provide service to your customers faster and more reliably.

MAXIMIZE SAFETY: Linxup's AI-based dash cameras, linxCam, can spot behaviors issues, like careless or reckless driving, before they turn into issues. This limits driver mistakes and reduces your company's chances of being at fault in an accident.

MAXIMIZE PROFITS: Utilize real-time and historical data to increase revenue by cutting down on unnecessary expenses like wasteful fuel usage, inefficient driving, or any ineffective or useless assets.

See how Linxup can give you 360 visibility into your fleet operations within just 30 minutes and provide as much as a 4x return on your investment. Visit **www.linxup.com** to learn more or **call 866-485-0710**.

¹ blog.linxup.com/blog/maximizing-profitability-during-inflation

² blog.linxup.com/blog/reactive-fleet-safety-a-costly-gamble

³ www.automotive-fleet.com/10161436/safety-tips-bad-tires-cause-11-000-accidents-annually

⁴ www.expertmarket.com/fleet-management/fleet-management-statistics

⁵ www.sightcall.com/blog/30-field-service-stats-you-need-to-know





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