



Unlock the Power of
Data-driven Intelligence
Within Your Fleet

Introduction: IT as a Strategic Partner for Fleet Management

Data... it's the domain of IT managers and vital business units, and it's the key to unlocking the meaningful insights that businesses and government organizations of all sizes are after. When it comes to fleet management, the amount of data that is readily and easily available for collection continues to grow, and the payoffs for effectively gathering that data grow along with it. And the good news is that fleet management technology solutions make this process simple with ease of implementation, automatic data collection and intelligible analysis.

By presenting and implementing fleet management solutions, IT leaders and their departments are uniquely positioned to deliver additional value – giving departments across the organization access to an intuitive solution that empowers its users to derive data insights that can positively impact operations as a whole.

Exploring how to harness the hidden intelligence from fleet data in new ways **empowers you to help your organization increase productivity, reduce costs, save time and improve the bottom line**. You can make this data even more powerful by learning how integration with other business systems can unlock additional capabilities. And the future holds even more opportunities for IT professionals who know what to expect.

77%
of IT leaders
believe IT functions as an extension/partner of business units rather than as a separate function.¹



Fleet Management Solutions and How They Work

Fleet management solutions, which help companies, both large and small, streamline processes and optimize routes, offer obvious benefits such as increased profit and productivity – as well as ease of use. The Internet of Things (IoT) has changed the way we work, and IT has the opportunity to act as a guide for fleet management solution selection and implementation.

The power of the web allows for the transmission of valuable fleet data. A small plug-and-play device

transmits data from each vehicle back to the cloud, where information is automatically collected, analyzed and made available in an easy-to-use online dashboard or via reports delivered to the fleet manager's inbox – complete with ready-to-use intelligence. Depending on the business need, data can be securely exported and integrated with third-party systems via open APIs. For example, fleet data could be imported into applications such as a customer relationship management (CRM) tool or payroll software.

Best-in-class organizations are 4x more likely to have implemented fleet management solutions.²

Turn raw data into powerful insight

1

Data collected from vehicles



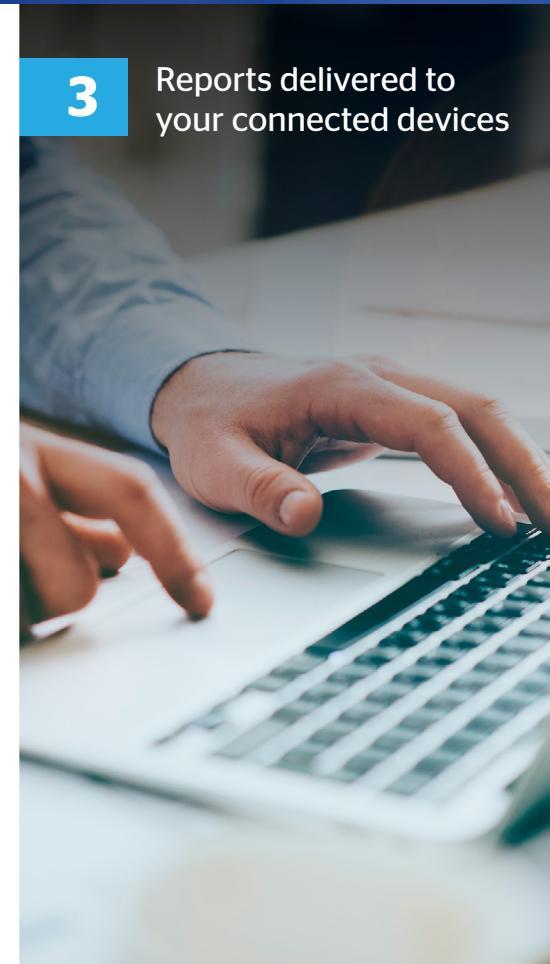
2

Information processed in the cloud



3

Reports delivered to your connected devices



Power in Fleet Management Data

When it comes to fleet management, data equals power. Fleet management data analytics is based on a variety of data types, such as telematics data and data from various in-vehicle tracking units, GPS and vehicle cameras. These data points can be used to address real-life problems, offering intelligence to conserve fuel, optimize routes, increase driver productivity, promote safe driving habits and more.

“Data is the fuel that powers the IoT, and the organization’s ability to derive meaning from it will define their long term success.”³

– Nick Jones, Vice President of Research, Gartner



Fuel Usage and Maintenance

Capture fuel usage, vehicle location and mileage in real time to help you make positive changes that can reduce fuel and maintenance costs. These changes could include avoiding peak traffic times or creating a proactive vehicle maintenance schedule.



Temperature Monitoring

Stream temperature data from food and beverage trailers and receive alerts when temperatures are out of range, helping to safeguard against asset loss and meet legal compliance guidelines.



Route Optimization

With GPS tracking data, you’ll automatically receive optimal route suggestions and have the ability to easily dispatch the closest vehicle to handle an extra service call or pickup.



eLogs

Hours of service (HOS) are recorded instantly and accurately, making it easier to comply with electronic logging device (ELD) regulations, or to track time for internal payroll purposes.



Driver Safety and Efficiency

Detect distracted driving habits, such as phone usage while driving. Additionally, monitor driver seat-belt use, hard-breaking habits and speed to build driver education programs that may ultimately improve safety and reduce risk.



Geo-fencing

Geo-fencing allows you to receive alerts when your drivers get close to a destination to ensure adherence to schedules. You can also be alerted when a vehicle travels outside a set geographical zone to safeguard your fleet.

The Value of Data Integration

Out-of-the-box fleet management tools provide a wealth of information and easy-to-interpret reporting, allowing you to start gaining insight into your fleet data right away. When integrated with third-party software and existing business systems, this data can provide an even greater value, offering advanced organizational intelligence.

Explore fleet management combinations

Combine the data you get from fleet management with these popular business systems to unlock another level of insight.



Accounting Software

By combining fleet management data with accounting software, fuel usage and costs can be tracked together and benchmarked over time to reduce spending and maximize resources.



Customer Relationship Management (CRM) Software

Integrating time spent at customer locations with revenue data from a CRM solution could provide ROI metrics to determine which client relationships cost the most to maintain versus those relationships that bring in the most revenue.



E-mail Marketing Tool

With geographic location and time tracking, you can pinpoint missed or delayed deliveries, providing a unique opportunity to improve customer retention through targeted offers in e-mail campaigns.



Payroll Software

Seat-belt use, speed or hard-braking trends can be tracked over time with noted improvements resulting in pay raises or incentives for drivers who maintain exceptional driving habits.



The Future of Fleet Management Using Data Intelligence

Advanced uses of data intelligence are beginning to change the way fleets are managed. Whether utilizing the power of fleet management tools alone or combining fleet data with existing back-end applications, IT and operations staff are able to apply the insights they gather to effect positive organizational change.

Leading-edge capabilities of fleet management tools and data usage include benchmarking techniques, predictive analysis and automated business processes, as well as a host of benefits for the fleet management industry as 5G networks begin to become a reality.

Benchmarking

Benchmarking compares how the fleet as a whole, or in part, is doing in relation to industry standards or another segment of the fleet. Recording this data over time helps fleet managers understand fleet performance across a variety of data points. For example, knowing how much you spend on fleet management in a given month may be interesting, but **comparing it month over month gives you more insight into trends** such as when maintenance costs are highest, allowing your team to budget more appropriately. Likewise, **comparing those monthly and annual costs against the industry** provides an even clearer picture of how you stack up.

Predictive Analysis

With the rise of big data, IT and fleet managers now have access to enormous amounts of information. At the forefront of data analysis is predictive analysis, a type of

data science that uncovers patterns in data in order to make predictions about the future. Predictive analysis incorporates various techniques and methods to make these predictions, including data mining, statistics, data modeling, machine learning and artificial intelligence (AI).

For example, with the help of machine learning – a process that uses algorithms to build a mathematical model in order to make predictions or decisions without being explicitly programmed to perform the task – **managers could build models that define the characteristics of their best drivers**. These models could then be used to either teach the human resources system what to scan for when hiring new drivers, or to build potential coaching materials for existing employees. Similarly, using data collected from vehicle sensors, **automated maintenance models could predict when vehicles will need maintenance down to the part level** – addressing worn-out parts before they become serious problems, while saving on costs associated with breakdowns.

5G Networks

The lightning-fast speed of 5G – plus the broader coverage and flexibility that the best 5G networks will provide – will have an unprecedented impact on IoT and the fleet management industry. From **improved video streaming capabilities to vehicle-to-vehicle communications and collision-avoidance technology**, 5G will usher in a host of exciting new fleet technologies yet to be imagined.

“CIOs who master innovative IoT trends have the opportunity to lead digital innovation in their business.”⁴

– Nick Jones, Vice President of Research, Gartner

Conclusion

The quick collection and intuitive analysis of fleet data through fleet management solutions can have a significant impact on business and government operations. Prioritizing the immediate challenges and assessing the greatest areas of impact can help when deciding which metrics to focus on. As IT and other key fleet personnel adopt fleet management solutions, they effectively lead the charge to drive organizational change and can deliver results such as increased safety and productivity, reduced costs and minimized risk.

The data points available for collection with fleet technology solutions alone create undeniable value. When filtered through an IT department to allow coupling with advanced technologies like third-party software integration, benchmarking, predictive analysis and the launch of 5G networks, the implication for fleet managers is truly next-generation data intelligence.

About U.S. Cellular®

U.S. Cellular offers customizable fleet management solutions designed to help IT departments unlock

powerful data for organizations of any size. Our fleet management customers get the benefit of high-touch support and access to a local Business Solutions Expert who will be there through the entire process. From planning and implementation to one-on-one system training and everyday support, you'll have access to knowledgeable experts who know your business. All U.S. Cellular solutions for business are backed by the reliability of the powerful U.S. Cellular network. We're also building your next-generation 5G network to keep you connected where you do business – from the front office to the shop floor, and from the city to the countryside.

To learn more about fleet management,
call **1-866-616-5587** or visit
uscellular.com/business/fleetmanagement

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