

Telematics is Making Fleets EFFICIENT



Several real-world examples show how telematics solutions are making fleets' efforts to go green a success.

There's little argument that telematics is changing the way fleets operate, making them more efficient, safer, and successful at fulfilling their part of the corporate mission.

There's another aspect of telematics – an unintended consequence – that is less well known. These solutions are greening the end-user fleets. In some cases, the green benefits were a happy accident, e.g. better routing or a telematics-driven eco-driving

program resulting in better fuel mileage and, consequently, cost savings. For other fleets, telematics has been used in a calculated effort to reduce idling and, therefore, fuel expense and emissions.

No matter how fleets have arrived at their green destinations, telematics has been increasingly leading the way.

Following are a representative sampling of how telematics has helped fleets save money and create more sustainable fleets.

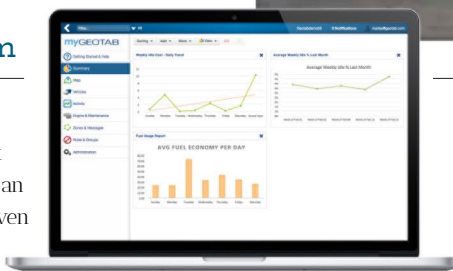


Greening the Home Team

HomeTeam is a provider of pest and termite control for homes and businesses. Part of its pest and termite process requires using chemicals in an environmentally sensitive and effective way. Driven by its internal company culture of promoting safety and efficiency, it made sense for HomeTeam to also focus on greening its fleet of 1,200 vehicles.

Unlike most organizations that need to first test a new telematics solution to prove the business case, the decision to adopt telematics was an easy one for HomeTeam. The implementation for the technology was originally driven by one of its sister pest control companies. While the original intent stemmed from a driver safety perspective, it quickly realized fuel and mileage reductions for the organization.

From our experience, there appears to be a clear interlink between



safety and green," said Kevin Wolf, HomeTeam's CFO. "Maintaining green efforts was a logical extension of the company's present objectives."

Aggressive driving, such as harsh acceleration and speeding, correlates to greater fuel consumption and risky driving – as does

vehicle idling and taking less than optimal routes. Once the company rolled out Geotab's telematics solution, it realized an immediate 10-11 percent reduction in fuel spend. In the case of Home-Team, safety and sustainability equals to organizational savings that, on its own, continuously reinforces the benefits of telematics.

As stressed by Geotab's CEO Neil Cawse, "at the end of the day, it's really all about being able to manage by measurement – where am I today, and how am I going to improve tomorrow?"