The ULTIMATE GUIDE to GPS Tracking for Business

Presented by Linxup
# Table Of Contents

<table>
<thead>
<tr>
<th>Part</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td><strong>Part 1: Which Businesses Can Benefit from GPS Tracking</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>Part 2: How GPS Tracking Reduces Costs and Increases Revenue</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Part 3: 3 More Ways GPS Tracking Benefits Your Business</strong></td>
<td>8</td>
</tr>
<tr>
<td><strong>Part 4: Reduce Theft and Monitor Asset Usage with GPS Asset Tracking</strong></td>
<td>10</td>
</tr>
<tr>
<td><strong>Part 5: 3 Ways GPS Tracking Simplifies Fleet Management</strong></td>
<td>12</td>
</tr>
<tr>
<td><strong>Part 6: 8 Powerful Features that Only Come with a GPS Tracking Device</strong></td>
<td>14</td>
</tr>
<tr>
<td><strong>Part 7: How does GPS Tracking Work?</strong></td>
<td>17</td>
</tr>
</tbody>
</table>
Introduction

Tracking vehicles and equipment with a GPS device gives fleet managers the opportunity to grow and improve their business while managing their drivers in the field. By taking a detailed look at the tools and features you can use to your advantage, the Ultimate Guide to GPS Tracking for Business will show you how GPS tracking can simplify fleet management, reduce operating costs, and increase revenue.

This guide will illustrate how GPS tracking will work for any fleet-based industry. We'll reveal tricks to save on fuel costs and increase customer satisfaction, and explain how you can protect your valuable investments from theft and misuse. We'll even show you data-driven ways to improve driver safety, reduce liability, and streamline operations.

Let's get started!
It’s hard to imagine a time before GPS, but it wasn’t too long ago when people navigated using nothing but the stars or tools like astrolabes or compasses. People even relied on clever tools like cane maps and miniature scrolls hidden inside watches. But thanks to advances in satellite technology and mobile phone networks, we no longer have to depend on tiny maps hidden away in our apparel.

GPS was first developed in February 1978 by the United States government, though the history of its invention goes all the way back to the 1940s, when similar ground-based radio signal navigational systems were developed by the British Royal Navy, and 1957 when the Soviet Union launched the first man-made satellite, called Sputnik 1, into space.

Though it was initially developed for military use, GPS tracking is now widely used for things like personal navigation and tracking, as well as for more complex commercial uses like fleet management, asset tracking, and mobile workforce management.

This series will explore how GPS tracking can help businesses in any field improve their efficiency and deliver better service by decreasing expenses and increasing revenue, tracking vehicles and assets, monitoring equipment and vehicle usage, and increasing driver safety.

**All Fleets can Take Advantage of GPS Tracking**

Any industry that requires fleet management can realize significant benefits almost immediately by simply instituting a GPS tracking system. Home service businesses, industrial and commercial businesses, and a variety of other institutions are already familiar with the benefits of GPS tracking.

**Home Services Businesses**

Home services businesses answer a diverse variety of needs, from restaurant delivery to routine home care and emergency maintenance. Fleet managers at home services businesses need a tool that’s as versatile as they are, and GPS tracking meets that demand.

Here’s how some home services businesses are already using GPS fleet tracking:

- **Landscaping** businesses can improve daily operations by tracking assets, optimizing scheduling, and utilizing accurate time tracking.

- **Pest Control** companies are able to use GPS tracking to understand how field workers operate on the job, gain control over their fleets, and reduce operating costs.

- **Restaurant Delivery** services can provide better service by routing delivery vehicles as efficiently as possible.

- **Plumbing** companies will gain valuable insights into routing and employee behavior in order to improve response times and reach customers faster.

- **Heating, Ventilation, and Air Conditioning (HVAC)** companies can provide better service and stand out from their competition by tracking HVAC vehicles in real-time and improving driver performance.
• **Home and Speciality Contractors** servicing a huge variety of home service needs including doors, windows, siding, concrete, construction and general contracting are some of the most avid users due to the near immediate return on investment.

**Industrial Businesses**
Industrial businesses face a unique set of challenges, such as transporting hazardous materials, monitoring asset usage, or managing an assortment of specialized vehicles on a busy jobsite. GPS fleet tracking can help managers at industrial businesses address these challenges. Here’s how:

• **Chemical companies** are able to ensure the safe handling of hazardous materials, as well as the security of their drivers.

• **Construction companies** can manage a wide variety of vehicles and heavy equipment, reduce operating costs, and increase productivity by monitoring vehicle and asset usage and identifying opportunities to improve efficiency.

Here’s how some commercial businesses are taking advantage of these insights:

• **Towing** companies will be able to respond faster, deliver better service, and reduce fuel use and operating costs using real-time location tracking.

• **Trucking** businesses can monitor driver safety and increase fuel efficiency by visualizing driver behavior in real-time and identifying areas where short- or long-haul truckers can improve their performance.

• **Utilities** providers are able to stay informed about how drivers behave in the field, enabling them to tackle daily service calls and improve their fleet’s ability to respond quickly to emergencies.

• **Food & Beverage** companies will deliver fresher food faster by planning efficient routes and minimizing driving time.

**Institutional Organizations**
GPS fleet tracking can also benefit public institutions like governments, educational institutions, and emergency service providers. Here’s how:

• **Governments** can ensure their workers stick to contractual timelines without exceeding their budget by tracking snow plows, street sweepers, garbage trucks, and road maintenance vehicles.

• **Universities and Colleges** will improve the efficiency and productivity of campus security vehicles, facilities and maintenance vehicles, and more.

• **Emergency Service Providers** are able to respond faster using live traffic updates and efficient dispatch. GPS tracking can help guide police fleets, fire trucks and ambulances.
Part 2: How GPS Tracking Reduces Costs and Increases Revenue

It’s important for small and medium-sized businesses to keep costs low and revenue high, but when margins are tight, investing in new tools and software that promise to do just that can seem unnecessary and even wasteful. When you take the plunge and adopt a new tool, make sure it’s one with a proven track record.

In Part 2 of the Ultimate Guide to GPS Tracking for Business, we’ll explore how GPS tracking devices give fleet managers in any industry the ability to reduce costs and increase earnings by providing detailed data on how their drivers behave in the field. In fact, the data collected by GPS tracking devices is so comprehensive that many businesses see a 1-4x return on the initial cost of installing their tracking devices.

Let’s dig in.

Reducing Costs with GPS Tracking

One of GPS tracking’s most powerful benefits is its ability to save businesses money. And not just pennies — GPS tracking can help fleet managers realize significant savings across the board, including reduced fuel use, more accurate payroll and decreased overtime. Here’s how:

• **Reduce fuel costs by up to 20%** by improving dispatch and routing and eliminating inefficient driving behaviors like speeding and idling.

• **Streamline dispatch** by quickly locating the vehicle nearest to any service call — less time on the road means less fuel used and more money saved.

• **Identify wasteful driving behavior** and work with drivers to improve their performance behind the wheel.

• **Eliminate idling and wasted time between jobs** and reduce payroll and overtime expenses by 5-30%. By identifying where and for how long drivers idle, tracking actual work hours, and creating the most efficient routes between locations, GPS tracking can help fleet managers keep employees on schedule and cut down on costs.
• **Limiting personal use of company vehicles.** GPS fleet tracking helped Joe, owner of Joe Pizik Electric, reduce his costs by decreasing personal use of his company vehicles:

> I have more control over the use of the vehicle. I can see if the truck is in the driveway all weekend. Now they call and ask if they need to use the truck on the weekend, instead of just taking it.

GPS tracking devices can also help you identify opportunities to negotiate more savings for your business. Jeremy, the operations manager at One Way Inc., a residential and commercial waste collection business, has used GPS tracking to negotiate better pricing from a landfill his business regularly works with:

> My trucks can sometimes sit in line at the landfill for a long time, costing us money. When I used to call to discuss it with the manager, he would ask how long the drivers were sitting, and I would have to say ‘I don’t know.’ So he would only give me a nickel off the price. Now I have hard data. I can say exactly how long the trucks were sitting and what it is costing me, and I can ask for 50 cents off.

The data provided by your GPS tracking devices helps you keep operating costs low without compromising your fleet’s ability to deliver excellent service. When you track your vehicles using GPS devices, you can feel confident that you’re making decisions using reliable data and start focusing on earning new business.

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**Increasing Revenue with GPS Tracking**

In addition to reducing costs, GPS tracking empowers businesses to increase their revenue by boosting productivity and enabling you to deliver better service.

GPS tracking can increase your fleet productivity by 10-20%. When it takes less time to reach a service call, businesses are able to answer more calls every day. And when a business provides fast, quality service, they can count on more customer referrals – that means increased revenue.

Here’s a real-life example of a company that increased their earnings after they installed GPS trackers in their vehicles:

Tri-County Power Sweeping provides parking lot sweeping and maintenance services to property managers. Patrick, the company owner, recognizes the value of GPS tracking for providing reputable work:

> I wish I had [GPS fleet tracking] five years ago. I lost four accounts worth a total of about $80,000 because guys didn’t show up to do their job. The potential business I lost was even higher, because I lost relationships with clients who owned multiple properties.

GPS tracking keeps Patrick’s employees’ standards high and his customers satisfied, and increases the likelihood of earning repeat business and positive customer referrals.
In Part 2 of the Ultimate Guide to GPS Tracking for Business, we explored the ways your business can benefit financially from tracking fleet vehicles and monitoring driver behavior using GPS devices. But the advantages of GPS tracking aren’t limited to simply reducing operating costs and increasing revenue.

Part 3 of the Ultimate Guide takes a closer look at three more ways GPS tracking can benefit your business. In addition to lowering operating costs and boosting income, GPS tracking devices also give fleet managers in any industry the tools they need to significantly decrease fuel usage, reduce liability risk, and help their fleets deliver better service.

Let’s jump in.

**Decreasing Fuel Use with GPS Tracking**

The economic value of reducing fuel use is substantial, but decreasing fuel use also has a significant environmental impact. Simply reducing driver speed from 75 mph to 65 mph can cut a single vehicle’s fuel use by up to 20% – imagine how much fuel you would save if all your fleet vehicles reduced their speed by only 10 mph.

With a GPS tracking device, you can easily identify wasteful driving behaviors like speeding and idling. You can also reduce your fuel usage by an additional 5-10% (and increase miles per gallon by the same amount) by dispatching the nearest vehicle and generating the fastest, most efficient route between locations using live traffic updates.

Here are some real-life examples of fleet managers who have reduced their fuel use using GPS tracking devices:

Wheelz Up delivers aftermarket auto parts to service dealerships and businesses in the greater D.C. area. Jeb Lopez, founder of Wheelz Up, uses GPS fleet tracking to coach his drivers on efficient driving habits:

> “Some drivers were getting less miles per gallon than others, driving the same type of vehicle. We are able to look at their driver habits and make changes to improve their fuel economy.”

Harris Integrated Solutions creates efficient, energy-saving digital solutions for their clients. Joey, the service manager, uses his GPS fleet tracking software to understand how long his employees spend idling. He then uses these insights to provide constructive feedback, such as encouraging his drivers to fill out service tickets at the job site rather than in their vehicles.
**Reducing Liability Risk**
When your employees operate autonomously in the field all day, it’s difficult to accurately monitor driver activity and resolve customer disputes without using a tool like GPS tracking. With GPS tracking, you can confidently arm yourself with the facts you need to reduce your company’s liability risk.

If a customer disputes a bill, businesses can use GPS tracking to determine exactly when their technicians arrived at and completed a service call. Earl, founder of CSI-Absolute Clean Inc., used his GPS tracking software to settle one such dispute:

> If there is a client dispute, and they say we were an hour late, how do I verify that? It’s got to be indisputable. One client wanted a discount because she said we were an hour late.

Earl consulted his GPS tracking software and discovered that his technician actually arrived 10 minutes early. In fact, Earl’s GPS tracking software has saved his company money several times when a customer falsely claimed a vehicle arrived late.

Joe, owner of Joe Pizic Electric, noticed similar benefits:

> Sometimes a customer will say that the guys weren’t there. Now, I can see when they arrived and how long they were there. I just look at the history.

**Increasing Customer Satisfaction**
Customer service has a direct impact on your business’s profitability. The information gathered by GPS tracking reveals fleet-wide inefficiencies, which in turn gives your team the information necessary to efficiently dispatch and route drivers, improve customer service, and reach more customers every day.

> I am able to categorize vans and give clients access to it. [...] I can create a username and password for the parts manager. When clients ask where their parts are, the parts manager can log in and see that they are 15-20 minutes down the road. [...] It’s less headache for us.

With GPS tracking, you can:

- arrive at service calls faster. Fast response times are particularly important in situations when emotions run high, such as car breakdowns or burst pipes. Arriving promptly is the first step to providing excellent customer service.
- provide accurate ETAs so customers know exactly when to expect a technician.

GPS fleet tracking has helped Jeb, owner of Wheelz Up, improve his service by giving his customers the ability to track their own deliveries.

> It’s less of a headache for Jeb’s customers, as well.
Part 4: Reduce Theft and Monitor Asset Usage with GPS Asset Tracking

Your drivers work hard, and so does your heavy equipment. Many fleets rely on heavy equipment and other assets to deliver exemplary service to their customers, but if your assets break down or get stolen, repairing or replacing your equipment can be both costly and time consuming.

Tracking fleet vehicles can reduce your operating costs and help you deliver better service, but the advantages of GPS tracking aren’t limited to monitoring your vehicles. In Part 4 of the Ultimate Guide to GPS Tracking for Business, we look at how you can secure your assets and heavy equipment, monitor their usage, and improve productivity using specially designed GPS asset tracking devices.

Monitor your most valuable assets
GPS devices can track and monitor a variety of valuable assets and heavy equipment, such as:

- Powered and nonpowered assets
- Heavy equipment like generators, earthmoving equipment, and cranes
- Truck trailers
- Rental equipment
- Power packs and power units
- Tanks and containers
- Cargo units, and more

When you track your assets with a GPS device, you can quickly locate each asset’s last known location, review location history, and even monitor usage using alerts for movement, power, or equipment use. With these features, you can reduce theft and further improve your employees’ productivity.

Reducing theft with GPS tracking
Just like your fleet vehicles, valuable assets and heavy equipment are susceptible to theft. In the construction industry alone, asset and equipment theft results in a loss of nearly $1 billion a year nationwide due to downtime and the cost of replacing the lost equipment.

GPS tracking devices can help you secure your assets and reduce the incidence of theft thanks to features like:

- Geofences, or virtual fences, around certain geographic areas, as well as real-time alerts when your assets enter or exit these areas.
- Alerts for suspicious behavior, such as after-hours use, if equipment is on the move, or if the tracker stops reporting.
- Location updates every 10 minutes when the device is on and once daily updates when the device is off.
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GPS tracking devices also monitor machine hours so you can quickly determine which assets are working the hardest. This helps you maintain and improve your productivity by reducing downtime in the event of an unexpected breakdown.

Here’s an example:
One of your compressors is using more oil and discharging hotter air than your other compressors. When you send the compressor in for maintenance, you learn it needs a new air filter, even though your compressors aren’t due for air filter replacements for several more weeks. Using your GPS asset tracking software, you discover that this compressor is used more often than any other. To prevent future overuse, you create a rotation sequence for your compressors so no single compressor is used more than any other.

Managers can also use their asset tracking devices to manage and automate equipment maintenance schedules. With alerts when maintenance is due, such as when a certain number of work hours is reached or a certain amount of time has passed, you can increase your productivity and prevent wasting time while you wait for unnecessary, preventable repairs to be completed.
Managers at fleet-based businesses are responsible for overseeing a variety of moving parts, including drivers, vehicles, and heavy equipment. From keeping costs low to tracking assets, GPS tracking devices can improve fleet management and benefit your business in a number of ways.

GPS tracking makes fleet management easy by giving fleet managers the tools and information they need to compare drivers, automate maintenance, and streamline business operations without spending hours at their desks analyzing data.

Let’s take a closer look.

**Compare drivers**

Comparing drivers helps fleet managers quickly identify which drivers operate their vehicles safely and which drivers frequently commit unsafe or wasteful driving behaviors like speeding, harsh braking, or excessive idling.

With GPS tracking, fleet managers can monitor individual driver behavior over time and even review stacked rankings of all their drivers. They can then use this information to determine where their fleets and drivers can improve their operations, and in turn reduce costs, increase efficiency, and reach more customers every day.

Nathan, the manager at ServePro in Columbus, OH, used his GPS tracking devices as a learning tool to help him understand and optimize the routes his individual sales representatives take:

“We have two sales reps: one for the Northeast, and one for the Southwest. We installed [GPS tracking devices] in their vehicles for a period of time to provide feedback. Then we used the route replay to evaluate, adjust, and coach them on how to save time.”

GPS tracking helped Nathan understand each representative’s unique routes and schedules, which in turn allowed him to improve their routes so they could complete their sales calls more efficiently.

**Automate vehicle maintenance**

One of the most valuable features of GPS tracking is the ability to automate fleet maintenance.

Instead of manually tracking maintenance schedules for individual vehicles, fleet managers can input
Managers at fleet-based businesses are responsible for overseeing a variety of moving parts, including drivers, vehicles, and heavy equipment. From keeping costs low to tracking assets, GPS tracking devices can improve fleet management and benefit your business in a number of ways.

Service schedules based on mileage, hours worked, or scheduled service dates and receive automatic reminders when service is due.

Joey, the service manager at Harris Integrated in West Columbia, SC, says the ability to automate maintenance schedules is his favorite GPS fleet tracking feature:

"Fleet maintenance is the biggest nightmare of any fleet service department. I used to leave it up to the drivers to get oil changes. Now I can set up oil changes as a maintenance reminder, and they will automatically get a reminder."

**Streamline business operations**

GPS tracking is a powerful tool for managing commercial, industrial, or institutional fleets. Only GPS tracking can provide fleet managers with valuable insights into how their drivers behave in the field, allowing them to:

- Improve driver safety using real-time alerts and daily safety report cards for individual drivers and entire fleets.
- Dispatch vehicles efficiently by quickly locating the nearest vehicle to any location and easily plotting the most efficient route to any service call.
- Simplify payroll by identifying start and stop times for each driver’s day and reducing overtime.
- Replay routes on an interactive web-based dashboard or using their mobile app to view where their vehicles stop and for how long, as well as plan more efficient routes between locations.

Marlon, the safety director at ES&H in Lakeway, TX, uses GPS fleet tracking to optimize his operations by more effectively dispatching and routing his drivers:

"If [the drivers] are not overly familiar with the area, we can map it out for them and make it easier for them to get there so they don’t waste time and get there quickly."

GPS fleet tracking also helps Marlon keep his drivers on schedule, ensure accurate payroll, and prevent unauthorized use of company vehicles:

"We know if someone is leaving for the job site and taking too long, or going to an area they shouldn’t be in, or misusing the company vehicle. We also know if they are not spending enough time on the job site. If we are paying them and they aren’t working, that’s wasteful, so it saves money."
Part 6:
8 Powerful Features that Only Come with a GPS Tracking Device

GPS tracking devices help fleet managers in any industry decrease costs and increase revenue by reducing fuel use, improving driver performance and streamlining fleet management.

Are you wondering how one tool can offer so many powerful benefits?

In Part 6 of the Ultimate Guide to GPS Tracking for Business, we're taking a closer look at eight key features of GPS tracking and how they can help improve your business's operations.

Here we go:

1. Real-time GPS location
With GPS tracking, fleet managers can quickly and easily locate any vehicle or asset using real-time location tracking data. This allows fleet managers the flexibility to adjust routes as needed, make quality assurance visits, and ensure employees perform to the best of their ability.

   If I am out making follow up calls on customers, I can look at my phone and see where everyone is. If I am within 6-7 miles, I will stop by to check on the job and see how things are going.

2. Maps, landmarks & geofences
Businesses can maximize the effectiveness of GPS tracking by using features like maps, landmarks and geofences:

   Maps: GPS tracking software provides a streamlined, intuitive view of a business’s fleet and assets and their operations. Some software even uses the familiar Google Maps interface for ease of use.

   Landmarks: Save important landmarks like main offices, warehouses, or popular service calls.

   Geofences: Businesses can create a virtual fence around important areas in their service region and receive notifications whenever a vehicle enters or exits these regions. Geofences are especially helpful when there are employees working in different areas, and they're a powerful way to ensure the security of vehicles and assets.
3. Alerts & notifications

GPS trackers send notifications whenever a particular event or driving behavior occurs. Fleet managers can configure their GPS tracker to send alerts for:

- Harsh braking.
- Rapid acceleration.
- Excessive idling.
- Vehicle or asset use outside of scheduled work hours.
- Unauthorized use.
- Vehicles or assets entering or exiting a geofenced area.
- Tampering with GPS tracking device.
- Maintenance schedules and reminders.

Alerts keep fleet managers tuned in to how their drivers behave in the field so they can take immediate steps to improve efficiency and curb unsafe or wasteful behavior. Patrick, owner of Tri-County Power Sweeping, in Atlanta, GA, uses alerts to control his fuel usage:

"Speeding alerts cut down on potential accidents and tickets, but they also save me in fuel costs. [...] Sometimes trucks would run out of fuel before the end of the night because of excessive speeding. When I installed [GPS tracking devices], that stopped happening."

4. Driver ratings & safety

Some GPS tracking devices collect data on driver behavior and create safety report cards for individual drivers and for entire fleets. Fleet managers can review these report cards to identify areas where their drivers can improve their driving habits.

At Servpro in Columbus, OH, GPS fleet tracking has helped Nathan, the manager, improve his fleet’s safety scores from C’s to B’s.

"We are at about 90%. With so many vehicles, if someone wrecks it can have a big impact on our insurance premiums. Employees are aware of the tracking so they will drive safe."

5. Automate maintenance

The best GPS tracking systems are also capable of automating fleet maintenance. Fleet managers can input routine preventive maintenance schedules based on usage, miles travelled, or scheduled dates and receive alerts when maintenance is due, such as:

- Oil changes.
- Tire rotations.
- Warranty expirations.
- License renewals, and more.
6. Dispatch & messaging
In addition to helping businesses dispatch the nearest or most convenient vehicle, GPS tracking helps fleet managers stay connected to their drivers at all times. Managers can use their GPS tracking software to:

• Communicate with individual drivers or send messages to their entire fleet.
• Manage and optimize workflow by assigning and reassigning tasks.
• Keep track of time spent on the job.

Here’s an example:

Because of the nature of their business, David, the service coordinator at Will Electronics in St. Louis, MO, can’t verify routes before their drivers set out every morning. GPS tracking enables David to manage routing and make changes throughout the day. If he can quickly locate the nearest vehicle to any emergency, David can easily route the most appropriate vehicle to that location.

7. Time tracking
GPS tracking’s time tracking capabilities ensure that businesses only pay their employees for the time they actually spend on the job, allowing fleet managers to reduce payroll and overtime costs. This also allows you to accurately estimate future bids based on the average time it takes your crew to complete a job.

At CSI-Absolute Clean, Earl appreciates how GPS tracking helps his employees track time:

“If an employee says they forgot to clock out, I can verify where they were and for how long. […] Guys are more punctual because they know I can verify it.”

8. IFTA reporting
If your business must provide IFTA reporting, GPS tracking can simplify the process by automatically generating IFTA reports for individual vehicles and entire fleets. Fleet managers can quickly access individual or fleet wide mileage and fuel usage data, as well as tax rates for individual territories, and generate reports in seconds so they can focus on improving service instead of reporting.
Part 7: How Does GPS Tracking Work?

It wasn’t long ago that we relied on creative navigational solutions like cane maps and astrolabes to get us from point A to point B. Today’s GPS systems are capable of much more than simply providing directions – they’re also a powerful tool for businesses hoping to reduce costs, increase revenue, and improve customer service.

GPS tracking may seem complicated, but it’s actually quite simple.

In the final instalment of the Ultimate Guide to GPS Tracking for Business, we’re taking a closer look at how GPS tracking works. Keep reading to learn about what equipment GPS tracking systems use, how modern GPS relies on your cellular network, and how you can use the information collected by your GPS tracking devices to improve your fleet’s operations.

GPS tracking equipment

GPS tracking as we know it wasn’t possible until recent advancements in mobile phone networks and satellite technology made GPS available for personal and commercial use.

Modern GPS navigation requires two types of equipment:

1. A network of GPS satellites: These satellites carry stable, precise atomic clocks, and send information about their location to GPS receivers at a precise time. Your GPS receiver then compares the time the message was sent against the time it was received and uses this information to calculate how far it is from each satellite. A mathematical formula then calculates the exact location of your GPS receiver.

2. A GPS receiver: The network of satellites communicates with GPS receivers via radio signals that allow the satellites to calculate the

For example, a GPS tracking device installed in any vehicle will automatically send notifications about its location, speed, and other driving behaviors to a designated server at certain times.

Using your cellular network

Your GPS tracking device communicates information like location, speed, and direction of travel to you using your cellular network. This data is “pushed” automatically to a server so fleet managers can access real-time GPS location tracking information on demand.
intervals, ready to be called upon by fleet managers whenever they need it.

With this information, you can easily oversee driver behavior on your desktop computer, and even on your smartphone.

**Monitor driver behavior on your PC or mobile phone**

Different software developers and GPS fleet tracking providers include different functions in their fleet management software, depending on various external and internal information sources. External information includes a variety of data such as traffic conditions, while internal sources provide and manage information from an individual company’s human resources and finance departments.

Fleet managers can also monitor driver behavior on their mobile device using specially designed apps.

Joey, the service manager at Harris Integrated Solutions in West Columbia, SC, uses the mobile fleet tracking app to improve their response times and deliver better communication.

> The customer can be better informed about when the service technician will get there. The mobile app makes it easy to check on the fleet quickly.

Patrick, the owner of Tri-County Power Sweeping in Atlanta, GA uses the GPS tracking app “more than anything.” “I usually don’t have time to sit in front of a computer,” he says, so he uses his mobile app while he’s in the field to “pop in and see if employees are on site working, not just parked there.”

**Review reports and gain valuable insights**

GPS tracking software is able to generate a number of reports businesses can use to gain valuable insights into how their drivers behave in the field.

Fleet managers can create reports on:
- Vehicle idling.
- Where vehicles stop and for how long.
- Advanced trip reports, indicating each day’s activity in real-time.
- Safety report cards for individual drivers and entire fleets.

You can then use the insights gained through this detailed reporting to reduce costs, eliminate unsafe and wasteful behavior, improve fleetwide efficiency, and reach more customers every day.

**How can businesses get started with GPS tracking?**

Modern GPS makes it quick and easy to locate and track individual vehicles, assets, and entire fleets with just the click of a mouse. And with the powerful insights provided by a real-time GPS tracker, any businesses – no matter how large or small your fleet is – can benefit from GPS tracking.