

How to Use a Fresh Budget to Achieve Operational Excellence



RasTrac[®]

Introduction



Planning for the future of your business, department, or government organization can be a challenge. As all operations managers know, when planning a new budget, it's sometimes hard to know what unexpected operational challenges your organization may face and how to plan for them to avoid common – and not so common – budgetary pitfalls. Rastrac is here to help by providing you with a useful guide to show how a fleet and/or asset management platform can benefit your organization, no matter what time of the year you choose to invest in a system.

Global positioning system (GPS) technology has revolutionized the fleet management industry, increasing the productivity and efficiency of municipalities, companies, and organizations. So how can a fleet management system help you with the day-to-day grind? Adopting and using an effective fleet management system can benefit your business or organization in many ways and, ultimately, can save your business money by reducing overhead and operational costs. It is a true investment as there is an ROI that puts money back in your budget.

Some of the benefits of this system include:



Enhanced Data and Reporting for Analytics and Fact-Based Decision Making



Increased Driver or Operator Accountability for Performance and Safety Improvements



Improved Risk Management Data and Accountability to Reduce Liability



Increased Traceability of Vehicles, Equipment, and Other High-Value Assets through Enhanced Mapping and Geofencing for Security and Theft Deterrence



Enhanced Efficiency and Cost-Effectiveness through Reduced Labor, Fuel, Maintenance Costs to Improve the Bottom Line

A lesser-known benefit of using a GPS-based fleet or asset management system is that some insurance companies will offer a discount to entities that employ the features of the program. This will not only help to increase the security of your assets but also save you money in the long run.

Problems



The reasons why companies and local governments typically invest in fleet management programs vary. However, some of the most common shared reasons include the desire to increase productivity, improve vehicle and equipment performance, and to optimize their operations. More specifically, challenges include:



HIGH OPERATING EXPENSES AND OVERHEAD COSTS

These costs include labor, fuel usage, high insurance premiums, maintenance and repairs, etc.



LAGGING OPERATIONS

Some of these causes include schedules not being followed, late deliveries, inefficient reporting methods, and inaccurate or ineffective data.



LACK OF EMPLOYEE ACCOUNTABILITY

Employees, when working outside the direct oversight of a manager, may abuse the trust placed in them because they aren't being held accountable for their actions (or lack thereof).



MAINTENANCE AND REPAIR EXPENSES

Vehicles and equipment require maintenance. If not performed regularly, a lack of maintenance can result in expensive repair or replacement costs.



LACK OF DATA OR DOCUMENTATION FOR RENTAL CONTRACT ENFORCEMENT

Third parties that rent your equipment lack accountability when it comes to following the agreed upon terms outlined in your rental contracts.



THEFT OR LOSS OF ASSETS AND EQUIPMENT

High-value assets, such as construction equipment, vehicles, and product loads, often are targeted by thieves, as well as sometimes disgruntled employees or third party renters of equipment.

How to Use Fleet and Asset Management to Your Advantage



A reliable fleet management or asset management system is beneficial to virtually any type of fleet, regardless of whether your operation is a small corporate fleet, an emergency services organization, or a large municipality. Let's explore some of the ways that a fleet or asset management system can benefit your organization.

Municipalities and Other Government Entities

Whether you are serving the public by keeping the streets clear of obstructions, ensuring sanitation services run smoothly, or providing law enforcement or medical services to those in need, Rastrac can help your operations run more efficiently.

- ✔ Increase access to emergency scenes via route optimization and location monitoring for emergency dispatchers.
- ✔ Ensure all service areas have adequate coverage via Rastrac's integrated and customizable maps.
- ✔ Manage employees more effectively and increase employee accountability.

- ✔ Save money on overall operations by increasing efficiency, reducing fuel usage, and ensuring vehicles and equipment are proactively maintained, thereby reducing the need for expensive emergency repairs.
- ✔ Help your organization become more "green" friendly and achieve compliance with greenhouse gas emissions standards.
- ✔ Provide valuable accurate or pinpoint data for vehicles and equipment that can be used in litigation in the case of a lawsuit or to refute false claims.

Using the optimization tool, you can see a return on your investment by cutting costs and increasing operational efficiency.



Hector Zertuche Jr, Lieutenant

Alice Police Department in Alice, Texas

Hector, whose department has a three-year contract with Rastrac, primarily uses the system to monitor the locations of marked police cars, the status and performance of vehicle batteries, and to know when officers enter or leave high crime areas. The tracking software has come in handy for disputing or verifying calls from the public about his officers' driving habits and activities. Dispatch also uses the system to determine the closest vehicles that can respond to any priority calls.

Rastrac is the vendor for the first fleet management system the department has ever utilized. Hector said they are very pleased not only with the customer service he has received, but also the performance of the system itself.



I would say it's amazing. In the office, I can easily monitor what is going on in the field either on the computer or on my cell phone. It's a very user-friendly system, and my chief and I enjoy it and are happy with its ease of use.





Large Corporations or Small Businesses

Regardless of whether your company is transporting deliveries or managing a fleet of rental vehicles and equipment, a fleet management system can reduce stress, increase operational efficiency and productivity, as well as help you to cut costs.



Increase operational efficiency and productivity by gaining access to accurate and actionable data – data analytics and decisions based on facts



Increase your profits by reducing overhead, labor, maintenance and other operational costs, ensuring a strong return on investment (ROI)



Manage drivers and operators more effectively and increase employee accountability



Reduce costly emergency repairs by ensuring regular equipment and vehicle maintenance



Monitor the conditions and locations of your equipment and vehicles more efficiently



Hold equipment and vehicle renters accountable with documented data about the status and locations of your equipment to enforce rental contracts



Provide enhanced and proactive customer service through up-to-date data monitoring capabilities



Wayne Francis, Operations Manager

Fleet Maintenance of Texas, and Thermal Trek, Inc. in Austin, Texas

Wayne has used Rastrac's fleet management software and tracking devices for both businesses for more than five years in a variety of ways. For FMT, he uses the basic GPS location tracking devices and software to manage service trucks that repair commercial and recreational vehicles. At Thermal Trek, the system is used to provide more in-depth information about the condition and performance of refrigerated trailers and units that are rented to third parties, as well as help to enforce the company's rental contracts.

This is the second fleet management system his companies have ever used. The previous vendor's system was ineffective and lacked the customer and tech support they required. Wayne is exceedingly happy with the customer support he has received, with the quality of the service itself, and in how it helps his businesses save money and offer better service.



The knowledge and the data that you get out of this system about the locations, condition, and performance of the equipment has greatly reduced the stress level of our operations. This system gives you the ability to make tremendously better business decisions, and that's priceless. Using Rastrac has reduced nuisance repair truck rolls by 75%, and that's real money to us.



Cost and Flexibility

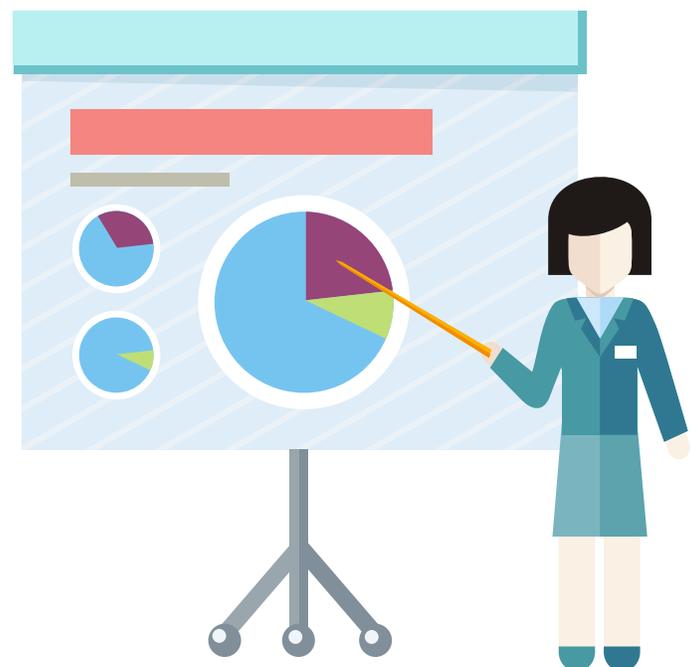


Although the budget planning period for the coming year may have passed, that doesn't necessarily mean it's too late to take advantage of a fleet management system for your organization or company. Since there is an almost immediate reduction in expenses and an ROI available, our system will fit within your budget for the current year.

Does your organization carefully plan every major expenditure as capital expenses (CapEx), or do you find yourself using some discretionary funds from your operational expenses (OpEx)? Either can potentially be used to acquire an effective fleet management system from Rastrac. This investment in your organization or business will benefit you and your employees in the long run while also being flexible enough to meet the needs and limitations of your budget.

If you're hesitant about having a giant expense or getting locked into a three- or five-year contract, it's okay. Rastrac offers flexible monthly or annual contract options. Our "rent to own" leasing approach, which enables you to own equipment at the end of the term while decreasing your monthly cost over time. Additionally, by selecting a monthly rental option, your organization does not necessarily have to engage in the typical vendor bidding process. This eliminates the time-consuming tasks required to secure bids from multiple vendors before being able to move forward.

"Our "rent to own" leasing approach, which enables you to own equipment at the end of the term while decreasing your monthly cost over time. "





Get Started

Knowing how a fleet or asset management system drives operational excellence in your organization is an important first step, but it's important to actually put that information to use!

Rastrac is an established and trusted name in the fleet and asset management industry. With more than 25 years of success to our credit, we demonstrate a strong record of reliability in tracking more than \$1.5 billion in vehicle and equipment assets for our clients. We have a full complement of full-time developers and equipment experts that help us to ensure we retain an up-time record of 99.99%.

If you're ready to help your municipality or business achieve operational excellence, give us a call so we can provide you with the best solution that will fit both your operational needs and your budget.

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Connect With Us

