

# A smarter approach to growing your fleet



**Route 1**  
8.45mi Stops: 7 8:30-9:15am  
\$115.33



**Route 2**  
8.7mi Stops: 7 11:30-12:15pm  
\$101.67

The traditional approach to handling business growth is to focus on meeting an increased demand – more workers, more vehicles and more warehouses. This can also mean an increase in administrative and management personnel.

This linear strategy is fine while the work is there, but in a market filled with increased competition and fluctuating customer demand, committing to fixed expenses can leave a company exposed when and if business stops booming.

Clearly, saying no to new business is not an option. Fortunately, there is another solution.

Mobile resource management (MRM), or enterprise fleet management technology, helps mobile workforces and the people who manage them get smarter about how they use their assets. This allows them to tackle more while avoiding the financial risk of acquiring additional employees, vehicles or equipment.

## How does MRM technology work?

MRM is focused on making the best use of a business' existing assets – vehicles, equipment and employees – to maximize its capacity.

Most businesses have untapped potential that could be converted into a revenue-generating activity, but they don't know it exists or how to leverage it.

That's where MRM technology comes in. It monitors each of your assets and allows an owner or appropriate stakeholder to see what, where and when resources are being used.

Using the data supplied by location-based technologies fitted to the vehicle (or equipment), an MRM solution can easily show a range of productivity metrics.

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**Get insight into these areas of your business:**

- When vehicles arrive at and/or leave a worksite or customer location
- If the vehicle is anywhere other than where it should be
- When equipment is being used (engine on)
- Which vehicles or assets have been sitting idle
- Vehicle travel time (to determine time spent between jobs)
- Whether drivers are taking the quickest and most efficient routes

Asset utilization can also extend beyond knowing when and where assets are being used. It can help managers determine if the assets are being used effectively.

**How do you ensure assets are being used profitably?**

True asset utilization is more than just making sure assets are being used – they need to be used in the right way.

**What are some ways that assets could be used in the wrong way?**

- When vehicles or equipment are not leveraged correctly (e.g., empty loads, unsuitable vehicle/technician dispatched, etc.)
- When vehicles are used on unsanctioned trips or side jobs
- When there are unnecessary or out-of-route miles being driven
- When vehicles or equipment are used roughly, increasing the chance of breakdown, maintenance costs or reduced lifespan

Assets being utilized in this way reduce a business' capacity to take on new jobs efficiently and reduce the revenue earned per dollar invested in assets.



Telematics software can help improve the capacity of a mobile workforce by helping review:

**Current inventory** – Are there assets not being used? Could they be sold or repurposed?

**Current routes** – Could vehicles be taking more efficient routes, avoiding traffic or working jobs closer to the yard? Is a heavy-duty truck doing a lot of miles while a light duty is sitting idle and could be doing the job?

**Vehicle/equipment usage** – Are vehicles being driven in a responsible way? Is equipment being used outside a manufacturer's recommended operating guidelines? Does the asset need servicing to maintain optimum capacity?

**Job sequencing** – Could customer jobs be reorganized to be more convenient for sales reps or delivery drivers? Could time be saved by doing jobs in a different order?

**Utilization of vehicle load capacity** – Are there indicators that there is extra, unused load space?

**Seasonal fluctuations** – Are busy times adequately planned for and not overused for the quiet months?

The key to improving overall fleet utilization is knowledge – knowing what's being used and how it's being used, every minute of the working day. Combining location-based technologies with intelligent MRM software can provide a business with that information in near real-time so they can make the best use of vehicles, equipment and employees.

As part of your strategic planning for future growth, consider using a solution that can help unlock the hidden potential of your current fleet – before buying more trucks or hiring more people.



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