

# The 2018 GPS Tracking Buyers Guide



*Page 02*

## **How GPS Tracking Works**

The step-by-step process of how fleet tracking information begins with a GPS device and ends up onto your device.

*Page 04*

## **Common Misconceptions**

The truth behind some of fleet tracking's common misconceptions, and how these answers can benefit your business.

*Page 09*

## **The 2018 Provider Checklist**

Things to consider when searching for your fleet tracking provider. Make sure you choose the best option.

# How Fleet Tracking Works

**ENGINE  
START**

**2** At different intervals based on actions and time (ie.-when the device senses ignition).. the device will take a "snapshot" or "reading" from the device of the current location

**3** Using a SIM card inside of the device, its send that information (similar to how a text message works) through the Cellular network to a Network Operations Center (place with computers who receive that incoming data)

**4** The Network Operations Center then uploads that data to local servers where the data is accessible via the internet.. and subsequently, anyone with an internet enabled device!

**1** A GPS Tracking Device inside of vehicle uses satellites positioned around the world to constantly determine its location (similar to how navigation devices operate)



**InTouchGPS**

(800) 746-5170

[www.InTouchGPS.com](http://www.InTouchGPS.com)

# Fleet Tracking Gimmicks to Avoid



## Hidden Long-Term Contract

This scenario is often paired with an offer of “free equipment” included in the monthly price, or sometimes you still even have to pay for equipment and the monthly fee is usually lower. The issue is that there is a 1-3 year commitment (or longer) attached to the offer.

👉 The important questions to ask yourself are:

- What happens if I end up not needing all my devices during the full duration of my contract?
- If I am not fully happy with the service, what recourse do I have to guarantee they make me happy?

**With InTouchGPS, you will NEVER sign a contract whatsoever! We are required to earn your business every single month!**

---

## Hidden “Better” Option

This scenario is when a fleet tracking provider lures you in with a low monthly price, but you later find out that is for the “discount” plan and probably not one that you would typically consider going with because you need more of their features. In order to accomplish what

you need, you ultimately end up paying more by upgrading.

**With InTouchGPS, We offer ONE plan because we have purposed to find the perfect blend of features for a price that every one of our thousands of clients can utilize. You can know that we are offering you the BEST plan, because it’s the only plan we choose to offer to our clients.**

---

## Hidden Large Up-Front Investment

This occurs when a company offers a very low month monitoring fee, but you find out that you have to pay anywhere from 6-12 month in ADVANCE. In this scenario, you aren’t just essentially signing a contract for that duration, you are actually allowing the company to hold your money instead of yourself during that term!

**With InTouchGPS, you only pay your first month and final month of service up-front! In all situations, we offer a risk-free 100% money-back guarantee if you aren’t completely satisfied!**



# Fleet Tracking's Common Misconceptions

## Hidden Minimum Order Requirements

This occurs when you contact a company only to find out that they require a minimum purchase of typically 3-5 or more devices. If your fleet doesn't have that many vehicles, you either have to look elsewhere or essentially throw money away.

**With InTouchGPS, we have no minimum purchase requirements and if you have as little as one vehicle in your fleet, we would love to work with you! We have found that many businesses are able to use tools such as our Fleet Tracking solution to eventually one day grow their fleet to a much larger size and we appreciate the needs of businesses of all sizes.**

## Hidden "Total" Monthly Cost

This occurs when you believe a monthly fee is relatively low, but later find that the TOTAL monthly cost is higher because you have to pay for items such as additional data plans or "on-demand pings" of the device that aren't optional because they are needed for the service to work. These charges can drastically increase what you pay for their service.

**With InTouchGPS, what you see is what you get...no client pays more than our**

**price of \$23.95 and this is all-inclusive!! We have two options available that fit most client's needs.**

**"I am afraid this could cause friction with my employees by seeming like "Big Brother"**

**First and foremost, fleet tracking will increase the chances of keeping your business afloat**, which will obviously only benefit your employees. Frankly, if your employees have nothing to hide, then they should not be concerned. Measures that drastically increase efficiency may not be popular with those that aren't doing their job as required, but as you are paying them to use your vehicle, it is only reasonable that you have some means of tracking their activity. Ultimately, your employees need to understand that accountability is only one of many benefits that fleet tracking can provide. We will gladly advise you on ways that you can minimize the possible "unpopularity" of fleet tracking implementation, as well as addressing all of the many other benefits beyond employee accountability.



# Fleet Tracking's Common Misconceptions

**"I don't need fleet tracking because my fleet is too small"**

**There is no fleet that is too small.** Even if you have only one vehicle whose location you aren't certain about at all times and one driver whose behavior you aren't always aware of means you could greatly benefit from our services. Just having real-time updates so that your clients can be provided accurate and timely information can be a huge benefit. Navigational assistance to the driver and anti-theft protection are also some of the many other benefits small fleets can receive from our system.

While you may feel confident that none of your staff is stealing from you directly, small indiscretions using company time and property can add up and dramatically impact your bottom-line. Only one or two employees abusing their driving privileges can establish a bad precedent, as their coworkers will think, "If they can get away with that, I can too." And sadly, sometimes those employees you trust the most may be the ones who have been taking advantage of you the longest. Again, tracking is so much more than watching your employee. **They will quickly see ways in which fleet tracking benefits themselves, your clients and your company as a whole.** How valuable would it be to you if you found you had extra hour every day that your employees should and could be working that they aren't currently?

**"I don't need fleet tracking because I trust my employees."**

**"Fleet Tracking won't work for us because our cellular coverage is spotty"**

We have clients successfully tracking their fleets throughout the United States. Having to sustain a crystal clear phone call is very different from sending a text, which is essentially what our system does, so you can't determine coverage simply based on that. **Even if your driver does venture into an area where there is no coverage, the device is still logging data and will send up to about six hours of data once coverage is restored.**

You may be surprised to know that most of our clients only operate locally. But fleet tracking allows you to structure your employee's days in ways that can be very helpful if they make lots of short trips. **As a company operating locally, it's particularly important that you track your fleet as your community's positive perception of your company is crucial.** There is nothing worse than having one of your employees cutting off other drivers or being caught places while "on the clock" that bring about an unfair negative perception. All of this can be avoided using Fleet Tracking. The fact that your vehicles are close by does not mean that you shouldn't be seeing their location at all times, in fact they typically have the most opportunity for increased efficiency. In short, any vehicle that you don't see needs to be tracked.

"I don't need fleet tracking because my fleet just works locally"

"I don't have the time to set this up or manage on a continuous basis"

**BOTH SHOULD TAKE VERY LITTLE OF YOUR TIME!!** Our devices are the easiest you will find to install. Our OBD device provides instant service, and our wired device doesn't have any external antenna to worry about. We have features that are always "on duty" so that you don't have to be, such as automated reports and alerts that are sent directly to your email or cell phone. The idea is not that you should have to micromanage, but

rather that the expectation has been set that there will be clear consequences for your employees for prohibited behavior. We know that no business needs one more thing to be doing during the day...you shouldn't be spending more than an hour per week tracking your fleet.

**This is precisely why you should be purchasing our fleet tracking system. Would you give us \$20 if we traded you \$200 or more immediately?** The savings that our system can provide to you are as simple as that. With no contracts and a 100% money-back guarantee within the first 30 days, there is no reason not to try our fleet tracking system. **Over 96% of our clients choose to stay with us each month, without a contract tying them down. They realize - as you will too—that "once the light is on, it's hard to walk back into darkness."**

"We just can't afford another expense right now."



# Things To Consider When Choosing Fleet Tracking Provider

## **Is their product easy to use?**

There are many GPS Fleet tracking options on the market that are powerful and offer amazing features. However, they can also be difficult to understand and take awhile to feel comfortable using. We feel that it is important for you to fully know how to operate our solution within 20-30 minutes so that you will quickly and continually take advantage of what it has to offer. We hear constantly from our clients that they had previously purchased an expensive system with many “bells and whistles” only to use about 15% of what had been offered and they were paying an outrageous price for the service.

## **Do they offer vehicle specific features?**

Many Fleet Tracking companies offer features that will have to apply to all of the vehicles on their platform. However, when utilizing features such as Geo-Fences and Alerts, it's important to be able to set these specifically for each vehicle because each vehicle has a different driver with their own individual needs. We are able to provide this for you and will show you how to make use of each employees tracking needs.

## **Do they offer all of the features you need to create the ROI you demand?**

Another very important question to consider! While there are a number of systems on the market that are very appealing to look at and have a great map, they are essentially useless because

once you spend an hour staring at the computer screen you realize that they are missing vital features that are needed to help you add money to your bottom-line. A few examples of vital feature are having various alerts, dispatching capabilities, geo-fences, automated and specific reporting and the ability to view a driver's address using geo-coding... some companies will only offer you their longitude and latitude which is usually not helpful information.



## **Do they answer their phone and provide live telephone support and training?**

When you purchase GPS Fleet Tracking for your company vehicles, you are buying a product, but more importantly you are establishing a relationship. The GPS units themselves are essentially useless until installed in vehicles and they reach their full potential once you know how to not only use them, but make them work as required for your company needs. It's important to know your providers hours of operation, if a live person will answer the phone and if you will immediately get the assistance you need from a person that knows your product. Beyond that, will they provide the on-going training you need to get the most from your fleet tracking system? With InTouch GPS the answer to those questions is “absolutely”! Nothing is worse than buying a product, not learning how to use it fully, and then it sits underutilized. That will not happen when you become a client of InTouch GPS!



## Things To Consider When Choosing Fleet Tracking Provider



### **How often do they provide vehicle locations?**

There is a fine line between having specific enough location updates versus being overwhelmed with too much data. The industry standard system updating times are every 1 minute when the vehicle is on and every hour when the vehicle is turned off, which is exactly what we offer. However, many companies will give a monthly monitoring price which seems appealing, but they are only providing you with updates every 5 or 10 minutes when your vehicles are moving. You may think you are getting a deal, but they pay much less for data being used and your location updates are much less frequent. At the same time, there are companies that will tell you that you need to get updates every 10 or 15 seconds. While this will give you location updates much more frequently, many businesses ultimately pay much more for extra data and when they run reports or track their vehicle “live”, they find the extra data to be unnecessary, and possibly overwhelm-ing. It’s important to remember that all Start/ Stop events are triggered by the device, so they will always be accurate to the second and frequency intervals in-between serve to provide evidence of the route.. typically a vehicle moves a very short distance every 120 seconds when you factor in traffic, stop signs and traffic lights.’

### **Do they force you into a long-term contract?**



This is very important!! Many fleet tracking companies will give you a monthly monitoring fee price and then tell you at the last minute about a contract you are required to sign which can be as long as 3-5 years! In our current economy, most businesses simply can’t be locked into a long-term agreement with such an unclear financial market. Beyond that, when locked into a long-term contract, what incentive does that fleet tracking provider have to provide stellar service?



# Fleet Tracking Provider Checklist

## Company

- 5 Years+ in Business
- Active Subscriber Count
- Large Customer Accounts
- Accolades Achieved  
(ie- INC500 Business)
- High Current BBB Rating
- Active DUNS Number
- No Long Term Contracts
- Stable organization  
(ie- Profitable, Debt-free)
- Focused Solely On Fleet Tracking
- Experience in Your Industry
- Provide Direct References
- Physical Location You Can Visit

## Hardware

- Reliable Hardware Manufacturer
- Hardware Options Offered
- Quick Installation Time
- Return Policy
- Manufacturer's Warranty Period
- Work With All Vehicle Types
- Sell Asset Tracking Devices
- Temperature Monitor Capable

## Software

- Learn in Less than 10 minutes
- Customizable Real-time Alerts
- Alerts Sent by Email and Text
- Reports By Type Offered
- Automated Reports
- Customizable Geofences
- Driver Scorecard
- Customizable Performance Dashboard
- Tracking By Driver
- Customizable Dashboards
- Preventative Maintenance Tracking
- Vehicle Diagnostics
- Driver Behavior Monitored (Breaking, Quick Starts)
- Enterprise-Level Google Mapping
- Dispatch Module via Navigation
- Fuel Card Integration

## Support

- Direct Telephone Support
- US Based Telephone Support
- Convenient Phone Support Hours
- Training Options
- On-Demand Video Training
- Low/No Cost for Personal Training

\* We are referring to no specific Fleet Tracking Company. We are merely comparing us to many of the industry standards. We encourage you to check with other companies to ask about their specific products and how they compare. We mention the above points as examples of important questions to ask when looking into a GPS Fleet Tracking Solution.



**InTouch**  
Fleet Intelligence Simplified

**Copyright © 2018 InTouch GPS**  
**All Rights Reserved**

Feel free to email, tweet, blog and share this Buyers Guide  
with your colleagues and business associates.

Call us at **800-746-5170** or check out our [ELD Fleet web page](#)  
for help getting your fleet compliant with FMCSA regulations.

