Addressing the ATRI's
# 10 Critical Trucking Needs
With Fleet Automation Software

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# Addressing ATRI's 10 Critical Trucking Needs
## With Fleet Automation Software

Kicking off the most recent American Trucking Association (ATA) conference, Bill Graves, the President and CEO of the ATA, gave an introduction on point to discussions of the week by walking through the top ten critical issues in the trucking industry, as laid out annually by the American Transportation Research Institute (ATRI).

A salient bullet point taken from the conference keynote was the strong prediction that while the trucking industry's future is one of continued growth and success, individual companies within the industry are faced with an almost unprecedented amount of choice. These are bets that companies will have to make now; these choices will determine their success and failure in the industry. From how companies will address compliance, improve safety, define their software purchase decisions or address driver retention, the complications of running today's modern trucking fleet are not choices of ease. Despite a strong industry, success will not be equal. Each company must show a willingness to change and to make smart bets in the marketplace— these choices will determine their ability to overcome the challenges of tight margins, dynamic fuel prices and aggressive customer demands.

Trucking is the backbone of our U.S. commercial infrastructure.  Our country currently employs over 3.4 million truck drivers and the number is bound to increase in the next few years. Since Eisenhower first signed the interstate highway bill, the U.S. has been able to facilitate a movement of goods that has stood apart in its ability to run a modern economy. By viewing the challenges faced by other countries, we begin to understand the importance of these movement of goods into our economy, and how that translates into a need to support the infrastructure it drives.

Mirroring the values of organizations like the ATA, we believe that by addressing challenges together, we are stronger. At Teletrac, we are committed to the trucking industry and want to do more to help educate, share and train on critical areas. As a big data company measuring hundreds of thousands of vehicles on a daily basis, Teletrac sits on a massive amount of data that can help companies see the details in making smarter decisions.

Change is unavoidable and we strive to provide concise information and insight into how fleet automation software is changing in the marketplace.  We want to share data, we want to share the software decisions we are making and we want to highlight the changes and opportunities in the software marketplace. When possible, we want to be a primary partner to help our customers automate their fleets and compete to win in a changing economy.

The purpose of this whitepaper is to help steward a trucking-specific view into Teletrac's Fleet Director software—giving specifics against those same ATRI critical issues in trucking discussed at ATA.

Thanks,

## Mike Jarvinen
VP of Marketing, Teletrac® Inc.

# Overview of Teletrac's Fleet Director Software:

Teletrac's Fleet Director software is an award-winning GPS tracking and fleet automation platform, providing far more than location management. Teletrac utilizes tracking data to help reduce company costs while promoting safety, compliance and productivity. Teletrac believes that smart fleet management depends on a crucial factor: customized and functional data. Teletrac's integrated software solution brings that data to play for smarter business decisions, better management and increased fleet efficiency.

*Fleet Director software provides location management integrated with data analytics and reporting specific to the trucking industry.*

*Drivers can fully automate hours of service compliance data straight from their cab.*

*Fleet Director's GPS truck navigation guides drivers along the safest and most efficient routes.*

# 10 Critical Issues in Trucking
## & How Teletrac's Fleet Director Platform Helps Address Them

### ISSUE 1: CSA COMPLIANCE

#### What is CSA Compliance?

CSA compliance was first implemented nationally by the Federal Motor Carrier Safety Administration (FMCSA) in 2010. The aim of CSA compliance is to reduce commercial motor vehicle crashes, fatalities, and injuries through federal mandates while increasing overall road safety. While the trucking industry is slowly adapting to new regulations, compliance represents a critical bridge to safety within the trucking industry.

#### How Does Teletrac Software Help?
*Customizing Data to Increase Compliance*

Teletrac offers a comprehensive fleet automation solution that provides customized data in order to increase safety, productivity and efficiency—making compliance and fleet management decisions easier.

#### Teletrac Features Helping to Address CSA Compliance

#### Driver Safety Scorecards—Capture and Rank Dangerous Behavior

With Teletrac's software platform, Fleet Director, stack-ranked views allow managers to view their fleet's best and worst drivers. With our Safety Analytics software, driving data is aggregated from each driver in the fleet into an overall safety score. The safety score is comprised of driver behavioral parameters including harsh braking and cornering, stop sign violations and speeding. Training on these behaviors directly correlates to lowering CSA tracked incidents.

#### Safety Event Replay—Replay of Dangerous Driving Events

Through Fleet Director's safety analytics software, driver events can be isolated and replayed in short snippets just as they took place in real-time. Fleet managers and owners have the ability to demonstrate unsafe driving habits that can lead to accident risk, safety violations and fuel waste for easy driver validation and training. All instances of hazardous driving behavior can be replayed, enabling fleet managers to directly coach drivers that are in need of extra training and assistance.

#### Fleet Director Tablet—A Multi-Function Tool That Makes Driving More Efficient

Interactive and easy-to-use, Fleet Director Tablet is equipped with modern, high-resolution screens, a stark contrast to older devices still on the market that carry analog text. The Tablet integrates with innovative software features including electronic driver logs that support hours of service compliance, on-board navigation, lane guidance, and two-way messaging.

- **Fleet Director Tablet—Less Distracted Driving:**
  **Disabled Functionality While Vehicle Is In Motion**
  With fleet security in mind, message communication functionality is automatically disabled when a vehicle begins motion, ensuring an added layer of fleet safety.

*A comprehensive safety score is assigned to each driver in the fleet based on their job performance.*

*Driver events can be isolated and replayed in short snippets just as they took place in real-time.*

## CSA Compliance *(continued)*

### Real-Time Driver Speed Alerts

The Fleet Director Tablet provides real-time driver speeding alerts that beep and flash a red light when a driver breaks a posted speed limit. This functionality allows drivers to instantly alter unsafe driving behavior.

### Truck-Grade Navigation—Guidance Around Safe Routes

Fleet Director's powerful on-board vehicle navigation software seamlessly integrates with GPS vehicle tracking to provide turn-by-turn verbal driving directions. Truck drivers are guided along the most time-saving routes while full-color maps provide a clear and swift user experience. If a driver veers off route by turning in the wrong direction, Fleet Director automatically revises its directions to get the driver back on track. In addition, Teletrac's software is equipped with height and weight restrictions that re-route fleet vehicles around restricted bridges and roadways, helping trucks minimize traffic surprises on the road.

### Lane Guidance—Helping Drivers Stay Ahead Of Their Route

A guidance line on Fleet Director's map highlights a vehicle's route ahead, while speed and estimated time of arrival are dynamically updated based on vehicle progress. Lane guidance allows truck drivers the ability to choose the most appropriate lane when an exit or turn is ahead. This feature  helps ensure that drivers are in the safest and most efficient lane at the right time.

### Vehicle Routing—Unlimited Data Integration

Fleet Director streamlines vehicle routing with insight and ease. Dispatchers have the ability to send routes directly to drivers through the Fleet Director Tablet—turning those routes into turn-by-turn instructions for the driver. Fleet Director natively allows dispatch to send routes to drivers, integrating them into easy-to-understand driving directions.  Fleet Director also integrates with route scheduling software like TMW, McCloud and Descartes.

### Geo-Fencing—Zero-Touch Dispatcher Updates

Geo-fencing technology helps trucking companies create and monitor personalized zones within fleet routes. The features provide automated arrival and departure notifications, which are triggered by the driver's GPS positioning. The feature can also track fleet vehicles along user-generated boundaries that help monitor a driver's adherence to safety standards and route parameters. Geo-fencing technology enables automated status updates and  messaging, providing validated, time-stamped records of vehicle activity.

### Final Rule: Electronic Logbooks—Increasing Compliance for the Trucking Industry

Electronic driver logs help the trucking industry lower traffic violations and minimize audit risks. By automating driver logs, fleet managers have the ability to easily track vehicle mileage logs and strengthen compliance regulations. Teletrac's electronic driver logs are fully compliant with DOT and FMCSA regulations, keeping drivers working the right hours while simultaneously providing  feedback on compliance violations.



*Fleet Director helps safely guide drivers to the most efficient lane at the right time.*



*Geo-fencing technology provides location data relative to personalized landmarks.*

## CSA Compliance *(continued)*

### DVIR—Making Daily Reporting Compliance Easier

The FMCSA mandates fleet vehicles to produce a daily driver report that checks off mechanical issues affecting operational safety. Teletrac keeps fleets compliant by offering electronic Driver Vehicle Inspection Report technology (DVIR)—allowing drivers to easily complete and submit daily vehicle maintenance reports through Fleet Director.

## ISSUE 2: HOS REGULATIONS

### What are HOS Regulations?

FMCSA's new HOS final rule reduces the maximum number of hours a truck driver can work within a week by 12 hours. Under the old rule, truck drivers could work on average up to 82 hours within a seven-day period. The new HOS final rule limits a driver's work week to 70 hours.

### How Does Teletrac Software Help?

*Ensuring Compliance Through Automated Electronic Driver Logbooks*

Electronic driver logbooks are fully integrated within Teletrac's software solution, providing complete compliance with DOT and FMCSA regulations. Teletrac captures, correlates and archives all required HOS data so that trucking companies can easily pass checkpoints and meet compliance requirements.



*Hours of service compliance is easy with Fleet Director software.*

## ISSUE 3: THE ECONOMY

### How Does the Economy Affect the Trucking Industry?

The economy is a tremendous concern for the trucking industry. While the pace of recovery has been unsteady and erratic, it is hopeful that job creation and industry growth are on the horizon. Some interesting proposals by the trucking industry, such as increasing freight demand through pro-business solutions, will help amplify the economy and stimulate future job creation.

### How Does Teletrac Software Help?

*Reducing Fleet Costs To Allow Company Growth*

Fleet Director provides many opportunities for company growth, including higher quality customer service and a decreased need for dispute resolution. In addition, cutting costs on fuel, operations, unnecessary miles traveled and lost assets becomes easier for trucking companies with Teletrac's fleet automation software.

### Teletrac Features Helping to Address The Economy

### Fuel Costs—Minimizing the Need to Visit the Gas Pump

The trucking industry can experience incredible gains in fuel economy with Fleet Director. Teletrac's automation platform has fuel efficiency ingrained in its DNA. Teletrac focuses on shrinking the percentage of idling engine time for trucking companies, in addition to cutting out harsh braking, eliminating out-of-route miles and avoiding traffic dilemmas.



*The ability to monitor speeding and idle time helps save on operational costs.*

## The Economy *(continued)*

### Increasing Efficiency—Keeping Trucking Companies On Schedule

The trucking industry can significantly reduce overtime and operational dollars by decreasing administrative costs with Teletrac. Fleet Director amplifies company efficiency through features such as electronic driver logs—that increase HOS compliance—and safety analytics—which lowers the amount of risk for fleets. By gauging valuable data from their fleets, trucking companies accrue a wealth of knowledge that leads to better visibility and fleet management. This vantage point leads to decisions that can reduce fuel consumption, enhance customer satisfaction, improve safety and lead to increased output.

### Loss Prevention—Easily Keep Track of Company Vehicles

Losing track of a vehicle is painful; ask any trucking company. Eliminate unauthorized use with Teletrac's loss prevention software. Fleet Director utilizes location detection to track where property is located, every hour of the day. Using this technology, trucking companies can easily protect and track their assets. Maintaining oversight over fleet location is a powerful tool that helps save money, time and improves overall efficiency.

One specific example is Teletrac's trailer tracking product, which is designed to help track and recover company equipment. Geo-fencing capabilities provide instant alerts when an unauthorized trailer leaves the yard. Should a theft occur, fleet managers can immediately notify authorities, allowing for the quick retrieval of a stolen vehicle or asset. Geographic zone settings can also notify users when drivers are outside of designated route zones which helps managers stay cognizant of their entire fleet.

*Fleet Director constantly tracks and monitors fleet vehicles and assets, mitigating the loss of vehicles and trailers.*

## ISSUE 4: DRIVER SHORTAGE

### How Does Driver Shortage Affect the Trucking Industry?

The U.S. trucking industry employs over 3.4 million drivers. Yet, the industry is currently facing an increasingly high driver shortage as workers experience fatigue and concerns over payscale and benefits. A loss of good drivers significantly compromises fleet safety and productivity.

### How Does Teletrac Software Help?

*More Options—Helping Trucking Companies Make Better Business Decisions*

With Teletrac's automation software, the trucking industry simply has more options to retain good drivers. By gauging pertinent fleet data, trucking companies can make better decisions about their fleet's best and worst drivers. This judgment can significantly impact business decisions, providing companies with the option for driver incentives, such as bonuses for longevity, productivity and good safety records. With clear data points that help driver training, managers can also make better business decisions that bring their fleets up to speed. In addition, Teletrac's electronic on-board recorders allow for the compliance assurance necessary to gauge driver's hours in the cab.

*Fleet Director's analytics software converts data into customizable dashboards. Users can view a variety of trucking fleet statistics, such as idle time and fuel consumption.*

## ISSUE 5: EOBR/ELECTRONIC LOGBOOK MANDATE

### How Does the Electronic Logbook Mandate Affect the Trucking Industry?

The goal of the Federal Motor Carrier Safety Association's (FMCSA) mandate is to reduce long driver hours that increase fatigue-related crashes and long-term health problems for truck drivers. According to the FMCSA, "a rule cannot ensure that drivers will be rested, but it can ensure that they have enough time off to obtain adequate rest on a daily and weekly basis." By reducing the number of hours per day that truck drivers can work, the FMCSA aims to minimize work-related fatigue. The rule reduces a driver's average maximum allowable hours of work per week from 82 hours to 70 hours, a 15% reduction. Electronic logbooks allow the trucking industry to easily track vehicle mileage logs and strengthen fleet compliance.

### How Does Teletrac Software Help?

*Ensuring That Trucking Companies Are HOS Compliant*

Teletrac's HOS software solution fulfills this government regulation by fully automating the entry, recording, completion and storage of all required information needed for logbooks— directly from the driver's cab.

## ISSUE 6: FUEL ISSUES/FUEL PRICES

### How Do Fuel Prices Affect the Trucking Industry?

Trucking companies were hit hard by fuel prices this year. A rise in manufacturing and retail sales directly affected fuel costs on the industry and the economy at large, making it more critical than ever to closely monitor fuel economy.

### How Does Teletrac Software Help?

*Reducing Fuel Costs for the Trucking Industry*

Teletrac can effectively reduce fuel costs with software that monitors harsh braking, cornering and accelerating. In addition, Teletrac can monitor idle time, out-of-route miles, and help eliminate speeding—all factors that increase fuel use. The addition of fuel cards can also prevent drivers from fraudulent purchases and siphoning company dollars.

*Investing in fuel efficiency is a winning fleet management decision. Teletrac can help massively lower fuel costs.*

## ISSUE 7: DRIVER RETENTION

### How Does Driver Retention Affect the Trucking Industry?

Maintaining a safe and productive fleet is a challenge in the trucking industry. Driver retention affects every aspect of the trucking industry's workflow, including considerations over equipment choices to driver payscale. The most crucial investment a company can make is on their selection and maintenance of good drivers. Simply put, a safe and productive workforce equals happier drivers. Companies that reward driver performance increase their company's output while multiplying the number of long-standing, safe drivers in a fleet.

### How Does Teletrac Software Help?

*Retaining Productive and Safe Drivers*

Teletrac can help retain productive drivers for the trucking industry in the following ways:

- **Eliminating paper driver logs:** Teletrac's electronic driver logs increase compliance while strengthening driver productivity and output.

- **HOS-compliant on-board stickers:** By placing Teletrac's HOS compliance stickers inside a truck's cab, drivers regularly report being able to quickly pass through checkpoints.

- **Navigation:** Teletrac's advanced navigation software allows drivers to move cargo faster, safer and more efficiently, providing another in-cab tool that helps eliminate frustrating misdirections.

- **Pay-per-performance programs:** Through incentivized drivers programs, the trucking industry can encourage safe driving behavior based on Teletrac's proven driver scoring criteria. Our software's performance metrics include idle time, harsh braking and optimal miles, which provide a clear framework to gauge a fleet's best drivers. .

- **Clarity of training:** Enhanced fleet training can include many Teletrac features, including replays of safety incidents, which help notify companies of possible driver safety breaches. This awareness provides the opportunity for specialized driver coaching, helping to increase overall fleet safety.

- **Modernized cab:** Teletrac provides drivers the ability to work in a modern environment, both visually and technologically. Teletrac's software helps modernize cabs, helping keep strong drivers with automated safety, navigation and particular compliance features.

- **EOBR:** With Teletrac's electronic on-board recorder, drivers have the ability to bypass complicated and archaic paper logs. This benefit will save drivers time and effort that they can spend on the road, without the worry of timekeeping. It's fair to say that drivers (and most everyone) enjoy as little paperwork as possible; Teletrac's software makes logging hours easy. Making the job easier for employees lends itself to happier drivers, which increases driver retention and company productivity.

*Companies that reward driver performance increase their company's productivity.*

## ISSUE 8: TRUCK PARKING

### How Does Truck Parking Affect the Trucking Industry?

Parking can be a major headache for the trucking industry. The lack of available and safe commercial vehicle parking spaces provides a challenge to drivers due to recently mandated HOS regulations. Because drivers are now required to take rest breaks and off-duty time during their shift, there will be additional need for safe, available parking. A lack of spots may create hazardous conditions for drivers who are unable to find a place to rest in between shifts.

### How Does Teletrac Software Help?

*Creating Landmarks for Truck Drivers*

Teletrac's fleet automation software allows fleet managers to create landmarks—personalized points of reference—that may be anything from a route drop to a rest stop. This feature increases route productivity and efficiency by helping to familiarize drivers with an area. Teletrac's software automatically updates imported landmarks, helping dispatchers and drivers stay oriented and up-to-date.

## ISSUE 9: DRIVER HEALTH/WELLNESS

### How Does Driver Health and Wellness Affect the Trucking Industry?

Driver health and wellness is extremely important to Teletrac. Productive drivers translate into productive fleets; that equation helps amplify the bottom line of businesses. With an increased driver turnover rate, fleets are currently facing challenges in finding qualified new drivers. An emphasis on driver health and wellness is one essential key to retaining a competent and successful fleet.

### How Does Teletrac Software Help?

*Eliminating Driver Fatigue Through EOBRs*

Decreasing the amount of tired and fatigued drivers on the road is essential to maintaining a healthy fleet. Driver hours are easily monitored by Teletrac's software in order to eliminate driver fatigue and increase productive fleet management. Fleet Director's electronic on-board recorder (EOBR) strengthens compliance by accurately recording the amount of hours a vehicle is driven in a fleet. This monitoring helps protect the health and well-being of drivers so that trucking companies can retain efficient and safe loads.



*Teletrac's electronic on-board recorder helps drivers bypass unreliable and time-consuming paper logs.*

## ISSUE 10: CONGESTION/BOTTLENECKS

### How Does Congestion and Bottlenecking Affect the Trucking Industry?

Bottlenecking and traffic congestion significantly impact fleet costs through wasted fuel and productivity losses. According to ATRI, fuel and oil costs are one of the most expensive operational costs for trucking companies. Congestion and bottlenecking increase idling time and lower fuel economy, which can possibly have major negative consequences on a company's bottom line.

## Congestion/Bottlenecks *(continued)*

### How Does Teletrac Software Help?

*Teletrac Features Helping to Address Congestion and Bottlenecking*

#### Keeping Dispatch Constantly Aware of Traffic

#### Live Traffic

Dispatchers have the ability to stay aware of traffic conditions with Teletrac. Our software helps fleets remain alert to potential traffic delays. This capability allows dispatchers to quickly rearrange route priorities and directly send them to drivers. With the assistance of turn-by-turn verbal driving directions and easy-to-follow touchscreen displays, drivers consistently stay on an efficient route.

#### Navigation

Fleet Director's powerful on-board vehicle navigation software seamlessly integrates with our GPS vehicle tracking capabilities. The dual combination of location positioning and route direction allows drivers to receive automated, turn-by-turn verbal driving directions. Drivers are easily guided along the most time-saving routes while our full-color, touchscreen Fleet Director Tablet displays vibrant maps that help orient drivers. If a vehicle veers off route by turning in the wrong direction or missing a turn, Fleet Director automatically revises its directions to help the driver get back on track.

#### View Trucking Routes in A Variety of Mapping Formats

Fleets can gain access to intuitive GPS-mapping with a variety of views and formats, helping to keep track of fleets of all sizes. The ability to view what traffic looks like in a wide range of mapping preferences allows dispatchers to make efficient route decisions. These capabilities also reduce the amount of idling time for trucks on the road, helping to bring dollars back to companies one saved mile at a time.

*With Fleet Director, users can stay alert to potential traffic delays and route changes.*

*Mapping layers show location-relevant data through satellite and bird's eye imagery.*

## In Review

Fleet tracking and automation provides the trucking industry with invaluable data to make better business decisions. Teletrac's comprehensive software platform helps trucking companies address industry-specific challenges, such as fuel costs, driver retention and compliance regulations. Teletrac provides companies with access to unlimited data points that constantly educate fleets on productivity and efficiency levels.

# About ATRI

The American Transportation Research Institute (ATRI) represents over 35,000 motor carriers through affiliated trucking associations across the U.S. As a result of ATRI's prominence within the trucking industry, state and federal agencies turn to the institute for trucking-related research, particularly when industry insight and cooperation is essential.

Earlier this year, ATRI announced its annual round-up of crucial issues affecting the trucking industry. These areas include broad-ranging factors, such as the economy, to more industry-relevant concerns, such as driver retention and HOS regulations. The American Trucking Association (ATA) has proposed strategies to utilize the ATA-commissioned survey to better advocate on behalf on the U.S. trucking industry.

"ATRI's annual survey of critical industry issues gives ATA, and all trucking stakeholders, a clearer understanding of the challenges our industry faces," said ATA chairman Dan England.

"By improving our understanding of the issues, we can be better stewards of the important job our industry is tasked with. ATRI's work once again gives ATA the information we need to effectively represent the industry," added ATA President Bill Graves.

# About Teletrac® Inc.

Teletrac Inc. is a market-leading, private equity backed software company that is headquartered in southern California and focused on big data for vehicle fleets. Providing a comprehensive cloud-based SaaS platform, Teletrac currently helps automate more than 20,000 fleets across all industries and fleet types.

With over 500 global employees, Teletrac focuses on providing GPS asset location, diagnostics, fuel efficiency, safety, compliance, scorecarding and business intelligence in a single powerful web interface. Tracking more than 200,000 vehicles across the globe, Teletrac's high-tech focus has led to customers reporting up to 30% lower fuel usage, an average of 15% less driver overtime, 12% higher productivity and less unauthorized vehicle use.