

Guiding you with true independent advice

veetrack 

GPS fleet management



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How Fleet Tracking Systems Work

Veetrack solutions integrate technology, processes and expertise to produce a new breed of low cost, powerful, user friendly fleet management systems.

Using GPRS, GSM, GPS and sophisticated computer functionality as enabling technologies. Veetrack Telematics provides fleet managers with the ability to control and manage their mobile workforce, achieve productivity gains and reduce costs.

With a Veetrack Solution, comprehensive vehicle data can be gathered and communicated between mobile and fixed assets using wireless communications protocols. Data is then processed to provide detailed information in a usable format within a graphic, user-friendly interface. This is integrated with digital mapping, satellite imagery and a range of powerful computer conversion and enabling tools to deliver effective event reporting and management capabilities. In other words Real Time vehicle Tracking and reporting.

To use our modern tracking solutions is simple. We fit each of your vehicles with a GPS unit. This unit then relays position, speed and other data back to the hosted servers every minute using GPRS technology on the mobile phone network. This data is then presented to you in real-time using easy to understand high quality maps down to street level and with “Birds Eye” view and reports accessible from any computer with an internet connection and web browser.

GSM

Global System for Mobile communications (GSM), the most popular standard for mobile phones across the world.

GPRS

The General packet Radio Service (GPRS) based on existing GSM mobile networks, sometimes referred to as 2.5G. It has an “always on” status data is transferred on demand and charged only by the amount of data transferred, not by time connected.

GPS

Global Positioning System, uses a network of 24 earth orbiting satellites, enabling a GPS receiver to determine its speed, position, direction and time.

Things you need to know...

Fleet management is much more than just knowing where your vehicles are but it is also about the health and safety of your employees whilst under your supervision. GPS tracking has many benefits for fleet managers with one of the most important attributes, real time tracking, helping to keep your workers safe and you still in business.

According to the Health and Safety Executive (HSE) over 10 million workers in the UK drive a licensed vehicle in connection with their work, whether its company car, taxi, or a bus. Under new Government legislation, employers have a duty of care to ensure so far as reasonable and practicable the health, safety and welfare of their employees whilst they are under their supervision.

Although there is no specific legislation relating to employer duties on road safety issues, employers are still responsible for the health and safety of their employees and under the Management of Health and Safety at Work Regulations 1999, employers must perform a risk assessment of all work activities including working on the roads.

For fleet managers, who must take responsibility for a number of vehicles and mobile workers, this legislation is particularly serious, especially considering the introduction of the Corporate Manslaughter and Corporate Homicide Act 2007. This act, alongside changes to existing road transport legislation, means that it is now more important than ever to carry out safety checks and risk assessments and implement policies and risk reduction procedures.

Any organisation that fails to meet their duty of care policies in such a way that results in the death of an employee whilst at work can be prosecuted by law. With the HSE indicating that nearly a third of the 3000 road traffic fatalities in the year 2000 being at work at the time the seriousness of this new legislation is clear. In addition to these laws an employer also still has legal obligations under the Road Traffic Act 1998/1991 and the Road vehicle (Construction and Use) Regulations 1986.

As a fleet manager, you should be well aware that monitoring and controlling your fleet safely is critical for your business and are likely to have put strict duty of care policies in place. One of these policies is likely to be regular assessments and auditing of all work related driving activities. Any employee whether in their own private vehicle or a company vehicle, and including employees who work at the road side is your responsibility as their employer.

Alongside ensuring that all employees are competent and fit to drive your vehicles it is your responsibility to provide adequate training and instruction where needed with regards to your own health and safety procedures. The state and condition of all vehicles used to perform your business is also your responsibility even if the vehicle in question does not belong to your company.

One of the many steps fleet managers can take to ensure that they meet with their duty of care obligations is to utilise GPS tracking technologies. GPS tracking can help to minimise the risk of a corporate manslaughter claim in many ways including providing real time geographic positioning of mobile workers.

Alongside tracking the location of each vehicle within your fleet, GPS tracking also allows you to monitor driver style and importantly the amount of time they have been driving. This is important to fleet managers as all drivers should only work according to the guidelines set out in the Working Time Directive (WTD).

The WTD was set up to help fleet managers adhere to drivers hours regulations which stipulate how long is considered safe for one driver to be behind the wheel. When you consider that some 20,000 accidents were caused by drivers falling asleep at the wheel during the year 2000, according to the London Hazards Centre, this is an important aspect of managing your fleet safely.

GPS tracking systems can also help provide evidence if there ever was an accident as to the speed, direction and temperature of the vehicle in question.

Driver Behaviour is also important to fleet managers when assessing risks as drivers who are known to be harsh accelerators or frequently record heavy usages of breaks may need more supervision, these records also allow you to identify which driver styles tend to use less fuel and cause the least amount of wear and tear to your vehicles.

Economy downturn? Help is here

Veetrack has specialised in vehicle management systems for several years and in this time we have witnessed many changes within the telematics market place, however nothing as unprecedented as the current economic market. This has meant that we too have to rethink our services to best meet the changing needs and requirements of our current and prospective clients alike.

The growth we have collectively enjoyed over the past years has meant that many businesses have expanded. This has called for companies to take on more vehicles, employees and the responsibility that ultimately comes with this expansion in the form of management, legislative compliance and continuity of service to the customer.

Now that we are collectively facing some challenging times ahead, it is vitally important for us to consider where we can reduce cost and, most importantly, provide a service that stands out over our competitors.

Telematics is a proven way to achieve all of these goals amongst and has many more benefits besides. Veetrack offers whole-of-market advice, enabling our clients to be guided through a very specialised and sometimes complicated market. Top tier account management ensures that our clients are kept informed of any technological or legislative developments as they are released.

Benefits are plentiful and vary from company to company; some of the more commonly beneficial attributes are as follows:

- 100%** Tax deductible 100% of the time
- 15%** Insurance premium reduction (please consult your insurer)
- 20%** Fuel bill reduction
- 25%** Vehicle maintenance bill reduction
- 20%** Increased productivity
- 15%** Reduction in overtime payments

Some ways vehicle tracking can benefit you

Managing Director

Greater productivity & efficiency

Promotes & protects company image

Wins new business and creates a competitive edge

Financial Director

More accurate & efficient record keeping

Significant cost savings (labour, fuel, insurance etc)

Sales Director

Manage sales area boundaries

Great sales with reduced delivery times

Tracking system adds value, marketing edge

Demonstrated accountability inspires customer confidence

Fleet manager

Increased efficiency

Increased productivity

Instantly accessible fleet information

Summary reports show good workers, or problem areas

Efficient job allocation to closest vehicle (faster response)

Human Resources Manager

Accurate reporting on expected delivery times

Fast, responsive service results in happy customers

Proof of attendance reports

Customer Services

Accurate reporting on expected delivery times

Fast, responsive service results in happy customers

Proof of attendance reports

Increased security for driver and load

Hard work can be readily noted and rewarded

Less paperwork – electronic proof of attendance

Sales representative

Increased security

Navigational assistance

Monitored alarm protects in-car contents

Customer

Faster, more reliable service

Accurate information on arrival times

High accountability brings peace of mind

Lower transport cost through system savings

Private car owner

Prevent theft of vehicle

Monitoring for unauthorised use of vehicle

Automated records for tax, or expense claims,
regarding your mileage.

Factors Preventing the Implementation of Vehicle Tracking Systems

Vehicle tracking systems are becoming an increasingly important part of the fleet management business. As GPS and other location technologies have developed, these systems have not only become more accurate but also more affordable.

There are however many fleet managers out there who are still unsure whether a vehicle tracking system would really help improve the efficiency and profitability of their business.

One of the reasons why some of these fleet managers have not yet implemented vehicle tracking systems is because they feel that they have a trustworthy staff and do not have to keep an eye on them. Fundamentally, they do not understand the ultimate purpose of a vehicle tracking system; it is not the encroachment of 'Big Brother' but instead is a way for companies to improve their operations by reducing fuel costs, maintenance expenditure and insurance premiums.

An adjunct to this belief is that if a vehicle tracking system is implemented the staff members will respond with union action. Once again this is down to a belief that these systems are 'Big Brother' in disguise. This viewpoint is ultimately incorrect, once staff members are given an understanding of how a tracking system will make their jobs easier, any resistance is soon quelled. Staff members will find reduced amounts of paperwork and fewer hours spent on the road after implementation, subsequently realising that there are benefits that outweigh the fear of supervision.

Technophobia is definitely one of the reasons preventing many fleet managers from implementing vehicle tracking systems. The belief that they are difficult to install

and use is prevalent, although through education this situation is changing. Normally companies will supply an expert to help with installation. The system requires a GPS device in every vehicle and a computer back at the headquarters, although depending on the system used, the installation can differ. This expert should also be able to help with training operators how to use the system most effectively.

As well as the fear of technology, many fleet managers are happy using the system already in place. This may incorporate mobile phone technology but ultimately this is a poor system compared with modern variants. Using mobile phones is unrewarding as a way to track employees; it is easy to lie at the end of a phone. Additionally, using mobiles does not give the fleet manager information on the car mileage or the maintenance schedule. As well as this, a GPS will give up to the minute information on vehicle whereabouts and direction. Fundamentally a GPS system is an all encompassing solution to tracking requirements. Confusion is another reason why some fleet managers have not yet made the investment in a vehicle tracking system. With so many different varieties on the market today this is understandable. For the fleet manager however, making an assessment of their business' needs is an essential part of finding the right system. Added to this is the investment that a tracking system requires, some can be expensive although it is possible to receive a good deal. In terms of price and payment it should be remembered that most vehicle tracking systems are more like a service rather than a

product, and understanding that a monthly charge will normally be applicable is essential. Hopefully this information will help those fleet managers out there who are still unsure whether to implement a GPS vehicle tracking system or not. If technophobia, confusion over pricing and fear of surveillance can be overcome, implementation should be a painless process resulting in a more streamlined, efficient and profitable business.

Corporate Manslaughter and its Effect on Small Businesses

The Corporate Manslaughter Legislation may have been overlooked by the small business community as it is has the word 'Corporate' in it. This would be a mistake, as the legislation does not discriminate between sizes of business.

So what is the potential effect on the small business owner/director? The biggest exposure to The Corporate Manslaughter Legislation for all businesses is, based on casualty figures, in the use of vehicles in connection with the business, because last year (2007) 2,943 people were killed on the UK's roads and of that number 981 were employees who were driving as part of their work at the time of their death.

As an employer you have a legal obligation under Health & Safety Legislation to identify the risks associated with driving and then develop a plan to eliminate or reduce that risk in a manner that is reasonably practicable. Clearly not travelling at all is the safest option, but not necessarily the best option for the business. If you make widgets, you will need a sales force to sell the widget and then a delivery team to transport the widgets to the customer. Both of these activities involve travelling and more specifically driving. With driving the main risks are:

1. The Driver
2. The Vehicle
3. The Journey

In each of these areas you will have specific issues, for example the driver may not have a valid driving licence, the vehicle may not be suitable for the task or the journey is long and stressful. You need to consider all of these aspects for your own business, as each business has different risks and different options to minimise that risk.

If we break the risk areas above into more detail we can find other areas for consideration.

The Driver:

Does the driver have a valid driving licence for the vehicle you are providing? Do you have a documentary system for the checking of licences every six months?

Does the address on the licence match the address the driver lives at?
Does the driver need training?
Does the driver have the information required to drive in a manner that reduces risk?

The Vehicle:

Is the vehicle fit for purpose?
Is it maintained correctly?
Is it insured correctly for business use?

The Journey:

How are the journeys planned?
Are there any limits on working or driving time?
Are rest periods planned into the journeys?

The Corporate Manslaughter and Corporate Homicide Act 2007 only refers to bodies corporate rather than individuals. But as it is only an additional piece of legislation to improve the prosecution choices available under existing Health & safety Legislation and Road Traffic Legislation. The change was brought about because of the difficulty in identifying the controlling mind in larger organisation. With smaller businesses identifying the controlling mind is easier so owners/directors of small businesses could find themselves facing a jail term in addition to the liquidation of their business.

Spending a relatively short amount of time speaking to a professional in Fleet Risk Management could save you both the stress and heartache of a court appearance and prosecution and more importantly the death of a trusted employee/colleague. The cost of doing things right is considerably cheaper than trying to deal with the situation once it has gone wrong. The costs of going to court, win or lose, would run to tens of thousands of pounds whereas the cost of putting together a robust Road Risk Policy and implementing it is typically less than £5,000. Based on that fact alone it makes financial sense to protect you and your business from a prosecution under Corporate Manslaughter Legislation.

Duty of Care

On 6th April 2008, the Corporate Manslaughter Act (Corporate Homicide in Scotland) came into force. In essence, the new law makes it easier to convict organisations whose managers have breached their duty of care, ultimately causing death. This legislation directly impacts organisations of all sizes and action must be taken now to ensure employer obligations are fulfilled.

All employers have a responsibility for the Health and Safety of their employees, whilst at their place of work and they must make certain that reasonable measures are in place to ensure the protection of their employees. It is important to be aware that any vehicle which is used by an employee to conduct business on behalf of the company is regarded as a place of work, and is therefore subject to current Duty of Care legislation. Despite this fact, many companies are still turning their backs on the reality: this legislation has huge implications to their business, regardless of size or industry sector.

Employers should look beyond the initial financial outlay required to gain Duty of Care compliance, and instead consider the possible consequences in the event of something happening to a member of staff or the public, during work time.

The Penalty

The penalty for a corporate manslaughter conviction could be an unlimited fine. In addition, a convicted company may be forced to publicise their offence which could be extremely damaging to the business' reputation.

Be Prepared

If an incident occurs involving an employee driving on company business and it results in a fatality, it will be the obligation of the company to demonstrate that vehicle and driver policies and procedures are in place that covers maintenance and safety legalities. Veetrack can provide solutions to support businesses in becoming compliant with this legislation.

Manage the risk

Duty of Care legislation must be applied firmly but fairly. Policies and procedures must be put in place and then managed according to fleet management best practices.

Benefits to you

As well as the legal obligations that employers must adhere to in respect of this legislation, there are business benefits that can be realised by putting in place management systems. These benefits include: better control over costs, such as fuel, insurance premiums and claims and vehicle wear and tear more informed decisions about matters such as driver training and vehicle purchase less need for investigations and paperwork, reduced running costs through better driving standards less chance of employees losing their licences as a result of points on their licences.

In addition to these benefits, the presence of management systems that support an employer's duty of care obligations can promote sound safety.

Commercial and Private

Many people may have seen the wealth of internet sites offering a variety of vehicle tracking systems for use in the commercial field. There are fewer sites on the internet however advocating the use of these vehicle tracking systems for use in the private sphere. If you decide to install a Veetrack Telematics solution in your car you will then be privy to a variety of details that will not only reveal how you drive, but ways to increase your fuel efficiency and the effectiveness of your regular routes.

A Veetrack Telematics solution will enable you to gain information of your every move while you are travelling. By accessing the related internet site, you will be given access to details of your fuel consumption, your direction of travel and your exact mileage. This can be especially useful when you are returning your mileage on a company car, this way, either as a manager or employee you will be able to produce the exact mileage of the vehicle while on business duties and hence it will be easier to fill in tax returns.

For families a vehicle tracking system can make perfect sense. At the moment the internet is full of stories on young drivers having these GPS vehicle tracking devices fitted not only to reduce their insurance premiums, but to also give parents valuable information on how their youngster is driving. The knowledge that your parents know exactly how you are driving could act as a powerful deterrent to those racers who make up the statistics of crashes and deaths.

Internet vehicle tracking has more applications in the commercial sphere however; it can give managers valuable information on how their employees are driving company vehicles. Not only does this reduce the instances of speeding and law breaking, it also reduces maintenance costs as employees are more likely to look after the vehicles they are given.

GPS vehicle tracking systems usually incorporate an internet site that relays the information to the user; it is by using this online software that it is possible to program the system to find more efficient routes for vehicles. By doing this it is possible for companies to reduce the mileage of their vehicles and also in these days of sky high fuel prices the provision to reduce fuel consumption.

GPS tracking over the internet is not just being used in the form of vehicle fleets. Advancements in technology, specifically the reduction in size of GPS devices has meant that personnel can be given tracking devices that give information of their personal whereabouts at all times.

Not only is this useful for managers to know where their staff are, but also in terms of safety it gives employees a much needed safety net and backup system should they be attacked. For instance; if a traffic warden is attacked while fitted with a GPS tracking device, they will be able to inform the headquarters of the incident and be able to dispatch the emergency services to the warden's exact position quickly and efficiently.

There is little doubt that the advancements of GPS technology combined with the internet has meant that tracking systems, for both vehicle and personnel tracking have enhanced the efficiency and effectiveness of systems. So whether a manager of a fleet, a controller of a widely dispersed team of staff or even a concerned parent worried about your child's driving. Have a look at the many GPS tracking solutions available from Veetrack today.

Idle Time Fuel Usage

Reduce Fuel Consumption

As fuel prices spiral upwards, reducing your fuel consumption and costs will have a positive impact on your bottom line. The chart Below Shows Daily, Monthly and Annual Costs for Vehicle's Idling for 1 Hour per Day @ a fuel cost of £5.44 per gallon (£1.20 per ltr).

ONE HOUR OF IDLING IS COSTING YOU ON AVERAGE ONE GALLON OF FUEL.

Vehicles	Daily Idling Cost	Monthly Idling Cost	Yearly Idling Cost
5	£27.20	£816.00	£9,792.00
10	£54.40	£1632.00	£19,584.00
15	£81.60	£2448.00	£29,376.00
20	£108.80	£3264.00	£39,168.00
25	£136.00	£4080.00	£48,960.00

The Hidden Expense Of Idling

Studies show that when a vehicle is left idling, it can consume one gallon of Fuel each hour. Also that one hour of idling per day for one year results in the equivalent of 64,000 miles in engine wear when adding up all the contributing factors.

Starting from £0.75p per day per vehicle. vehicle management Systems can also offer cost benefits through reduced overtime claims with the Journey Summary Report , reduce Idle times using the Idle Time Reports, monitoring over-speeds, (A recent study has shown that those vehicles on motorway routes that do not exceed 70mph will benefit from an extra 7mpg!), therefore, reducing fuel costs, and enhance driver/employee productivity.

A GPS Fleet Management System Will Allow You To:

Monitor & Reduce Engine Idle Times - On Average 1 Gallon of Fuel Is Consumed For Every 1 Hour of Idle Time

Monitor Vehicle Speeds - Speeding Burns Excessive Fuel

Ensure Drivers Are Staying On Route - Where Are Your Drivers Going On Your Fuel?

Referral Awards

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Hello!

Veetrack are launching a fantastic new award scheme which allows you to win hundreds of pounds worth of prizes for simply helping your contacts find the right vehicle tracking solution for them. Refer a contact that leads to an appointment with us and receive £20 worth of Amazon vouchers. However, if that appointment leads to a sale you will receive the following prizes* based on the number of vehicles installed with our tracking solutions...

20 plus



£150

50 plus



£300

80 plus



£600

*Prizes shown are examples only and referrers may choose their prize limited to the amount in pounds shown and dependant on availability.

If you would like to refer someone to us, please copy the following link into your browser and enter your details:

<http://www.smart-survey.co.uk/v.asp?i=8970jofnu>

Alternatively, feel free to call us on 0131 208 3787 or e-mail info@veetrack.co.uk at any time.

