



***The Intelligent Trailer Fleet —
Optimize with Trailer Tracking Technology***



Trailer management is a growing industry. In fact, there are 6.9 million trailers in North America — and that number is expected to grow five to ten percent in the next five years. Want to be on the leading edge of that growth? Improve the utilization of your fleet with trailer tracking technology and you can do just that.

How?

Simple: Eliminate the hold-ups that make the trailer industry frustrating, and that hinder growth and profitability. You know your trailers are sitting idle longer than they should. And, sometimes drivers can't find the correct trailer quickly. Worse, incorrect pick-ups do happen and they can be disastrous for your business. Trailer tracking technology helps you resolve those problems — keeping headaches at bay. Now you can know the location data of all of your trailers, even when they're tethered to tractors and on the move. What's more, you can access all of this real-time data right from your computer, helping you operate a more responsive business.

Reducing Wasted Time and Fuel

The "trailer hunt" is frustrating for everyone, especially for your conscientious drivers who want to do their jobs and stay compliant with Hours of Service regulations.

With trailer tracking technology, you know exactly where the trailer is sitting, cutting the driver's scavenger hunt time in half. And, that makes the start of the driver's day painless.

The trailer hunt doesn't just waste driver time, of course. It's also a killer for your fuel consumption. Just think — your driver is driving around your yard for 30 minutes searching for her trailer, she's burning fuel and she's not driving that trailer to its next destination. With trailer tracking technology, however, you can cut the fuel lost in your yard by half. In the end, you're saving money, preserving drive time, and keeping drivers happy.

Getting Those Trailers Moving

You probably have an average of three trailers for every one driver in your business. Most do. But what if you could reduce the number of trailers you owned just by optimizing usage with trailer tracking technology?



When a trailer sits, you lose money. But, with trailer tracking technology, cargo sensors tell you when the trailer is unloaded, when the door opens, and what its load capacity is. This kind of reporting capability lets you communicate to your drivers when their trailer is ready to go. And, that means you can create more intelligent plans that utilize driver time better.

In the long run, this not only increases profits, but it decreases the time you spend wondering when the trailer will be ready to move. That's not your only challenge, of course. Sometimes trailers flat-out go missing. This is especially true for carriers experiencing high driver turnover.

With solar panel charging, however, you can count on pings that let you know exactly where your trailer is. And, it continues to deliver that data even when it's not being used. Many units have to be connected to a charger to deliver this information to your computer. But, units equipped with solar charging mean the trackers will deliver data even when trailers sit in the middle of New Mexico. Even better, you'll be able to see if your trailer is moving to help prevent theft, and that's one less thing you have to worry about.

Office Time is Valuable Time

Your time in the office is important. This is a challenging industry and running a safe, profitable fleet gives you more than enough to do. Worrying about missing trailers and inventory? It's time consuming and takes you away from managing your drivers.

New tracking technology gives you back time you'd otherwise spend on physical trailer counts. Not only does it allow you to improve the accuracy of your inventory management with real time data, it also eliminates the scramble of driver and staff yard counts. Equally important is that we know yard counts are often error prone — and having tracker technology removes the potential for error. So, how much time can you really save? It is estimated that trailer tracker technology can reduce hours spent doing physical yard checks by 80%. In short, it's a huge time saver.

Trailer Pick Up Accuracy

A driver picking up the wrong trailer is a costly mistake. Sure, mistakes happen, but we don't think they should happen in your business. You can prevent that with a trailer tracking system that talks to your office and the driver.

How so?

If a driver grabs the wrong trailer, you'll be alerted so you can contact your driver immediately and correct the mistake. Not only will this will save you and your driver time, money, and wear and tear on the truck and trailer — it will prevent an embarrassing encounter with your customer. This technology can also prevent mistakes that would otherwise break the law. Consider what might happen if a driver hooked up the wrong trailer and started making his way to the

Canadian border. With the wrong trailer in tow, that accidental hookup could appear to be a smuggling attempt. Again, trailer tracking technology comes to your rescue, alerting you so you can step in and correct the trailer pick-up immediately. This functionality can be custom integrated into your Omnitrac workflow, so that it perfectly fits your needs and improves accuracy. It automatically validates proper connection with the truck and alerts drivers when they have an incorrect connection.

Improving Customer Relationships

Trusting customer relationships are important. And, you can foster that trust and deliver a more positive experience for your customer with the data trailer tracking technology provides, including:

- Drop off locations
- Hookup locations
- Load times
- Unload times

Not only can you provide a better experience, you'll also be able to utilize your trailers more intelligently. Sometimes customers simply don't understand that the trailer needs to move on and be used for another delivery. Where that becomes a problem, tracking technology provides substantial accurate documentation for trailer detention billing. So, if a customer is taking too long or you think she's using your trailer for storage, you can show her the specifics and have a frank conversation. In the end, this technology protects your fleet and helps you turn a quicker profit.

Advantages All Around

Profitability and efficiency are among your primary goals. And, when you consider one Omnitrac customer reported having saved more than 2.7 million dollars with Omnitrac trailer tracking technology, the ROI is significant.



What can you expect?

- Position and event reporting in the United States, Canada, and Mexico that protects your fleet and helps you better manage your drivers
- Multi-mode cellular coverage so you will always be able to contact drivers and know their locations
- Web-based services portals that allow you to do your job efficiently
- Configurable reporting options that put you in the driver's seat with your data

With trailer tracking technology you will increase trailer and driver security, optimize your inventory, and improve driver productivity. And, all of these things help you foster an efficient fleet and drive greater profitability.

You know what your business needs to grow into the future. Want to discuss implementing trailer tracking across your fleet?

We'd be happy to talk to you about your needs and how you might integrate solutions to positively impact your bottom line.

Learn more about trailer tracking technology at omnitracs.com/products/trailer-tracking



ABOUT OMNITRACS, LLC

Omnitracs, LLC is a global pioneer of trucking solutions for all business models. Omnitracs' more than 1,000 employees deliver software-as-a-service-based solutions to help over 14,000 customers manage nearly 1,100,000 assets in more than 70 countries. The company pioneered the use of commercial vehicle telematics 30 years ago and serves today as a powerhouse of innovative, intuitive technologies. Omnitracs transforms the transportation industry through technology and insight, featuring best-in-class solutions for compliance, safety and security, productivity, telematics and tracking, transportation management (TMS), planning and delivery, data and analytics, and professional services.